

THE 8TH ANNUAL

# GILBANE CONFERENCE BOSTON

November 29 - December 1 | THE WESTIN BOSTON WATERFRONT | BOSTON, MA | [HTTP://GILBANEOSTON.COM](http://gilbaneboston.com)



## Pre-Conference Workshops

Tuesday November 29, 2011

## Main Conference

Wednesday November 30, 8:30 am to 6:00 pm

Thursday, December 1, 8:30 am to 4:30 pm

## Technology Showcase - Exhibit Hours

Wednesday, November 30, 10 am to 6:00 pm

Thursday, December 1, 10 am to 2 pm

## CONFERENCE PROGRAM GUIDE

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## Welcome to the 8th Annual Gilbane Boston Conference!

### Content, Collaboration & Customers

We're pleased to welcome you to our educational event, focused on helping you understand how to engage customers and enhance collaboration with both customers and colleagues more successfully with content, social technologies and digital marketing practices. Continuous interactive communication is essential to meeting today's customer and corporate needs, and compelling content created, managed and shared across multiple channels is critical to success in local and global markets.

Our goal over the next few days is to help get you up-to-date on what new technologies and practices will keep your content fresh, well-managed, reusable, accessible, and supportive of marketing and corporate strategies, and to do so while being as cost-effective as possible. You will learn: what works and what doesn't, what other organizations are doing, and what successful combinations of web content management technologies can be deployed today.

To get the most from our event, join the discussion and network with our diverse collection of industry experts from leading technology, analyst, and consulting firms, and experienced practitioners from enterprise IT, marketing, and other departments. Make lasting connections with each other that will be professionally rewarding.

To help you navigate, we have organized conference sessions into four tracks:

- Customers & Engagement
- Colleagues & Collaboration
- Content Technology
- Cross-Media Publishing

Technologies covered at this year's conference will include:

- Web Content Management (WCM)
- Digital Marketing
- HTML5
- Content Globalization
- Enterprise Social Software
- Mobile & Cross-media Publishing
- Usability
- Big Data
- SharePoint
- Enterprise & Site Search
- Semantic Technologies
- Enterprise Content Management (ECM)

The Technology Showcase is also a fantastic opportunity to learn about the many new tools available to you. The showcase gives you the ability to evaluate solutions and services in one comfortable location. We invite you to visit all the companies participating in the Technology Showcase, and don't miss the reception at 5:00pm on Wednesday.

If you have a Twitter account, be sure to follow the conference Tweet stream at <http://twitter.com/gilbaneboston>. Use the tag #gilbane, and you'll be added to the conference Twitter list.



## Pre-conference Workshops

Tuesday November 29, 2011

<b>9 am - 12 pm</b>	<b>Workshop A</b> <b>Insider's Guide to Selecting WCM Technology</b> Tony Byrne & Irina Guseva, Real Story Group	<b>Workshop B</b> <b>Integrating Website and Mobile Strategy for Consistent Customer Engagement</b> Scott Liewehr, Outsell/Gilbane & Rob Rose, Big Blue Moose	<b>Workshop C</b> <b>Justifying Enterprise Search: Mitigating Risk and Getting the Right Fit</b> Lynda Moulton, Outsell/Gilbane
<b>1 pm - 4 pm</b>	<b>Workshop D</b> <b>Getting to Yes on Enterprise 2.0 in Your Company</b> Marc Strohle, Agile Business	<b>Workshop E</b> <b>Content Strategy for Marketing: Influencing + Evaluating Results (without Breaking Your Budget)</b> Colleen Jones, Content Science	<b>Workshop F</b> <b>Creating a Globalization Framework to Ensure Global Content Operations and International User Experience</b> Bruno Herrmann, The Nielsen Company

### Workshop A: Insider's Guide to Selecting WCM Technology

**Instructor:** Tony Byrne, Founder & Irina Guseva, Analyst, RealStoryGroup (CMSWatch)

If you are a website or intranet manager or architect, this year may well find you looking to implement new tools or refresh dated platforms. However, you face a wide and growing array of vendors willing to address your problems. Which ones offer the best fit for your particular circumstances?

This fast-paced workshop led by CMS Watch founder Tony Byrne will help you understand the broad but converging marketplaces for Web CMS technologies. Tony will sort out the key players and business models, and offer you a roadmap for deciding which types of technologies and vendors provide the best long-term fit for your needs.

The workshop will answer several key questions:

- How can you quickly distinguish among the 120 major toolsets across these marketplaces?
- How are changes in the open source landscape impacting your options today and going forward?
- Where does Web Publishing intersect with emergent technologies?
- What should you expect to pay for these tools?
- What are the critical, can't-ignore architectural distinctions you need to make?
- How mature are the vendors?
- What are the strengths and weaknesses of some key players, including Microsoft, IBM, and Oracle
- How can you insure that your selection process meets your original business objectives?
- Which should you pick first: Agency, Integrator, Vendor, or...?
- What are some major pitfalls others have made that you can readily avoid?

How are these marketplaces likely to evolve in the coming years, and how can you best align your firm to take advantage of future innovation?

Are there other questions you want answered? Feel free to send them to Tony at [tbyrne@cmswatch.com](mailto:tbyrne@cmswatch.com), so that he can weave them into the workshop. Or, simply bring them that day. Hope to see you there.

### Workshop B: Integrating Website and Mobile Strategy for Consistent Customer Engagement

**Instructor:** Scott Liewehr, Senior Analyst, Web Content Management, Outsell's Gilbane Group

You've heard all the talk about web engagement management. You've read about web and content optimization for contextual consumption. You may even have preached to others about the rise of mobile-, social-, and personalization. We suppose you could even be doing some of these successfully, but we doubt it. These are just a few of the sexiest, most contemporary practices that everyone likes to talk about but no one is really doing... but they should.

In this workshop, renowned author and digital marketing expert Robert Rose teams up with industry analyst and web content management expert Scott Liewehr to teach you how to realize true web engagement across web and mobile channels for your organization. Robert and Scott will teach attendees how to integrate content optimization into the marketing process by pragmatically focusing on three of the primary aspects of web engagement: testing, targeting and contextual design. The workshop walk attendees through a step-by-step approach to each practice, focusing on both the marketing process implications as well as the implementation and operationalization aspects. Web engagement management is more process than technology, so while you may not be able to buy it in a box, you can learn an awful lot about how to implement it in three entertaining, fun-filled and educational hours.

Attendees will also receive Robert's brand new book, co-authored with Joe Pulizzi: *Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand.*

### Workshop C: Justifying Enterprise Search: Mitigating Risk and Getting the Right Fit

**Instructors:** Lynda Moulton, Senior Analyst, Outsell Gilbane

While enterprise search has been debated, maligned, and challenged as a high value infrastructure application over the past decade, it has a place in every enterprise with valuable content. This presentation highlights how to make the right decisions about enterprise search applications. From embedded search to high-end semantic applications, the options are numerous and the technologies solid. However, the right choice is imperative and basing selection on business priorities requires artful analysis and justification. Illustrating the risks of continuing to operate with a faulty search solution is a good way to focus thinking about the search environment in any organization. The workshop will cover:

- Identifying target content
- Establishing required technology and human resources
- Mapping mission-critical applications that feed search
- Reviewing the current search landscape
- Establishing and measuring the risks of poor retrieval and findability
- Creating scenarios of where search must work
- Strategizing how and where to begin planning
- Sound bites for establishing why enterprise search is mission critical

### Workshop D: Getting to Yes on Enterprise 2.0 in Your Company

**Instructor:** Marc Strohle, Principal Consultant, Agile Business Logic

This workshop provides attendees with the tools to construct a business case for collaborative and social tools in their companies, sell the proposal to senior management, and ensure buy-in and use by company employees. The workshop is a practical blend of presentations and hands-on working sessions where participants will begin to construct their own program for selling and introducing Enterprise 2.0 tools and strategies to their own companies. Topics include:

- Use cases for key Enterprise 2.0 tools
- Barriers and objections from senior management and how to counter
- Elements of a business case for Enterprise 2.0
- Success factors in introducing Enterprise 2.0 and how to drive utilization,
- Metrics for measuring the success of Enterprise 2.0 initiatives.

### Workshop E: Content Strategy for Marketing: Influencing + Evaluating Results (without Breaking Your Budget)

**Instructor:** Colleen Jones, Principal, Content Science, and Author, *Clout: The Art + Science of Influential Web Content*

Digital marketing is quickly becoming THE marketing. What drives digital marketing? Content. If you're not ready, you're not alone. This intermediate workshop will help you form a strategy and then act on it. You'll apply lessons learned with exercises inspired by Colleen's years in the trenches and her best-selling book, *Clout*. By the end of the 3-hour session, you will

- Understand the role of content in attracting, converting, supporting, and engaging customers.
- Know eight principles of influence based on psychology and rhetoric.
- Learn techniques for applying each principle to web content.
- Ask the right evaluation questions and answer them with the right evaluation methods.
- Learn tips and tricks for getting the most value out of your content.

You'll also receive a hard copy of *Clout: The Art and Science of Influential Web Content*.

