

TECHNOLOGY TRANSFER PRESENTS

ALAN
PELZ-SHARPE

ENTERPRISE

CONTENT MANAGEMENT

AND SHAREPOINT

NOVEMBER 25-26, 2009
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

In this course we will provide a thorough introduction to and grounding in Enterprise Content Management technologies. Explain clearly how they work and why they will become of increasing importance to you and your organization, particularly in this age of financial restrictions. This will be a highly critical and supplier agnostic workshop, championing no particular vendor technology approach, but with critical insight into the strengths and limitations of all the leading systems. The database may not be the right place to manage documents and email – hence the plethora of ECM tools, including Microsoft SharePoint to manage, search and present on the market. Understanding how to extract maximum value from content and analytical data is essential in modern organizations. Hence we will look at how to manage and exploit maximum value from ‘unstructured data’/‘content’ and look at how you can best marry this information with your current ‘structured data’ activities. We will spend time looking at the vendor marketplace and how this has evolved from its roots in Document Management and workflow to involvement with the Business Intelligence and Data Management world – and explore where potential conflicts may arise. The course will remain strictly vendor neutral and will aim to give real world examples and methods. Overall this will be a highly practical course, suitable for both technical and more Business oriented attendees alike. With immense document volumes (many estimate in excess of 80% of corporate data is unstructured) coursing through organizations, traditional Data Management approaches cannot cope. This leaves critical Business knowledge untapped, unmanaged and idle Business effectiveness and competitive advantage.

WHAT YOU WILL LEARN

- A thorough understanding of ECM Technologies
- A foundation in which to structure potential ECM related projects
- A focus on SharePoint as a ECM system, how it works, is structured and its limitations
- Knowledge of key tools for change with ECM

1. Establishing the Enterprise View of Content Management

- Determining what content is considered valuable
- Value of a Unified Content Integration system in the organisation
- Identify the Business needs requirement of ECM
- Short and long term goals of ECM for your organisation
- Identifying the existing and future primary stakeholders and user experience for ECM
- Auditing current Content applications systems to integrate

2. Designing the Content Architecture for ECM

- Building an inventory of viable content repositories and sources
- Segregate and categorise the content and relationships in a taxonomy or schema
- Identify relevant production processes needed for coherent content flows
- Explore possibilities to re-use and re-purpose content
- Identify and detail guidelines and standards for continuous and effective content production
- Evaluation of tools: Comparing the vendor climate and offerings
- Applying professional and strategic vendor Management when Outsourcing ECM applications and functions
- Role of XML – Evaluating the benefits and need for XML in different ECM platforms
- Formulating strategic integration plans for essential capabilities and functionalities in an ECM platform

3. Microsoft SharePoint in detail

- What is SharePoint 2007 – what is it not?
- Introduction to SharePoint Architecture for Business
- Managers
- Evaluating SharePoint's core "Six Pillars"
- Advice: Business and Technology Do's and Don'ts
- SharePoint in an heterogeneous environment

4. Initiating an ECM – Friendly Change Management & Organisational Stakeholder Buy-In

- Assessing readiness of ECM adoption – Technology, Processes and People
- Training Needs Analysis to equip end-users with needed competencies to utilise ECM efficiently
- Expectation Management to provide end-users needed motivation to utilise ECM as part of their work-culture
- Cultivating a knowledge-sharing culture for enhanced climate for ECM

WHO SHOULD ATTEND

The course is suitable for both technical and Business people interested in building or improving on an Information Management strategy. Attendees will typically work either at mid to senior levels of the IT organizations with an interest in Information Management, governance and compliance - and may be dealing with existing traditional Document Management applications (such as Documentum or FileNet) or conversely starting to deploy Microsoft SharePoint as an Information Management system either alone or in conjunction with traditional systems across the organization.

- Enterprise Architects
- Senior Developers
- Senior Content Managers
- Webmasters
- Web Managers
- Web Marketing Managers
- Consultants
- Systems Integrators
- Information Architects

INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 1200</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>You must send the registration form with the receipt of the payment to: TECHNOLOGY TRANSFER S.r.l. Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p>within November 10, 2009</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 6787 di Roma Iban Code: IT 34 Y 03069 05039 048890270110</p>	<p>GENERAL CONDITIONS</p> <p>GROUP DISCOUNT</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>EARLY REGISTRATION</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>CANCELLATION POLICY</p> <p>A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.</p> <p>CANCELLATION LIABILITY</p> <p>In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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Registration fee:
€ 1200

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

first name

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Stamp and signature

Send your registration form with the receipt of the payment to:
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SPEAKER

Alan Pelz-Sharpe is a Principal at CMS Watch, covering ECM technologies and practices. Prior to joining CMS Watch, Mr. Pelz-Sharpe was a strategist and led the ECM Consulting team at Wipro one of the world's largest IT services firms headquartered in India. He spent years with Ovum, the largest industry analyst firm in Europe, serving 3 years as Vice President and Research Director for the North America region. Mr. Pelz-Sharpe brings with him over 18 years of experience in IT and Business Consulting. He is recognised as a world expert on Document, Content and Information Management issues, and he has published numerous papers and articles on the topic. He currently authors the ECM Suites report for CMS Watch (probably the most detailed and extensive report of its kind) and is regularly quoted and featured in the industry press. Mr. Pelz-Sharpe has appeared as an expert guest on the BBC, BBC World, ABC and CNN International.