

Event Guide

A **Mega-Event**

Dedicated to Knowledge Management, Intranets, and Portals

KM & *intranets* **World** **2003** conferences & exposition

Plenary Keynote

KM + Intranets = Productivity

Peter Rinearson, Corporate V.P., Microsoft

October 14-16, 2003

Santa Clara Convention Center
Santa Clara, CA

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KNOWLEDGE
MANAGEMENT
KMWorld

EContent





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We are pleased to present KMWorld & Intranets 2003 – the global conference and exposition on creating and managing a knowledge-based enterprise. Welcome!

Grand Opening Reception

Information Today and KMWorld invite all attendees and exhibitors to the opening of the KMWorld & Intranets 2003 exhibition celebrated with a networking reception on Tuesday evening from 5:00 p.m. – 7:00 p.m. Join us in a relaxed atmosphere to renew acquaintances and meet new colleagues.

KMWorld Awards

KMWorld magazine is proud to present the third annual KMWorld Awards. Join us on Wednesday morning at 8:45 a.m. during the Keynote session as we celebrate the success stories of knowledge management.

CD-ROMs

All sessions are being recorded and are for sale at the conference. Visit the Digital Record table located outside of the Theatre for more information, or visit their Web site at www.digitalrecord.org.

Press Room

Room 201 will be available for members of the press.

Speaker's Room

Room 211 will be available Tuesday through Thursday for speakers to help them prepare for their presentations.

Presentation Links

Get access to many of the PowerPoint presentations and Web sites used in conjunction with the KMWorld & Intranets 2003 general sessions! Links will be posted on the KMWorld & Intranets Web site (www.infotoday.com/kmw03/presentations) approximately 4 weeks after the show.

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Coffee Break

Complimentary coffee will be available in the Exhibit Hall Wednesday and Thursday at 10:00 a.m. and then at 3:00 p.m.

Coffee, Danish, and Networking Hour

Coffee and danish are provided for conference attendees outside the Theatre Tuesday and Thursday from 8:00 a.m. to 9:00 a.m. and Wednesday from 7:45 a.m. to 8:45 a.m.

E-Mail Stations

E-mail stations will be available in the Exhibit Hall during regular exhibit hours for attendees to check their mail.

Evening Networking Events

Join us for two evening networking events. On Monday, October 13th from 7:30 – 9:00 p.m., Elton Billings will be hosting an informal interactive program titled “Web Slam: Show Me Yours – And I’ll Show You Mine” in Room 204.

On Wednesday, October 15th from 5:15 – 6:15 p.m., Communities of Interest discussions will be held following conference sessions.

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Information Today, Inc. and KMWorld & Intranets would like to thank anacubis & LexisNexis for their support of KMWorld & Intranets 2003.

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Thomas H. Hogan
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Program Chairs

KMWorld 2003
Jane Dysart
Dysart & Jones Associates

Hugh McKellar
KMWorld magazine

Intranets 2003
Nancy Garman
Information Today, Inc.

TUESDAY OPENING PLENARY KEYNOTE

9:00 a.m. – 10:00 a.m. • THEATRE

KM + Intranets = Productivity • Peter Rinearson, Corporate VP, Microsoft Corporation

MONDAY, OCTOBER 13

Preconference

9:00 a.m. – 12:00 p.m.

W1: Knowledge Management: Concepts, Methods, and Practice • McElroy & Firestone

W2: Intranet Professionals Academy • Kennedy, Boiko, Rosenfeld, & Fichter

W3: Practical Taxonomy • Pohns & Earley

W4: Knowledge Continuity Management • Harden, Boenisch, & Desborough

1:30 p.m. – 4:30 p.m.

W1 continued

W2 continued

W8: Actionable KM Implementation • Azzarello

W9: Building Strategic Capability • Wallace

TUESDAY, OCTOBER 14

KMWorld Conference

9:00 a.m. – 10:00 a.m.