### Workshop F: Creating a Globalization Framework to Ensure Global Content Operations and international User Experience

**Instructor:** Bruno Herrmann, Globalization And Localization Director, The Nielsen Company

This workshop will discuss how to build a solid foundation and develop a scalable framework to create, manage and deliver content globally. It will also address why international user experience matters and how it can be enhanced. Participants will get an overview of contributing factors to be considered for globalization from both strategic and tactical perspectives as well as a roadmap to consider them for effective execution. Topics will include:

- Diving in major drivers of global content management from the trenches, including standards, processes, services, governance and technology
- Identifying key components for a content management solution and aligning them with business objectives
- Leveraging international user experience drivers to optimize content and considering a practical approach to define and manage it
- Positioning globalization management across a global and complex organization
- Highlighting some of the most business critical aspects of global content management and linking them to globalization cost leadership
- Reviewing typical pitfalls and challenges of global content deployment

## The 8th Annual Gilbane Boston

### Conference Agenda

- Keynotes (K)
- Colleagues & Collaboration (C)
- Cross-media Publishing (P)
- Customers & Engagement (E)
- Content Technologies (T)
- Product Lab (P)

Gilbane Boston Main Conference – Wednesday, November 30, 2011					
8:30	K1: Opening Keynotes: Big Ideas - Bold Statements — Grand Ballroom A				
10:00	Break & Technology Demonstrations				Product Case Study, Hippo - Grand Ballroom C
11:00	K2: Opening Keynotes: Big Ideas - Bold Statements, cont.— Grand Ballroom A				
12:00-1:00	Lunch & Technology Demonstrations			Product Case Study, SDL - Grand Ballroom B	Product Case Study, Crown Peak - Grand Ballroom C
1:30-2:30	E1: Track Keynote: Managing the Customer Experience from Prospect to Advocate. How Do We Get There from Here?, - Grand Ballroom A	C1: Track Keynote: Is Enterprise Social Networking and Collaboration a Game Changer or Time Waster? - Grand Ballroom B	T1: Mobile Development: App, Mobile Web, or Hybrid? - Commonwealth B	P1: What is the New Normal of Extreme Cross-media Publishing? - Commonwealth A	Product Case Study, Crown Peak - Grand Ballroom C
2:40	E2: The "New New" in Usability: B2B is Going Consumer - Grand Ballroom A	C2/T10: Evaluating Social and Collaboration Tools for Your Intranet - Grand Ballroom B	T2: Get Ready for Big Data - Commonwealth B	P2: iPad Publishing and UI Design - Commonwealth A	Product Case Study, Sitecore - Grand Ballroom C
4:00	E3: Building an Integrated Marketing Campaign for the Digital World - Grand Ballroom A	C3: Liberating Collaboration and Social Software for Knowledge Management - Grand Ballroom B	T3: Is HTML5 the Future - If so, When? - Commonwealth B	P3: Why Credible Content is Key to Monetization - Commonwealth A	Product Case Study, Simply XML Case Study - Grand Ballroom C
5:00-6:00	Reception & Technology Demonstrations				
Gilbane Boston Main Conference – Thursday, December 1, 2011					
8:30-9:30	E4: Content Strategy for Marketing - Grand Ballroom A	C4: From Collaboration to Business Transformation: Expanding the role of Enterprise Social Networks - Grand Ballroom B	T4: Marketing & IT - How to Work Together - Commonwealth B	P4: Managing Digital Assets in the New Multi-channel World - Commonwealth A	Product Case Study, Velir - Grand Ballroom C
9:40	E5: Thinking Beyond the Website - Mobile and Other Channels Deserve Your Attention Too-Grand Ballroom A	C5: Making the Case for Tweets, Friends, Likes, and Pokes in the Enterprise - Grand Ballroom B	T5: Managing New Kinds of Content Mashups - Commonwealth B	E11/T12: How Does an Organization Manage Hundreds of Sites? - Commonwealth A	Product Case Study, Alfresco/CIGNEX Datamatics/Liferay - Grand Ballroom C
10:40	Break & Technology Demonstrations				Product Case Study, Interchanges-Grand Ballroom C
11:40	E6/C7: Social Matter - Grand Ballroom A	C6: What are the Three Things You Must Get Right to Succeed at the Social Enterprise? - Grand Ballroom B	T6/P5: Don't be Scared of Content Migration - But be Very Prepared - Commonwealth B	T8/C8: Successful SharePoint Adoption Strategies - Commonwealth A	Product Case Study, Granite Horizon In The Cloud - Grand Ballroom C
12:40	Lunch & Technology Demonstrations			Product Case Study, WebNodes - Grand Ballroom B	Product Case Study, Crowell Solutions - Grand Ballroom C
2:00-3:20	E7/T11: One Project, Three Strategies: What Teams Need to Know About Design, Development and Content Strategies for Content-driven Initiatives - Grand Ballroom A	E9: SEO & Site Search - Grand Ballroom B	T7: What is the Proper Scope of a CMS? - Commonwealth B	T9: Creating Multi-lingual Taxonomies - Commonwealth A	Product Case Study, e-Spirit - Grand Ballroom C
3:30	E8: Measuring the Results of Customer Engagement - Commonwealth A	E10: Reaching a Global Audience - Commonwealth B			
4:30	Adjourn conference				

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## Conference Program

Conference sessions are organized by track. Keynotes (K); Customers & Engagement (E); Colleagues & Collaboration (C); Content Technologies (T); Cross Media Publishing (P)

### Keynotes (K)

#### K1. Opening Keynotes: Big Ideas - Bold Statements

Wednesday, November 30, 8:30 - 10:00 & 11:00 - 12:00

Our keynotes are designed to inspire, provoke, and provide perspective on the big issues, trends, and shifting foundation of technologies, digital strategies, and channels for communication and engagement. Our keynote sessions this year will use a rapid-fire format. Each speaker will focus on describing a single big idea or making a bold statement that will help us think a little differently about our use or expectations of content and content technologies. Presentations are limited to 10-15 minutes with 5 minutes for Q&A. Use of slides will be minimal

**Moderator:** Frank Gilbane

**Christos M. Cotsakos, Ph.D.**, Founding Chairman, CEO & President, EndPlay

**Christer Johnson**, Partner, North American BAO Advanced Analytics Leader, IBM Global Business Services

**Georgiana Cohen**, Manager, Web Content and Strategy, Tufts University & Co-founder, Meet Content

**Maureen Chew**, Chief Applications Officer, Information Technology Division, Commonwealth of MA

**Stephen Powers**, Principal Analyst & Research Director, Forrester Research

**Tony Byrne**, Founder, Real Story Group & CMS Watch

**Scott Liewehr**, Lead Analyst, Web Content Management, Outsell/Gilbane & President, Content Management Professionals Assoc.

### Customers & Engagement Track

Corporate websites are now the most important public face of an organization, and the best way to grow, and communicate with, a broader customer base. Successful sales and marketing now requires Web sites that can reach a global audience, a mobile audience, and an audience familiar with social media and used to richer media. Websites also need to be findable, accessible, engaging, real-time & responsive, and have accurate and timely information that is synchronized with other channels. This is a tall order, but it is what your customers expect, and what companies are building.

#### Track Designed For:

anyone responsible for marketing, business, or technical aspects of public facing websites, including, sales & marketing, digital marketing, brand managers, business units with P&L, Web strategists, IT, Web managers, business managers, digital media, e-commerce managers, content managers & strategists.

### Customers & Engagement Track Sessions

#### E1. Track Keynote - Managing the Customer Experience from Prospect to Advocate. How Do We Get There From Here?

Wednesday, November 30, 1:30 - 2:30

Today's successful digital marketers recognize the need to deliver value in every interaction. They expect to learn more about their brand and its target audience(s) than they preach, and they value these newfound understandings, seeking to leverage them to forge new consumer relationships and deepen existing ones. The practices of Web Engagement have taught you to find ways to listen to your audience more closely and to respond with relevant, tailored content in order to move them along the engagement journey from mere awareness to intimate loyalty. But just as you are beginning to understand these concepts, the tide shifts even further toward Customer Experience Management, or the proactive management of all the customer interactions with the company from awareness and attraction to ordering, fulfillment, billing and support. Niche technologies are coming together and promising to deliver on these promises, but are they ready? Are you ready?

**Speaker:** Scott Liewehr, Lead Consultant, Web Content Management, Outsell's Gilbane Services

#### E2. The "New New" in Usability: B2B is Going Consumer

Wednesday, November 30, 2:40 - 4:00

The recent explosion of mobile devices and apps, combined with the evolution of Web 2.0 and a younger work demographic have quickly raised the bar on usability expectations within the Enterprise. Corporate users of web sites and apps today compare their experiences to the likes of "consumer" products and services such as iPhone/iPad, Kayak, Google, Mint.com and a host of others. Today's B2B (and B2C) marketers – burdened with stacks of other priorities – are now scrambling to meet these growing user expectations.

**Moderator:** Elizabeth Rosenzweig, Founder and Director of World Usability Day & Principal Consultant at the Bentley University Design and Usability Center

**Charles Pendleton**, Senior Director of Product Management, Digital Marketing, Epsilon

**Jason Smith**, Founder/Chief Creative Officer, OHO Interactive

**Jon Michaeli**, Vice President of Marketing, Sermo

**Adam Zais**, Vice President of Marketing, Wistia, Inc.



### E3. Building an Integrated Marketing Campaign for the Digital World

Wednesday, November 30, 4:00 - 5:00

Many businesses practice traditional public relations, are aware of social media, and want to increase their presence using search marketing. But, most don't understand the importance of integrating all three to create successful marketing campaigns and do so without wasting time and money. They tend to take tactical approaches to managing their websites, social community spaces and multi-channel platforms by using niche tools and loose business practices to augment their tried and tested web content strategies. But as the requirement to socialize becomes a mainstream business imperative, is it time to evolve traditional practices? This session will teach attendees how to successfully unite PR, Social, and Search Marketing campaigns to create successful integrated marketing plans. It will also make the case for evolving from traditional web content management into social content management. The presenters will cite recent industry trends and successful B2B and B2C case studies.

