

IBM Portal Excellence Conference 2009 - Americas



October 12-15
San Diego, California



What will this conference cover?

At the IBM Portal Excellence Conference 2009 - Americas, at the Sheraton San Diego Hotel & Marina, you will learn from the industry experts at the largest annual event dedicated to IBM WebSphere® Portal business solutions and technical strategies. Meet with product developers and explore the innovations delivered by IBM WebSphere Portal Version 6.X and IBM accelerator releases. Don't miss this opportunity to hear from industry experts and your peers on trends, tips and techniques to unleash the rich collaborative power of IBM WebSphere Portal.

Key benefits:

- **Gain insight** into critical business issues and emerging technologies, including new Web 2.0 based solutions
- **Improve** business and technical planning with insights gained from in-depth presentations
- **Test-drive** the latest technologies during hands-on training sessions

- **Take advantage** of onsite certification testing (*New in 2009: first Lotus test is free, second test is discounted 50%*)
- **Learn about** the latest products and expert solutions at the Product Expo
- **Discuss** product strategy and technical directions with IBM product and services architects at the Portal Technical Zone
- **Participate** in communities of interest through roundtable topic discussions, birds-of-a-feather sessions and the popular Meet the Architects panel forum

Who should attend?

The IBM Portal Excellence Conference 2009 - Americas offers a wealth of knowledge and resources for business executives and IT professionals, including line of business executives, business analysts, IBM Business Partners, IT decision makers, project managers, technical staff, developers, content managers and analysts.

Why should you go?

Our conference tracks are designed to provide you with the detailed knowledge you need to attain your business objectives effectively, including the following tracks and partial sessions listing:

- **What's New in WebSphere Portal:** WebSphere Portal 6.1 Technical Overview and Strategy; What's New in Lotus Quickr; IBM Mashup Center Overview; Improving the Online Experience: Building Next Generation Web Sites; Extending your Portal to Mobile Devices
- **WebSphere Portal Basics:** WebSphere Portal JumpStart; Integrating Web Content; Documents and Personalization in your WebSphere Portal Deployment; WebSphere Portal Security Overview; Best Practices for a Successful WebSphere Portal Implementation; Electronic Forms 101
- **WebSphere Portal Development:** IBM Software Development Tools Strategy for Portal Tools; Introducing





WebSphere Portlet Factory 6.1; Secure and Interactive Browser-based Widgets in IBM Lotus Mashups; What's New in Rational Application Developer 7.5

- **WebSphere Portal Administration:** IBM WebSphere Portal 6.1 - Operational Architectures and Procedures; WebSphere Portal 6.1 New Site Management; Integrating WebSphere Process Server with Portal Applications; Benchmarking WebSphere Portal - Development and Best Practices; Lotus Web Content Management 6.1: Administration and Performance Best Practices
- **Customer Case Studies and Industry Solutions** – Detailed presentations of customer solutions, including Project Goals and Analysis, Industry Specific Approaches, Implementation and Governance Techniques, and Best Practices.
- **Business Impact:** SOA; Web 2.0; Portal and People Interaction: End-user Interaction with SOA; Driving Toward Better Decision-Making: How IBM Improves Communication and Value Using Lotus ActiveInsight for Dashboard Development; Portal-based Vision-in Approach to SOA; The WebSphere Portal Advantage in a Competitive Landscape; Web 2.0 and the Enterprise: How do all the pieces fit together?; Why Mashups Matter
- **Business Development Day** – Sunday, October 11, 2009 (exclusively for IBM Business Partners)

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