OPENING PLENARY KEYNOTE

TRACK A
KM STRATEGIES, PROCESSES, & MODELS: BEST PRACTICES
Rooms 203/204
TRACK B
COMMUNITIES OF PRACTICE: CONCEPTS, STRATEGIES, & CASES
Ballroom G
TRACK C
KM TOOLS: HARNESSING UNSTRUCTURED DATA
Ballroom H

10:15 a.m. – 11:15 a.m.

A101: Communities, Virtual Teams, & KM: Reshaping Global Organizations
B101: Communities of Practice & Organizational Performance
C101: Innovation Techniques for Knowledge Base Creation

11:30 a.m. – 12:30 p.m.

A102: KM in Higher Education: Case Studies
B102: Communities: Examples & Learnings
C102: Tools for Putting Organizational Stories in Context

2:00 p.m. – 2:45 p.m.

A103: Integrating a Knowledge Network into a Six Sigma Organization
B103: Health Communities & KM
C103: Solutions for Dealing with Unstructured Data

3:00 p.m. – 3:45 p.m.

A104: Applying KM: Critical Success Factors & Lessons Learned
B104: Strategies for Building & Sustaining Successful Communities of Practice
C104: From Information to Answers: Transferring Expertise

4:00 p.m. – 5:00 p.m.

A105: KM in Action: Professional Services
B105: Knowledge Mapping for Communities of Practice
C105: New Tools for KM Applications

WEDNESDAY, OCTOBER 15

KMWorld Conference

TRACK A
KM & THE BOTTOM LINE
Ballroom G
TRACK B
COLLABORATION: PEOPLE & KM
Theatre
TRACK C
TECHNIQUES & PROCESSES
Ballroom H

9:00 a.m. – 10:00 a.m.

Theatre 8:45 a.m. **EXECUTIVE ROUNDTABLE: Leaders in KM: CEO Roundtable—Sharing Knowledge for Competitive Advantage**

10:30 a.m. – 11:15 a.m.

A201: A Practical Framework for KM Metrics
B201: Creating Knowledge-Based Organizations
C201: KM & ERP: A Future Together?

11:30 a.m. – 12:30 p.m.

A202: Measuring the Impact of Knowledge Management
B202: Social Network Analysis: Understanding Organizations & Getting Results
C202: Enabling KM Applications Across Organizations

2:00 p.m. – 3:00 p.m.

A203: KM Metrics Applied: Management Consulting & COPs
B203: Storytelling at NASA: A Successful Model
C203: The Hidden Power of Social Networks: Getting Work Done

3:45 p.m. – 5:00 p.m.

A204: KM ROI: Investment, Incentives, & Return
B204: The People Side of KM: Best Practice Solutions
C204: An Integrated Knowledge Management Approach

THURSDAY, OCTOBER 16

KMWorld Conference

3:30 p.m. – 4:15 p.m.

CLOSING PLENARY KEYNOTE

TRACK A
KM & CUSTOMER RELATIONSHIPS
Ballroom G
TRACK B
E-LEARNING
Ballroom H
TRACK C
KNOWLEDGE-SHARING TOOLS
Theatre

9:00 a.m. – 10:00 a.m.

Theatre **KEYNOTE: Productive Organizations: Strategies & Learnings** • Hubert Saint-Onge, Konverge Digital Solutions Inc.

10:30 a.m. – 11:15 a.m.

A301: Overcoming Barriers to Customer Knowledge
B301: Second-Generation E-Learning
C301: Building the Collaborative Enterprise: Tools, Techniques, & Challenges

11:30 a.m. – 12:30 p.m.

A302: KM and CRM
B302: E-Learning in Action
C302: Blogging for KM & CI

2:00 p.m. – 3:00 p.m.