**Moderator:** Scott Liewehr, Senior Consultant, Web Content Management, Outsell's Gilbane Services

**Ian Truscott**, Vice President Products, SDL's WCM Division

**AJ Gerritson**, Founder, 451 Marketing

### E4. Day 2 Track Keynote: Content Strategy for Marketing

Thursday, December 1, 8:30 - 9:30

Everyone is a publisher today. The challenge for brand marketers in both B2B and B2C is that the brand story is "owned" by multiple players in the organization and that brands need great content for effectively almost all online communications. Can you drive social media without content? No. Can you drive SEO without great content? No. Content marketing strategist Joe Pulizzi will share the latest research from the Content Marketing Institute on how brand marketers are using and allocating resources to content marketing, as well as share case studies from small and large brands about how they are developing content marketing strategies that generate passionate fans and subscribers to grow their businesses. Attendees will be able to take away a number of tactics that can be executed immediately to integrate into their content plans.

**Moderator:** Scott Liewehr, Senior Consultant, Web Content Management, Outsell's Gilbane Services

**Joe Pulizzi**, Founder of Junta42, the Content Marketing Institute, and SocialTract, and co-author of *Get Content Get Customers*, and *Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand*

### E5. Thinking Beyond the Website - Mobile and Other Channels Deserve Your Attention Too

Thursday, December 1, 9:40 - 10:40

As phones and other mobile devices get "smarter", so must marketers get smarter about their multi-channel strategies. It used to be acceptable for brands to focus on their desktop browser experience, and then, at some point, dumb them down by removing flash, videos, and all the other extras so that prospective customers could view the website on their phones. But this strategy is no longer viable. The Splinternet Age brings not only smart phones, but also tablets, mobile applications, social sites, and wifi-ready televisions just to name a few. As more and more consumers seek to experience your brand through these mediums, having a strong multi-channel strategy is essential.

**Moderator:** Scott Liewehr, Senior Consultant, Web Content Management, Outsell's Gilbane Services

**Arje Cahn**, CTO, Hippo

**Tom Wentworth**, Chief Marketing Officer, Ektron  
*New Reality - Mobile First*

**Michael Assad**, Co-founder & CEO, Agility  
*Content Management for Digital Marketing: Thinking Beyond the Website*

### E6/C7. Social Matters

Thursday, December 1, 11:40 - 12:40

With the maturation of social media, we are surrounded by calls to link our real-life activities to their online complements. In your role as a web communicator, how can you do this in a way that serves both your needs and the needs of your audiences? How can you activate the ambient intimacy and latent connectivity around you to engage your audiences with relevant content? How can you bridge online community with off-line community? Also, how can the role of a Community Manager further your engagement with visitors, and help turn content into valuable conversations? How can they help to engage, promote and monitor your communities so that you are building valuable and meaningful relationships that benefit both your company and your customers.

**Moderator:** Scott Liewehr, Senior Consultant, Web Content Management, Outsell's Gilbane Services

**Georgiana Cohen**, Manager, Web Content and Strategy, Tufts University & Co-founder, Meet Content  
*Bridging the Real and Virtual Worlds: The Next Evolution of Social and Mobile Marketing*

**Marisa Peacock**, Social Media Strategist & Marketing Consultant, & Senior Reporter CMSWire.com  
*Role of the Community Manager - Engagement*

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### E7/T11. One Project, Three Strategies: What Teams Need to Know About Design, Development and Content Strategies for Content-driven Initiatives

Thursday, December 1, 2:00 - 3:20

The tensions of the quality triangle have shifted from Quality, Cost and Speed to Content, Technology, and User Experience. Getting these strategies to mesh well on a project gets tricky, particularly when layered over the usual constraints. There will be no fist fights, but definitely lively debate as three seasoned practitioners, one from each discipline, come together to elucidate the strategy of their disciplines, advocate for the important aspects on a project, and figure out how to make them play well together in the project sandbox.

**Moderator:** Seth Gottlieb, Founder & Principal, Content Here

**Rahel Bailie**, Content Strategist, Intentional Design  
*Content Strategy Perspective*

**Seth Gottlieb**, Founder and Principal, Content Here  
*Development Perspective*

**Jeff Cram**, Chief Strategy Officer & Co-founder, ISITE Design  
*Design Perspective*

### E8. Measuring the Results of Customer Engagement

Thursday, December 1, 3:30 - 4:30

Who is visiting your website? How relevant is our marketing to our visitors' needs? Where and how we can improve marketing for greater bottom line impact? How can we hold social media accountable for return on investment? In this presentation, attendees will learn how to use engagement analytics to identify campaigns, landing pages, and website areas that create the greatest bottom line impact. (And just as importantly, which aren't living up to their potential.) We will also identify some critical Key Performance Indicators for social media campaigns. Real world examples will be used to bring context to the discussion in this ultra-informative session.

**Moderator:** Scott Liewehr, Senior Consultant, Web Content Management, Outsell's Gilbane Services

**Avery Cohen**, Principal, Metrist Partners  
*Return on Engagement: Web Engagement and Social ROI*

**Ron Person**, Director, Analytics, Sitecore  
*Driving Bottom Line Impact with Engagement Analytics*

### E9. SEO & Site Search

Thursday, December 1, 2:00 - 3:20

Digital marketers are keenly aware that more and more of their web traffic is coming from search engines, and that the behaviors of the visitors once they reach their sites are increasingly focused on search. To address the former, brands are spending a lot of time and money identifying and optimizing keywords for SEO, and they are getting mixed results. As for the latter, observant organizations understand that visitors are 2 to 3 times more likely to convert from a site search page than any other page, and they strive to incorporate recent innovations in search and navigation to address the evolving

expectations of visitors. In this session, attendees will learn about recent innovations in each of these fields as well as how to address these challenges moving forward.

**Moderator:** Scott Liewehr, Senior Consultant, Web Content Management, Outsell's Gilbane Services

**Ed Hoffman**, Vice President, Global Business and Corporate Development, SLI Systems  
*Web Search Enhancements Drive Site Search and Navigation Innovations*

**Andrew Bredekamp**, CEO, Acrolinx  
*Authoring for SEO*

### E10. Reaching a Global Audience

Thursday, December 1, 3:30 - 4:30

Translation and localization of a brand's web presence is often treated as an afterthought. Outsell Gilbane refers to this as Language Afterthought Syndrome, and it is a phenomenon that is plaguing even the largest global brands on the planet. But effective digital marketers have learned to engage their global audience by including localization and user experience requirements in the core of their strategic planning, and they are rewarded with some significant advantages and benefits. This session focuses on addressing the key challenges of managing the global content supply chain and delivering an international user experience.

**Moderator:** Mary Laplante, Vice President & Lead Analyst, Outsell's Gilbane Services

**Bruno Herrmann**, Globalization & Localization Director, The Nielsen Company  
*The Rest of the World vs Most of the World: Addressing Globalization Challenges*

**Soumya Das**, CMO, CrownPeak  
*Globalization of Web is the Key to Winning New Markets*

### E11/T12. How Does an Organization Manage Hundreds of Sites?

Thursday, December 1, 9:40 - 10:40

Traditionally, organizations of all sizes have managed their Web properties in a largely ad-hoc manner. However, as the sophistication and impact of the organizational Web presence broadens, it is necessary to adopt a more mature approach to both Web Operations and web content management. This session will discuss the important aspects of web operations, from strategy to governance and execution. It will also take an in-depth look at a case study of the largest multi-tenant implementation of public-facing websites in the healthcare industry.

**Moderator:** Scott Liewehr, Senior Consultant, Web Content Management, Outsell's Gilbane Services

**John Scudder**, Director, Communication & Design Services, Hospital Corporation of America (HCA)  
*Managing Hundreds of Web Sites on ONE CMS - a Corporation's Multi-tenant Strategy and Best Practices*

**Lisa Welchman**, Founding Partner, WelchmanPierpoint  
*Web Governance*

## Colleagues & Collaboration Track (C)

Well-designed internal websites for collaboration on projects or operational activities, whether in the form of intranets, portals, blogs, or wikis are critical for supporting modern corporate missions. Social software has reignited interest in enhancing employee collaboration and knowledge sharing, and the right use of social software, alone or combined with an intranet or portal, is a competitive requirement. Employees already use it, and expect it, and can be much more productive with it. While some business use-cases are obvious, companies are a long way from having enough experience to know how best to integrate and deploy different types of social software to best support business requirements.

### Track Designed For:

anyone responsible for internal websites, portals, collaboration & knowledge sharing, including, knowledge managers, product managers, project managers, IT, departments (R&D, support, mfg, financial, legal, authoring, etc.).

## Colleagues & Collaboration Track Sessions

### C1. Track Keynote - Is Enterprise Social Networking and Collaboration a Game Changer or Time Waster?

Wednesday, November 30, 1:30 - 2:30

The advent of the social enterprise has sparked heated debates about whether social tools are a boon to enterprise collaboration and innovation, or a time suck for employees. At the same time, vendors have quickly launched a variety of specialized tools spawning further debate about whether such tools are even necessary. This session has a panel of social tool experts making the case for social tools to a diehard skeptical moderator. First, they will attempt to make the case for social tools in the enterprise, and second, why enterprises need to adopt new tools, not recycle existing ones to gain maximum benefit.

**Moderator:** Marc Strohlein, Principal, Agile Business Logic

**Christer Johnson**, Partner, North American BAO Advanced Analytics Leader, IBM Global Business Services

**Irina Guseva**, Analyst, Real Story Group

### C2/T10. Evaluating Social and Collaboration Tools for Your Intranet

Wednesday, November 30, 2:40 - 4:00

Enterprises seeking to implement social software find that competing vendors frequently differ markedly in functionality, maturity, approach, and support. This session will share customer research from noted evaluation firm Real Story Group on leading collaboration and social software platforms, and provide a framework for customers to assess technology choices based on their particular needs. Specifically, the session will provide a roadmap for evaluating social software vendors.

**Speaker:** Tony Byrne, Founder, RealStoryGroup (CMSWatch)

### C3. Liberating Collaboration and Social Software for Knowledge Management

Wednesday, November 30, 4:00 - 5:00

Knowledge management and social software often occupy different niches or spaces in an enterprise, but in truth, they are, or at least should be joined at the hip. In this session, participants will learn how to modernize current approaches to strengthening the quality and effectiveness of knowledge management capabilities through the application of social software. Participants will learn better approaches to uncovering knowledge assets; how to apply social software and collaborative frameworks to improve knowledge capture; and how to improve the quality of knowledge assets.

