BrainStorm GROUP, Inc.

STRATEGIES & SOLUTIONS FOR INFORMATION ACCESS

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▶ **San Francisco**
June 22-23, 2004

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San Francisco
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New York
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San Francisco Session Descriptions

Developing a Unified Content Strategy for Enterprise Content

Ann Rockley

Successful enterprise content management requires a unified content strategy. A unified content strategy can provide a dramatic improvement in the way content is created, managed, and delivered. Improvements include increased quality and consistency and long-term reduced time and costs for development and maintenance. This session will provide a practical approach to developing a unified content strategy including organizational needs analysis, content life cycle analysis, content analysis, content architecture development, and development of tools requirements.

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Case Study: Implementing a Scalable ECM System

Olivier Naimi

An enterprise content management (ECM) system is essential and could potentially deliver real, sustainable competitive advantage for any company that shares information with its customers as a critical part of its value proposition. This presentation describes how BEA has implemented Documentum to support current and future ECM needs, enabling BEA to reduce total cost of ownership and increase productivity efficiencies.

Attendees will leave the presentation with insight on how to develop and deploy a scalable ECM system as part of their IT infrastructure for:
-- Faster implementation of new applications
-- Lower costs of management
-- Better utilization of resources

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Panel: Sarbanes-Oxley, Regulatory Compliance and Technology

Jeetu Patel