**Moderator:** Irina Guseva, Analyst, Real Story Group

**Mark Nolan**, Director, Solutions & Architecture, MicroLink

**Jill Finger Gibson**, Director & Lead Analyst, Outsell, Inc

### C4. From Collaboration to Business Transformation: Expanding the role of Enterprise Social Networks

Thursday, December 1, 8:30 - 9:30

Effective collaboration initiatives often focus on process, information and technology. However the advent of enterprise social networking has expanded the scope of what's possible, and it goes far beyond mere collaboration. This session will examine architectural building blocks that enable social networking, common practices to help overcome adoption hurdles, and governance and change management approaches. It will also contain a presentation of the work of an AIIM task force that has been building use cases and best practices relative to social transformation for 3 key value chains in any organization: 1) sales and marketing; 2) product design and innovation; and 3) knowledge worker creativity and productivity. This session will demonstrate why the time has come to move discussions of social business from the abstract benefits of "collaboration" to a richer focus on process and value chain transformation.

**Moderator:** Marc Strohlein, Principal, Agile Business Logic

**John Mancini**, President, AIIM

*Social in the Flow - Moving Social from "Nice to Have" to Process Transformation*

**Mike Gotta**, Senior Technology Manager, Cisco  
*Enterprise Social Networking: Identity, Graphs & Social Objects*

### C5. Making the Case for Tweets, Friends, Likes, and Pokes in the Enterprise

Thursday, December 1, 9:40 - 10:40

Social networks and tools have arrived in a big way, but many business leaders are skeptical and as a result, social initiatives are often too limited in scope. This session provides the tools to frame a business case for enterprise social tools, measure impacts, and ensure not only adoption, but also real impact on business performance. Participants will gain insight

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into how to transform ambitions to improved collaboration innovation into hard, fact-based business cases that resonate with corporate managers and convert skeptics to converts.

**Moderator:** Marc Strohlein, Principal, Agile Business Logic

**Craig Hays**, Senior Director & BI and Collaboration Consultant, Avanade

*Making the Case for a Social Network*

**Joern Bodemann**, CEO, e-Spirit AG

*What are the Benefits of Enterprise Microblogging?*

#### **C6. What are the Three Things You Must Get Right to Succeed at the Social Enterprise?**

Thursday, December 1, 11:40 - 12:40

Social enterprise initiatives are complex and involve multifaceted challenges. It can be difficult for implementers to know what they should focus on and what they can safely ignore or downplay, often bogging down or even dooming initiatives. A panel of social enterprise experts and practitioners will reveal their lists of critical, "must-get-right" factors in implementing social enterprise tools. If you are implementing social networking and collaboration in your enterprise, failure is not an option and this panel can help ensure your success in social initiatives.

**Moderator:** Marc Strohlein, Principal, Agile Business Logic

**Allen Bonde**, CMO, Pulse Network

**John C. Stone III**, President/CEO, Revenue Architects

**Harish Ramachandran**, Co-Founder and Executive VP, CIGNEX Datamatics

#### **C7/E6. Social Matters**

Thursday, December 1, 11:40 - 12:40

With the maturation of social media, we are surrounded by calls to link our real-life activities to their online complements. In your role as a web communicator, how can you do this in a way that serves both your needs and the needs of your audiences? How can you activate the ambient intimacy and latent connectivity around you to engage your audiences with relevant content? How can you bridge online community with off-line community? Also, how can the role of a Community Manager further your engagement with visitors, and help turn content into valuable conversations? How can they help to engage, promote and monitor your communities so that you are building valuable and meaningful relationships that benefit both your company and your customers.

**Moderator:** Scott Liewehr, Senior Consultant, Web Content Management, Outsell's Gilbane Services

**Georgiana Cohen**, Manager, Web Content and Strategy, Tufts University & Co-founder, Meet Content  
*Bridging the Real and Virtual Worlds: The Next Evolution of Social and Mobile Marketing*

**Marisa Peacock**, Social Media Strategist & Marketing Consultant, & Senior Reporter CMSWire.com  
*Role of the Community Manager - Engagement*

#### **C8/T8. Successful SharePoint Adoption Strategies**

Thursday, December 1, 11:40 - 12:40

SharePoint has become an industry unto itself, but in many enterprises, it plays only a "bit player" role, supporting basic collaboration and content management, and leaving money on the table with respect to its true potential. This session is about turning SharePoint into a powerful tool that is integrated into the business workflow fabric of enterprises, driving adoption, value, and business impact. It contains practical advice for ensuring adoption and use as well as maximum value in structuring and managing content, metadata, and taxonomies.

**Moderator:** Marc D. Anderson, Cofounder, Sympraxis Consulting

**Dan Antion**, Vice President, Information Services, American Nuclear Insurers

*Tales from the Trenches - Successful SharePoint Adoption Strategies*

**Chris McNulty**, Managing Practice Lead, KMA

*Playing Tag - Managed Metadata and Taxonomies in SharePoint 2010*

#### **Content Technology Track (T)**

There are many different technologies involved in building web and enterprise content applications. Some of them are simple and some complex, some are open source and some are commercial, some are available via license, some as a service, some are ready for prime time, some aren't, and some might be ready, but are controversial.

##### **Track Designed For:**

those who are either responsible for technology decisions, or those who need to keep up-to-speed with the latest technology for enterprise content applications of all types, including, central IT, departmental IT, strategists, and managers who need to know what's possible and what's coming.

#### **Content Technology Track Sessions**

##### **T1: Mobile Development: App, Mobile Web, or Hybrid?**

Wednesday, November 30, 1:30 - 2:30

You know mobile is becoming the dominant channel, but of course it is actually multiple channels - multiple devices with multiple APIs, form factors, interfaces and capabilities. Do you optimize for each device? Do you try and build a mobile web application? Do you mix it up with a little bit of both? This session will help you understand the pros and cons of different approaches.

**Moderator:** Jon Marks, Co-founder, Kaldor Product Development Group

**Jon Marks**, Co-founder, Kaldor Product Development Group  
*Introduction*

**Ashley Streb**, Vice President, Technology, Brightcove  
*Hybrid Position*

**Stefan Andreassen**, CTO Kapow  
*Browser Position*

**Philip Ramsey**, Manager, Technical Design, BNA  
*App Position*

## T2. Get Ready for Big Data

Wednesday, November 30, 2:40 - 4:00

Big data has a lot of buzz these days, and while the term is sometimes thrown around a little too readily, there is something big and important going on that is already starting to fundamentally change the way we manage information. One characteristic of big data that everyone seems to agree on, is that big data is too much for traditional data management systems to manage, at least on their own. Big data technologies were largely developed by Google, Amazon, Yahoo, and Facebook because nothing existed that could manage the scale and speed their applications required, but all organizations face data scale challenges. There are now a number of open source and commercial “NoSQL” systems based on big data technologies such as Hadoop. IT and marketing need to understand how big data affects their strategies.

**Moderator:** Kathleen Reidy, Senior Analyst, 451 Group

**Hadley Reynolds**, Managing Director, Next Era Research

**Peter O’ Kelly**, Principal Analyst, O’Kelly Associates  
*Effectively Exploiting New Realities in Information Management*

## T3. Is HTML5 the Future - If so, When?

Wednesday, November 30, 4:00 - 5:00

HTML5 enjoys widespread partial support. That is, the major browsers support some HTML5 functionality, and Mozilla, Google, Microsoft, and Apple support it politically. HTML5 promises lots of important new capabilities, but it is an ongoing development is scheduled to become a W3C recommendation in 2014. Many organizations are already using HTML5 for app development, but should they? Is it too soon?

**Moderator:** Richard Rubin, Principal Consultant, Professional Services, Innodata Isogen

**Lubor Ptacek**, VP, Strategic Marketing & GM, Microsoft Solutions Group, Open Text

**Phillip Hyun**, CTO, EndPlay

## T4. Marketing & IT - How to Work Together

Thursday, December 1, 8:30 - 9:30

One of the most striking shifts in the market for web and content technologies is the growing influence, and sometimes dominance, of marketing organizations technology selection and strategy. No surprise since the corporate website is the front door to the world. IT and Marketing need to be partners, and this means change. This session will help you think about how to have a successful partnership, especially for large-scale web initiatives.

**Moderator:** Nancy Clarke, Senior Consultant, Outsell’s Gilbane Services

**Chris Summers**, Founder, UrbanCherry LLC  
Bridging the Divide Between Marketing and IT with a CMS

**Dan Strauss**, Chief Product Officer, EndPlay  
*What Marketing and IT Need to Learn from Each Other*

## T5. Managing New Kinds of Content Mashups

Thursday, December 1, 9:40 - 10:40

Social and mobile content are going to continue to infiltrate and enhance many kinds of enterprise content applications. There are different types of social and mobile content and some of it needs to be managed and integrated. This session looks at this new challenge from both the content and the CMS perspective.

**Moderator:** Richard Rubin, Principal Consultant, Professional Services, Innodata Isogen

**Joan Lasselle**, President, Lasselle-Ramsay  
*Product Content Meets Social Networking*

**Mathjis Brand**, Technical Sales Director, Hippo  
*Managing The Mashup of Mobile and Social Content*

## T6/P5. Don’t be Scared of Content Migration - But be Very Prepared!

Thursday, December 1, 11:40 - 12:40

Migrating content from one system to another, or converting content from one format to another for publishing are often the gotchas that throw a project off schedule or budget. It just doesn’t pay to ignore these issues until your shiny new system is ready to be switched on. Unfortunately, this happens too often, either because it is put off as an unpleasant detail, or is just plain intimidating. Best to learn what you are in for in advance from our two speakers in this session.

**Moderator:** Nancy Clarke, Senior Consultant, Outsell’s Gilbane Services

**Deane Barker**, Content Management Practice Director, Blend Interactive

**Mark Gross**, President, Data Conversion Labs  
*Content Migration: What to Expect from an Automated Conversion to eBook*

## T7. What is the Proper Scope of a CMS?

Thursday, December 1, 2:00 - 3:20

It used to be that content management systems were mainly the glue that connected authoring and web publishing in a disciplined way. Today’s CMSs are often platforms that include multiple digital marketing applications, complex data integration, and social media functionality. There is nothing inherently good or bad about this evolution, but it does make life more difficult for all parties. What should enterprises expect to get as part of a CMS? How do analysts decide what category a CMS belongs in? How do vendors describe themselves when basic CMS functions are outnumbered by the marketing features of their system?

**Moderator:** Bertrand Gillet, CTO, TBSCG



**John Eckman**, Digital Strategist, iSite Design  
*CMSs as Platforms*

**Serge Huber**, CTO, Jahia, *Content Technologies Convergence: From Portlets to Composite Apps*

**Kian T. Gould**, Founder & Managing Director, AOE Media

## T8/C8. Successful SharePoint Adoption Strategies

Thursday, December 1, 11:40 - 12:40

SharePoint has become an industry unto itself, but in many enterprises, it plays only a “bit player” role, supporting basic collaboration and content management, and leaving money on the table with respect to its true potential. This session is about turning SharePoint into a powerful tool that is integrated into the business workflow fabric of enterprises, driving adoption, value, and business impact. It contains practical advice for ensuring adoption and use as well as maximum value in structuring and managing content, metadata, and taxonomies.

**Moderator:** Marc D. Anderson, Cofounder, Sympraxis Consulting

**Dan Antion**, Vice President, Information Services, American Nuclear Insurers  
*Tales from the Trenches - Successful SharePoint Adoption Strategie*

**Chris McNulty**, Managing Practice Lead, KMA  
*Playing Tag - Managed Metadata and Taxonomies in SharePoint 2010*

## T9. Creating Multi-lingual Taxonomies

Thursday, December 1, 2:00 - 3:20

Multilingual content dramatically expands the potential market for your products, and multilingual taxonomies often need to be part of your multilingual strategy. Taxonomies can make for a significantly better user experience but can be difficult to get right even in one language. Our experts in this session will tell you how to get started on multilingual taxonomies.

**Moderator:** Hadley Reynolds Managing Director, Next Era Research

**Heather Hedden**, Senior Taxonomy Analyst, Project Performance Corporation  
*Creating Multilingual Taxonomies*

**Ross Leher**, CEO & Chairman, WAND, Inc.  
*Creating Multi-Lingual Taxonomies – The Process*

## T10/C2. Evaluating Social and Collaboration Tools for Your Intranet

Wednesday, November 30, 2:40 - 4:00

Enterprises seeking to implement social software find that competing vendors frequently differ markedly in functionality, maturity, approach, and support. This session will share customer research from noted evaluation firm Real Story Group on leading collaboration and social software platforms,

and provide a framework for customers to assess technology choices based on their particular needs. Specifically, the session will provide a roadmap for evaluating social software vendors.

**Tony Byrne**, Founder, RealStoryGroup (CMSWatch)

## T11/E7. One Project, Three Strategies: What Teams Need to Know About Design, Development and Content Strategies for Content-driven Initiatives

Thursday, December 1, 2:00 - 3:20

The tensions of the quality triangle have shifted from Quality, Cost and Speed to Content, Technology, and User Experience. Getting these strategies to mesh well on a project gets tricky, particularly when layered over the usual constraints. There will be no fist fights, but definitely lively debate as three seasoned practitioners, one from each discipline, come together to elucidate the strategy of their disciplines, advocate for the important aspects on a project, and figure out how to make them play well together in the project sandbox.

**Moderator:** Seth Gottlieb, Founder and Principal, Content Here

**Rahel Bailie**, Content Strategist, Intentional Design  
*Content Strategy Perspective*

**Seth Gottlieb**, Founder and Principal, Content Here  
*Development Perspective*

**Jeff Cram**, Chief Strategy Officer & Co-founder, ISITE Design  
*Design Perspective*

## T12/E11. How Does an Organization Manage Hundreds of Sites?

Thursday, December 1, 9:40 - 10:40

Traditionally, organizations of all sizes have managed their Web properties in a largely ad-hoc manner. However, as the sophistication and impact of the organizational Web presence broadens, it is necessary to adopt a more mature approach to both Web Operations and web content management. This session will discuss the important aspects of web operations, from strategy to governance and execution. It will also take an in-depth look at a case study of the largest multi-tenant implementation of public-facing websites in the healthcare industry.

**Moderator:** Scott Liewehr, Senior Consultant, Web Content Management, Outsell’s Gilbane Services

**John Scudder**, Director, Communication & Design Services, Hospital Corporation of America (HCA)  
*Managing Hundreds of Web Sites on ONE CMS - a Corporation’s Multi-tenant Strategy and Best Practices*

**Lisa Welchman**, Founding Partner, WelchmanPierpoint  
*Web Governance*

## The 8th Annual Gilbane Boston

### Cross-channel Publishing Track (P)

Cross-channel publishing has been a goal of many organizations for years, but it is no longer an option - and not just about Web, print and the occasional additional digital channel as an afterthought or experiment. Smartphones, the iPad and other tablets, e-book readers, other devices, and even "in-product" displays need to be considered. In addition to more channels, there are more media types and content formats to manage. Not to mention whether/when to build a mobile app vs. a browser-based application. Dynamic publishing is a key business requirement for all organizations, whether commercial business or consumer publisher, or enterprise marketer or information manager.

#### Track Designed For:

those responsible for content creation, management, and multi-channel/multi-lingual publishing, IT and others that need to learn about publishing technology because of new mobile and multi-channel demands, including corporate or commercial publishers, content managers, digital asset managers, documentation managers, and information architects.

### Cross-channel Publishing Track Sessions

#### P1. The New Normal of Extreme Cross-media Publishing

Wednesday, November 30, 1:30 - 2:30

Today's real-time, multi-media, cross-media publishing requirements are a far cry from just a few years ago when it was a struggle just to publish to a website in addition to print. What we sometimes call "extreme cross-media publishing" is not easy, but the demand for it is the new normal. This session will help you calibrate expectations on what can be done and what it takes.

**Moderator:** Bill Trippe, Vice President & Lead Analyst, Outsell Gilbane

**Joseph Bachana**, President & CEO, DPCI

*Convergence of Content: Is Technology Bringing us to the Holy Grail of Cross Media Publishing?*

**PG Bartlett**, Senior Vice President of Product Management, Quark

*How Digital Publishing Has Changed the Rules of Publishing*

#### P2. iPad Publishing and UI Design

Wednesday, November 30, 2:40 - 4:00

With smartphones and tablets exploding in usage, publishers are racing to deliver content to new types of users who are expecting rich, interactive experiences. Yet publishers are often dependent on third parties who can create these apps for them. This session delves into how some of the standard publishing apps work, and how developers create some of the more advanced features that users are demanding.

**Moderator:** Ned May, Vice President & Lead Analyst, Outsell

**Jim Nasr**, CEO, Armedia, *Best Practices for Developing Content Rich Applications for the iPad*

**Michael Mahoney**, Senior User Experience Specialist, Microlink  
*Information as Design*

#### P3. Why Credible Content is Key to Monetization

Wednesday, November 30, 4:00 - 5:00

While digital channels expand both the opportunities and ease of reaching new customers, the volume and sometimes questionable quality of digital content can make it difficult to get the desired return on digital advertising. Personalization alone does not address the credibility challenge. High quality contextual content is critical to convincing potential customers to click. Marketers will benefit from the techniques shared in this session.

**Moderator:** Ned May, Vice President & Lead Analyst, Outsell

**Pete Marsh**, EVP, Global Product Management, Atex  
*Content and Advertising Monetization*

#### P4. Managing Digital Assets in the New Multi-channel World

Thursday, December 1, 8:30 - 9:30

Digital Asset Management has always been much more complicated than it sounds. The proliferation of publishing channels adds more complexity, and more cost. This session will provide perspective on what is involved and how to benchmark your efforts against other organizations with similar challenges.

**Moderator:** David Lipsey, SVP, Business Development & Digital Media Services EVNN Digital Media Services

**Faith Robinson**, Director ECM & DAM, Hasbro Inc.

**Melissa Webster**, Program Vice President, Content & Digital Media Technologies, IDC

**Philippe Coulon**, Head of Business Development, Adam Software

#### P5/T6. Don't be Scared of Content Migration - But be Very Prepared!

Thursday, December 1, 11:40 - 12:40

Migrating content from one system to another, or converting content from one format to another for publishing are often the gotchas that throw a project off schedule or budget. It just doesn't pay to ignore these issues until your shiny new system is ready to be switched on. Unfortunately, this happens too often, either because it is put off as an unpleasant detail, or is just plain intimidating. Best to learn what you are in for in advance from our two speakers in this session.

**Moderator:** Nancy Clarke, Senior Consultant, Outsell's Gilbane Services

**Deane Barker**, Content Management Practice Director, Blend Interactive

**Mark Gross**, President, Data Conversion Labs  
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Your Open Source Solution for End-to-End  
Content Publishing

11:40 am, Thursday December 1st  
What are the Three Things You Must Get Right to  
Succeed at the Social Enterprise?

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## The 8th Annual Gilbane Boston

### Conference Speakers

**Stefan Andreassen** - Founder and Chief Technology Officer, Kapow Software  
**Daniel Antion** - Vice President, Information Services, American Nuclear Insurers  
**Michael Assad** - Co-founder & CEO, Agility  
**Joseph Bachana** - President/Founder, DPCI  
**Rahel Anne Bailie** - Founder, Intentional Design  
**Deane Barker** - Content Management Practice Director, Blend Interactive  
**PG Bartlett** - Senior Vice President of Product Management, Quark  
**Allen Bonde** - CMO, Pulse Network  
**Mathijs Brand** - VP Professional Services, Hippo USA  
**Andrew Bredekamp** - CEO, Acrolinx  
**Robert Bredlau** - Managing Director, e-Spirit Americas  
**Tony Byrne** - Founder, The Real Story Group  
**Arje Cahn** - CTO, Hippo  
**Maureen Chew** - Chief Applications Officer, Information Technology Division, Commonwealth of MA  
**Nancy Clarke** - Senior Consultant & Project Manager, Outsell Gilbane Services  
**Avery Cohen** - Founder, Metrist Partners  
**Christos M. Cotsakos, Ph.D.** - Founding Chairman, CEO & President EndPlay, Inc.  
**Philippe Coulon** - Head of Business Development, Adam Software  
**Jeff Cram** - Chief Strategy Officer and co-founder, ISITE Design  
**Soumya Das** - Vice President of Marketing and Strategy, CrownPeak  
**John Eckman** - Content Strategist, ISITE Design  
**Emmanuel Garcin** - Vice President & General Manager, Jahia North America  
**AJ Gerritson** - Founding Partner, 451 Marketing  
**Jill Finger Gibson** - Director & Lead Analyst, Outsell Inc  
**Frank Gilbane** - President, Outsell's Gilbane Services & Conference Chair  
**Bertrand Gillet** - CTO, TBSCG  
**Mike Gotta** - Senior Technical Solution Manager for Enterprise Social Software, Cisco  
**Seth Gottlieb** - Founder and Principal, Content Here  
**Kian T. Gould** - CEO, AOE Media  
**Mark Gross** - President, Data Conversion Laboratory (DCL)  
**Irina Guseva** - Analyst, Real Story Group  
**Craig Hays** - Senior Director and Business Intelligence & Collaboration (BI&C) consultant, Avanade  
**Heather Hedden** - Taxonomy Consultant, Project Performance Corporation  
**Bruno Herrmann** - Director of Globalization and Localization, The Nielsen Company  
**Ed Hoffman** - VP of Global Business and Corporate Development, SLI Systems  
**Phillip Hyun** - Chief Technology Officer, EndPlay, Inc.  
**Christer Johnson** - Partner, North American BAO Advanced Analytics Leader, IBM GBS IBM  
**Mary Laplante** - Vice President and Lead Analyst, Outsell's Gilbane Services

**Joan Lasselle** - President, Laselle-Ramsay  
**David Lavenda** - Vice President of Marketing and Product Strategy, harmon.ie  
**Ross Leher** - Chairman and Chief Executive Officer, WAND, Inc.  
**Scott Liewehr** - Senior Consultant, Web Content Management Outsell's Gilbane Services  
**David Lipsey** -  
**Michael Mahoney** - Senior User Experience Specialist, MicroLink  
**John F. Mancini** - President, AIM International  
**Jon Marks** - Co-founder, Kaldor Product Development Group  
**Peter G. Marsh** - Global Vice President, Product Management, Atex  
**Ned May** - Vice President & Lead Analyst, Outsell Inc.  
**Chris McNulty** - Strategic Product Manager, Quest Software  
**Jon Michaeli** - Vice President of Marketing, Sermo  
**Lynda Moulton** - Analyst & Consultant, Enterprise Search, Outsell's Gilbane Services  
**Jim Nasr** - CEO, Armedia  
**Mark Nolan** - Director, Solutions & Architecture, Microlink  
**Peter O'Kelly** - Principal Analyst, O'Kelly Associates  
**Marisa Peacock** - Social Media Strategist & Marketing Consultant  
**Charles Pendleton** - Senior Director or Product Management, Digital Marketing, Epsilon  
**Ron Person** - Director of Analytics, Sitecore  
**Stephen Powers** - Principal Analyst & Research Director, Forrester Research  
**Lubor Ptacek** - Vice President, Strategic Marketing, OpenText  
**Joe Pulizzi** - Author, Content Strategist  
**Harish Ramachandran** - Co-Founder and Executive VP, CIGNEX Datamatics  
**Philip Ramsey** - Manager, Technical Design, BNA  
**Kathleen Reidy** - Senior Analyst, 451 Group  
**Hadley Reynolds** - Managing Director, Next Era Research  
**Faith Robinson** - Director of ECM & DAM at Hasbro  
**Robert Rose** - Founder & Chief Troublemaker, Big Blue Moose  
**Elizabeth Rosenzweig** - Founder & Director, World Usability Day  
**Richard Rubin** - Principal Consultant, Professional Services, Innodata Isogen  
**John Scudder** - Director - Communication & Design Services, Hospital Corporation of America (HCA)  
**Jason Smith** - Founder/Chief Creative Officer, OHO Interactive  
**John Stone III** - President & CEO, Revenue Architects  
**Dan Strauss** - Chief Product Officer, EndPlay, Inc.  
**Ashley Streb** - Vice President, Technology, Brightcove  
**Marc Strohle** - Principal, Agile Business Logic  
**Chris Summers** - Founder, UrbanCherry  
**Bill Trippe** - Vice President & Lead Analyst, Outsell's Gilbane Services  
**Ian Truscott** - VP of Products, WCM Division, SDL  
**Melissa Webster** - Program Vice President, Content & Digital Media Technologies, IDC  
**Lisa Welchman** - Founding Partner, WelchmanPierpoint  
**Tom Wentworth** - Chief Marketing Officer, Ektron  
**Adam Zais** - VP, Marketing, Wistia



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### We invite you to stop by our workshop, 10 Tips for CMS Success.

**Who:** Led by Corey Caplette, Director of Development at Velir

**When:** Thursday, December 1st 8:30- 9:30 AM

**Where:** Product Case Study D

**Why:** We want to share with you our proven strategies for success when designing, building and launching web content managements sites. We will discuss some of the factors which are often overlooked including content migration, how to staff appropriately, and taxonomy.

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*~ Laura Speer, The Annie E. Casey Foundation, KIDSCOUNT*



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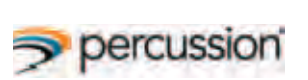
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Acquia helps organizations create great web experiences using the open source web CMS Drupal. Co-founded by Drupal's creator in 2007, its customers include Twitter, Al Jazeera, Turner, World Economic Forum, Stanford University, New York Senate, and NPR. As your enterprise guide, Acquia leverages Drupal's power while simplifying its deployment.



URL: [www.aiim.org](http://www.aiim.org)

AIIM is the community that provides education, research and best practices to help organizations find, control and optimize their information. AIIM is international in scope, independent and implementation-focused, acting as the intermediary between ECM (Enterprise Content Management) users, vendors and the channel. [www.aiim.org](http://www.aiim.org)



URL: [www.alfresco.com](http://www.alfresco.com)

Alfresco is the leading open platform for social content management. The platform combines the innovation of open source with the stability of a true enterprise-class platform, at a tenth of the cost of legacy ECM solutions. The Alfresco content platform uses a flexible architecture to provide document management, web content management, records management and social collaboration to customers and partners in 55 countries. Headquartered in London, Alfresco was founded in 2005 by a team of content management veterans including the co-founder of Documentum, John Newton, and former COO of Business Objects, John Powell.



URL: [www.aoemedia.com](http://www.aoemedia.com)

AOE media is a market leader in the implementation of enterprise TYPO3 CMS solutions to its many corporate and institutional clients worldwide.

TYPO3 is world market leader in Enterprise Open Source Content Management Systems with hundreds of thousands of installations to its credit, making it the world's most used CMS to date.



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Atex, headquartered in the UK with offices worldwide, is a leading software company selling solutions for media-rich industries. Atex develops smart digital solutions that make a measurable difference and enable 1000+ customers to streamline operations and optimise their digital strategy. As a global organisation, Atex is committed to helping companies build revenues and reduce costs through products that are increasingly personalised, localised, collaborative, contextually relevant, and available on demand.



URL: [www.cignex.com](http://www.cignex.com)

IGNEX Datamatics (subsidiary of Datamatics Global Services Ltd.) is the global leader in Commercial Open Source & SAP Connect solutions. For over 10 years, CIGNEX Datamatics has provided Open Source solutions addressing enterprise requirements across Content Management, Portals & Social Collaboration, e-Commerce, Document Management, Records Management, Digital Asset Management, Business Process Management, Business Intelligence & Analytics, ERP, CRM, Enterprise Mobility and SOA. The company has expertise in applications and tools such as Alfresco, Liferay, SAP, Magento, Sybase, Adobe, Pentaho, Compiere, Drupal, Intalio, JBoss, Mulesource, etc.

CIGNEX Datamatics focuses on addressing key challenges faced by CIOs today including:

- integrating Open Source solutions with existing line of business solutions
- managing the contradictory demands of reducing IT spend while rolling out new solutions

Over the years, CIGNEX Datamatics has helped in improving client profitability by delivering solutions to over 200 global customers using Onsite, Offsite and Offshore delivery models. Headquartered in Santa Clara, CA, CIGNEX Datamatics has offices in Colorado, Michigan, Massachusetts, New Jersey, Texas, United Kingdom, Germany, Switzerland, Bosnia, India, Singapore and Australia.



URL: [www.crowsol.com](http://www.crowsol.com)

Crowell Solutions is a product and services company with years of experience in application development, consulting, and XML-based content reuse systems. Crowell is pleased to announce at Gilbane Boston 2011 that RocketSled, our new XML editor, is now generally available. RocketSled is a full-feature XML editor that works completely inside MS Word. RocketSled provides the ease of Wordcoupled with the power of XML.



URL: [www.crownpeak.com](http://www.crownpeak.com)

Offering the first on demand Web Content Management (WCM) product on the market, CrownPeak's tested solutions have evolved over time with thousands of successful web site implementations for hundreds of clients.

CrownPeak's SaaS WCM solution is built for marketers by marketers. The WCM's user interface and underlying technology give marketers the autonomy they need to fully utilize the power of the World Wide Web without technical assistance. Also, CrownPeak's SaaS Web Content Optimization solution enables marketers and non-technical users to create web content and support their campaigns by delivering sophisticated testing, targeting and lead conversion mechanisms.

This easy-to-use technology applied with the 24/7 customer support and consulting services of CrownPeak's Services team and partner community empower users to make the most of web technology, creating a site that is more inviting and interactive and helpful in profiling and trending visitors.

As a technology provider, CrownPeak's customer base spans across a multitude of industries, including Nissan USA, Staples, Pep Boys, EMI Music, the State of Virginia, and Skype. With the versatility of its solution, expertise and partner community, CrownPeak is able to deliver in-depth solutions to various vertical industries.

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URL: [www.dclab.com](http://www.dclab.com)

Headquartered in New York City, DCL prepares digital content for electronic publishing and the Web. DCL's services refine document conversion strategies, identify document redundancy, extract metadata, and transform legacy and future documents to meet the needs of today's & future technologies. A leader in legacy conversion services since 1981, DCL offers customers an opportunity to convert unstructured, legacy content to structured content, creating an opportunity to adopt a dynamic, multi-channel publishing strategy. DCL can also be contracted for consulting and project management services as needed. Learn more at [www.dclab.com](http://www.dclab.com).



URL: [www.dotcms.org](http://www.dotcms.org)

dotCMS offers an enterprise-level, open source J2EE/Java web content management system -- providing large organizations a rapid development platform for both commercial-grade and multi-tenant content driven web applications.

dotCMS, out of the box, meets a majority of today's user expectations. Also, since dotCMS is Java based and standards driven, it makes enterprise customizations and integrations simple for web development teams to implement.

Founded in 2003, dotCMS is a privately owned US company based in Miami, Florida. It has more than 20 employees along with a network of 15 certified development partners and has participated in more than 1000 client implementation and integration projects world-wide.

With an active community of users spawned by more than 300,000 downloads, dotCMS continues to meet the emergent needs of web content management and development platforms in an evolving and expanding marketplace.

Notable dotCMS customers include: Standard & Poors, Hospital Corporation of America, Aon, Panasonic Corporation, Ask.com, Thomson Reuters, Toyota, Honda, Novartis, Sygma, iSelect, Meridian, The National Archives of Quebec, State of Ohio, University of Texas and Colorado State University.

Specialties

dotCMS Enterprise WCM Platform, Professional Help Desk Support, Remote Administrative Services, Professional Implementation Services



URL: <http://www.e-spirit.com/>

e-Spirit is the manufacturer of FirstSpirit™, the Content Management System for organizations with high expectations of their solutions.

The company was founded by former members of the Fraunhofer Institute for Software and System Technology (FhG ISST) in collaboration with IT service provider adesso in 1999.

e-Spirit is a reputable, internationally-oriented product supplier with global brands in all sectors. International clients such as Pentland, Airbus, Trelleborg Sealing Solutions, Robert Bosch GmbH, Commerzbank, BASF and the Schaeffler Group are all using FirstSpirit™ as a content integration platform within their IT infrastructure. FirstSpirit™ is increasingly becoming the solution of choice, replacing existing content management technologies in large businesses.



URL: [www.elcomcms.com](http://www.elcomcms.com)

Elcom is a global provider of enterprise web content management solutions(CMS) . We assist mid-market organizations achieve their online objectives for corporate websites, intranets, e-commerce, online marketing, mobile web, social and learning management through one powerfully simple and secure platform: elcomCMS.



URL: [www.endplay.com](http://www.endplay.com)

EndPlay is a leading SaaS provider of Web Content Management (WCM) solutions to enterprise clients in media, entertainment/education and consumer packaged goods. The company's 'Intelligent Rendering' technology is at the core of its evolving architecture and platform. EndPlay serves over 750 million page views per month on average, making it one of the top 7 media properties and top 50 Web properties in the U.S. based on traffic volume. In the media marketplace, EndPlay's clients access local markets with 53% of U.S. households, reaching an unduplicated 15% of the U.S. Internet population and operating in 15 of the top 20 Designated Market Areas (DMAs) in the U.S.

EndPlay delivers 24/7 customer service and is expanding its geographic reach into Europe and Asia. All EndPlay employees - the associates - have been certified to ensure that they meet its rigorous standards of customer service. The certification process will extend to its partners and clients to help them achieve their business goals. EndPlay is headquartered in Los Angeles, with regional offices in Florida and New Jersey. For more information, visit [www.endplay.com](http://www.endplay.com).



URL: <http://gilbane.com>

Gilbane Group, a division of Outsell Inc., is an analyst and consulting firm that has been writing and consulting about the strategic use of information technologies since 1987. We have helped organizations of all sizes from a wide variety of industries and governments. We work with the entire community of stakeholders including investors, enterprise buyers of IT, technology suppliers, and other consultant and analyst firms. We have organized over 60 educational conferences in North America and Europe. Information about our widely-read newsletter, consulting & advisory services, reports, white papers, case studies and analyst blogs is available at <http://gilbane.com>.



URL: [granitehorizon.com](http://granitehorizon.com)

Granite Horizon InThe Cloud is a fully featured, enterprise content management system (CMS) offered on a Software as a Service basis. GH InThe Cloud offers you all the marketing, communication, cross-channel publishing and e-commerce benefits of an enterprise-level CMS without the burdens involved in implementing, maintaining and upgrading such a site.

You focus on the content management – supporting your organization's marketing and communication requirements. GH InThe Cloud supports you with an administrative system that makes it easy to add and update content; customize workflows; and establish granular approvals. Its intuitive dashboard allows you to monitor your publishing activities in real time. A range of integrations for payment gateways, e-commerce, CRMs and member management makes InThe Cloud ideal for organizations in practically any industry. Support includes user training, ongoing maintenance and upgrades.

Granite Horizon, LLC is a web development and implementation firm that creates SaaS and "traditional" enterprise content management solutions for businesses. Our developers have experience serving clients on four continents including leaders in the technology, manufacturing, healthcare, on-line publishing and non-profit fields, among others.



URL: [www.onehippo.com](http://www.onehippo.com)

Hippo helps companies manage and access information, protect sensitive data, share knowledge, optimize collaboration and reduce operational costs through its Content Management and Portal technologies. With the combination of enterprise-class support and open source technology, Hippo provides its users with the best of both worlds: the flexibility, innovation and robustness of open source software combined with the stability, reach, and service quality of an established vendor.

Hippo is actively involved in several key standard-setting efforts such as JSR 283, 286 and 301. Ten members of the Hippo team are committers/members for The Apache Software Foundation.

The company was founded in 1999 and today has a global base of over 150 customers across the education, publishing, manufacturing, and financial services industries, as well as several government agencies. Hippo has over 50 employees located in its European headquarters in Amsterdam, The Netherlands and North American headquarters in San Francisco, California.



URL: [www.imarc.net/](http://www.imarc.net/)

iMarc is a full service web firm, located in Newburyport, Massachusetts and Sunnyvale, California. Founded in 1997, our services include web strategy, branding, design, mobile, photography and video, content development, programming and database design. iMarc creates custom solutions that deliver significant ROI for its customers.



URL: [www.interchanges.com](http://www.interchanges.com)

Interchanges, a Florida-based company, has assisted more than 500 businesses worldwide to grow revenue from 30% to 700% utilizing scientifically proven Internet strategies and time tested methodologies. Interchanges has carved a niche in the marketplace with their unique 360 degree combination of Internet marketing, business process optimization, and lead conversion strategies. Most importantly, Interchanges employs a team of senior strategy analysts that are proactive in ensuring that strategic priorities are being executed towards achieving their clients' business objectives. The entire team at Interchanges has a passion for crafting customized solutions that have been tested by hundreds of clients and thousands of campaigns for nearly a decade. They are incessantly focused on improving our clients' condition.

Interchanges has built its success nearly 100% through referrals. Their client list includes: Vac-con, Suddath, US Airways, APR Energy, Audi and the Ziglar Corporation, to name just a few.

When you partner with Interchanges, you get highly specialized teams dedicated to helping you achieve your business goals and helping you stay on top of the ever-changing digital landscape.



URL: [www.interproinc.com](http://www.interproinc.com)

Interpro Translation Solutions is a world-class provider of translation and localization services for websites, software, mobile applications, eLearning programs, marketing collateral, and user documentation into multiple languages. Since 1995, Interpro has built an enviable reputation for consistently delivering value and service. We have the technical resources and experience to translate content from a wide range of sources including large-scale Content Management Systems and enterprise business software. We have a proven track record of helping provide world-class international products on time, and within budget.



URL: <http://kapowsoftware.com>

As the leading innovator in application integration, Kapow Software offers businesses a radically different approach to application integration, business process automation, content migration, mobile enablement, and web intelligence. The Kapow Katalyst™ Platform rapidly delivers connectivity and control with any application inside the enterprise, in the cloud, or on the Internet. Kapow Software empowers enterprises to streamline business processes and integrate applications without burdening IT. With Kapow Katalyst, enterprises can deliver integration projects as much as 90 percent faster and 80 percent cheaper than traditional methods, with 100 percent data accuracy. More than 500 customers, including NetApp, Audi, Commerzbank, Intel, and dozens of federal agencies, rely on Kapow Software for process automation, mobile enablement, cloud and web app integration, content migration, business intelligence, terrorism tracking, and comparison pricing, among other critical solutions. Discover how we can help your company at [www.kapowsoftware.com](http://www.kapowsoftware.com) or call 1-800-805-0828.



URL: [www.kma-llc.net](http://www.kma-llc.net)

KMA, an award-winning Microsoft Gold-Certified consulting firm, helps clients make the most of SharePoint extranets, 'www' sites and intranets deployments. KMA has been involved with hundreds of SharePoint implementations and considers both the technical and business components of building and deploying a stellar WCM/CMS solution. Our SharePoint expertise and KMA-learned best practices help you to quickly envision, build, deploy and support a top-notch extranet, 'www' site, or intranet solution specific to your needs.



URL: [www.liferay.com](http://www.liferay.com)

Liferay is the provider of leading enterprise portal and collaboration software products, and is a Leader in Gartner's Magic Quadrant for Portals. Its products are used by companies worldwide, including Allianz, AutoZone, Benetton Group, Cisco Systems, Lufthansa Flight Training, The French Ministry of Defense, and the United Nations. The company offers professional services, technical support, custom development and professional training to ensure successful deployment in the most demanding IT environments.



URL: <http://lingualinx.com/>

LinguaLinx global content and language experts manage and localize messaging to enhance efficiency and provide consistency. Unify your global organization with a customized content intelligence strategy. With language intelligence, ensure that your content localization is culturally appropriate and that your messages resonate across borders.



URL: [www.masschallenge.org](http://www.masschallenge.org)

MassChallenge is a \$1M global startup competition and accelerator designed to catalyze the launch and success of high-growth, high-impact new businesses. MassChallenge is a 501(c)(3) (nonprofit) and does not take equity from startups or place any restrictions on winners.

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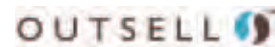


The Westin Boston Waterfront | Boston | November 29 - December 1, 2011



URL: [www.opentext.com](http://www.opentext.com)

Open Text, an enterprise software company and leader in enterprise content management, helps organizations manage and gain the true value of their business content. We help organizations connect with their customers and partners by fostering conversations that are media rich, social, relevant, engaging yet secure - when online, mobile or at work. Open Text helps organizations capture and preserve corporate memory, increase brand equity, automate processes, mitigate risk, manage compliance and improve competitiveness. Learn more at [www.opentext.com](http://www.opentext.com).



URL: [www.outsellinc.com](http://www.outsellinc.com)

Outsell is the only research and advisory firm focused on advancing the publishing and information industries. Our international team provides independent, fact-based analysis and actionable advice about competitors, markets, operational benchmarks, and best practices that helps our clients thrive and grow in today's fast-changing digital and global environment. The Gilbane Group became part of Outsell, Inc. in February 2010. Outsell's headquarters are in Burlingame, CA, with offices in London and in Cambridge, MA.



URL: [www.percussion.com](http://www.percussion.com)

Percussion provides Web Content Management (WCM) software that helps businesses increase traffic, drive conversion, and improve social interaction. Percussion's Adaptive Architecture allows non-technical users to take control of content and presentation, provides unparalleled control over how web content is used, and allows organizations to freely integrate third-party applications without being encumbered by legacy technology.

Percussion was named to both KMWorld's "100 Companies that Matter in Knowledge Management" and EContent Magazine's "100 Companies that Matter Most" in the digital content industry for five consecutive years and has received a number of other accolades including a Best of AIIM Award and a Codie Award for Best Content Management Solution.

Percussion's web CMS software is used by a broad cross-section of businesses and organizations including Hotwire.com, Virginia Tech University, Kohl's, TiVo, AutoTrader.com, International Committee for the Red Cross, and the World Wildlife Fund. Our Consulting and Technical Partners and the value they provide - is one of our most valuable assets. Our customers have come to rely upon the collective insight and results-orientation of the Percussion partner program.



URL: <http://thepulsenetwork.com>

NML is a premiere marketing, strategy planning and social community engagement firm. We work primarily with Fortune 100/500 companies in the B2C and B2B areas of business communications, offering services using social media tools and methods to connect you to your prospects, clients, and customers. Backed by the CrossTechnology Group, we draw our expertise from a talented team of professionals.

We advise clients on how to transform their business by effectively integrating social media into their marketing programs, using measurable analytics to drive social marketing ROI, and designing and executing social communications programs to engage and leverage online communities.

The Agency is led by Chris Brogan, New York Times and Wall Street Journal bestselling author and renowned Social Communications expert. NML has attracted brands such as Citrix, Sony, Pearson Education, Cisco, Comcast, IDC, Ascend One, Molson and PepsiCo.



URL: [www.realstorygroup.com](http://www.realstorygroup.com)

We are a buyer's advocate for enterprises looking to invest in content technologies. We publish independent research that helps you sort out suitable technology choices for your particular needs. Our research is known for its technical depth, readability, and absolute neutrality. Where can a buyer of content technologies turn for truly impartial counsel? When making important decisions, how can you find out about how key vendors and products really work? We decided in 2001 to create a different kind of analyst company to provide just this kind of deep, independent advice.



URL: [www.rivetlogic.com](http://www.rivetlogic.com)

Rivet Logic is an award-winning consulting and systems integration firm that helps enterprises better engage with customers, improve collaboration and streamline business operations. Rivet Logic offers a full suite of professional services and solutions focused on industry-leading open source software. With deep expertise in technologies such as Alfresco, Liferay, Apache Solr and Sproutcore, Rivet Logic crafts compelling solutions that power multi-channel Web properties, enterprise collaboration, and social communities.



URL: [www.sdl.com](http://www.sdl.com)

SDL is the leader in Global Information Management (GIM) solutions that empower organizations to accelerate the delivery of high-quality multilingual content to global markets. Its enterprise software and services integrate with existing business systems to manage the delivery of global information from authoring to publication and throughout the distributed translation supply chain.



URL: [www.simplyxml.com](http://www.simplyxml.com)

Simply XML provides simple solutions for creating and publishing XML content. Our goal is to allow everyone in the enterprise to take advantage of information standards like DITA, by providing authors with simple, cost effective tools for creating, storing, managing and publishing valid, high-quality XML from Microsoft® Word. We believe that standards adoption will accelerate when the vast majority of authors who use Microsoft Word can easily contribute content and documents to the corporate publishing system. Simply XML offers software and related training which is c



URL: [www.sitecore.net](http://www.sitecore.net)

Sitecore's Web content management (WCM), marketing and intranet portal solutions enable companies to deliver compelling web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and keep up-to-date dynamic, full featured websites of all types. With industry leading flexibility and scalability, Sitecore allows companies to better leverage their content to improve customer experience and drive business growth.

Sitecore has combined native .NET technologies, worldwide industry standards, and powerful pre-built WCM functionality into the most powerful web management and delivery technology on the market. The Sitecore Online Marketing Suite integrates with the WCM to produce powerful analytics and marketing automation functionality allowing customers to generate dynamic, personalized content for their visitors.

Thousands of public and private organizations, including governments and Fortune 2000 companies utilize Sitecore solutions. These organizations have created and now manage over 22,000 dynamic websites with Sitecore including Microsoft, Costco, Siemens, Toshiba, Dollar Rent a Car/Thrifty, Omni Hotels, Computer Associates, WebTrends and Atlanta Falcons.

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URL: <http://siteimprove.com>

Siteimprove provides organizations of all shapes and sizes with smart tools that make website management and maintenance both easier and more affordable. Siteimprove has a current base of 500 US and 1,200 global customers. They serve a wide variety of industries across both private and public sectors. Siteimprove has a global presence in Denmark, the UK, Ireland and the US.



URL: [www.telerik.com](http://www.telerik.com)

Telerik is a leading vendor of User Interface (UI) components for Microsoft .NET technologies – ASP.NET AJAX, Silverlight, WinForms and WPF, and .NET Reporting and content management solutions. Building on its expertise in interface development and Microsoft technologies, Telerik helps customers build applications with unparalleled richness, responsiveness and interactivity. Created with passion, Telerik products help thousands of developers every day to be more productive and deliver reliable applications under budget and on time.

Sitefinity CMS is a flexible ASP.NET-based content management platform that can be used for the construction and management of commercial websites, community portals, intranets, and personal blogs. The product's unique architecture leverages the .NET development patterns including master pages, templates, standard user controls, themes and CSS. If you have an existing site or system you can easily integrate it with Sitefinity CMS. And if you know .NET, then you already know how to work with Sitefinity CMS.



URL: [www.terminalfour.com](http://www.terminalfour.com)

TERMINALFOUR provides enterprise Web Content Management Systems (WCMS) and solutions to medium and large sized organisations throughout North America, Europe, Australia, New Zealand and the Middle-East. TERMINALFOUR is headquartered in Ireland (Dublin), with offices in the UK, Australia and the US. We power more than 2,000 websites for Universities, Government, Retail and financial services clients worldwide.



URL: [www.velir.com](http://www.velir.com)

Founded in 2000, Velir is a full-service web agency that delivers high-quality, complex web solutions to membership associations, non-profit organizations, and private companies. Our award-winning company is one of the largest Sitecore partners in North America and we are certified Google Enterprise Professionals. Our expertise in content management, data visualization, software development, programming, engineering, and elegant user interface design enable us to create sophisticated Web-based systems that take the pain out of managing content and bring data to life by making it dynamic and compelling. For detailed case studies, please visit [www.velir.com](http://www.velir.com).



URL: [www.webnodes.com](http://www.webnodes.com)

Webnodes is a Norwegian software company developing a Semantic .Net Web Content Management solution, focused on generating value from your structured content and the Semantic Web. So far the benefit with Semantic Web technologies has been reserved for large enterprises with impressive development budgets. With Webnodes Semantic CMS we aim to standardize and automate some of the development needed, making the Semantic Web affordable for smaller organizations as well. Our customers cover a wide range of sizes and industries, from small companies with advanced needs, to large and multinational corporations with more complex web presences

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