A303: Six Killer Intelligence Tools for Supporting Customer Acquisition
B303: E-Learning as a Leading Business Tool
C303: Virtual Communication Meets Strategic Corporate Objectives

THURSDAY CLOSING PLENARY KEYNOTE

3:30 p.m. - 4:15 p.m. ◦ THEATRE

Creating a Win-Win Knowledge Strategy ◦ **Jack Borbely**, Director, Knowledge Management, Towers Perrin

Workshops

W5: Content Management Interactive
◦ Boiko

W6: Corporate Portal Strategies
◦ McQueen

**W7: Effectively Managing and Profiting
with Virtual Project Teams** ◦ Shulga

**W10: Integrating Personal & Organizational
Tools** ◦ Barth & Chandra

W11: Ten Steps to Intranet Success
◦ McQueen

W12: Usability for Intranets
◦ Fichter & Cervone

Content Management

Intranets Conference

TRACK CM
STRATEGIES & ARCHITECTURE

Theatre

TRACK D
SOLUTIONS, TOOLS & TECHNOLOGY

Rooms 209/210

TRACK E
**IMPLEMENTATION:
MAKING PORTALS HAPPEN**

Room 212

Theatre KEYNOTE: Intranets: Success Through Strategy ◦ *Martin White, Intranet Focus Ltd.*

CM101: Developing a CM Strategy

D101: Intelligent Agents, Bots & Filters

E101: Building a Personalized Research Portal

**CM102: Enterprise Content Management:
Strategies and Technologies**

D102: New Tools for Cutting-Edge Intranets

E102: Personalization: An Analyst's Perspective

CM103: Unstructured Content Management

**D103: Why Enterprise Search Fails...
Top 10 Problems**

**E103: Creating an Effective Market
Intelligence Portal**

CM104: Achieving Actionable Knowledge

D104: Innovative Enterprise Search Solutions

**E104: Rolling Out an Institutional Portal:
Issues and Solutions**

Content Management

Intranets Conference

TRACK CM
ORGANIZING & ENHANCING CONTENT

Rooms 203/204

TRACK D
DESIGN & USABILITY

Rooms 209/210

TRACK E
PORTAL GOVERNANCE & STRATEGY

Room 212

**CM201: Content Integration:
Trends and Opportunities**

D201: What Users Want and What Users Need

E201: Pssst...What's Your Portal Strategy

**CM202: Developing Taxonomies for Content
Organization**

**D202: Tools & Techniques to Help Design
Effective Intranets**

**E202: The "What" & "How" of Content
Management Initiatives**

CM203: Findability: CM & Search

D203: Intranets 24x7: Keeping the Lights On

E203: Sun Shines with Internal Portal Strategy

**CM204: Managing Content for
Knowledgeable Decisions & Actions**

D204: Redesigning An Intranet for Usability

**E204: Leading and Managing an Enterprise
Portal Program**

**CM205: Enabling Knowledge Discovery:
Taxonomy Development**

D205: Enterprise Information Architecture

**E205: Negotiating the Barriers and Hurdles to a
Successful KM Implementation**

Content Management

Intranets Conference

TRACK CM
IMPLEMENTATION: TOOLS & REWARDS

Rooms 203/204

TRACK D
PARTNERSHIPS & PRACTICES

Rooms 209/210

TRACK E
ADVANCED PORTAL TECHNOLOGIES & ROI

Room 212

**CM301: Content Management Planning
& Measured ROI**

**D301: Inside the Microsoft Intranet:
Partnerships Across the Enterprise**

E301: Creating Actionable Business Insights

**CM302: Developing Requirements for
Your CMS Project**

D302: Small-Scale Intranets That Work

**E302: Portal Architecture for
Extending the Enterprise**

CM303: Content Management in Practice

D303: Content Integration and Visual Analysis

**E303: Implementing a Portal Solution:
Will You Ever See ROI?**

**CM304: Content Management for the
Mobile Workforce**

**D304: International Intranets & Enterprise
Portals**

**E304: How Portals Can Get You the
ROI You Were Promised**

October 14-16, 2003 ◦ Santa Clara Convention Center

Tuesday, October 14

OPENING SESSION & PLENARY KEYNOTE

KM + Intranets = Productivity

9:00 a.m. – 10:00 a.m. • Theatre

Peter Rinearson, Corporate Vice President, Microsoft Corporation

Our keynote speaker is an industry leader and practitioner who has framed an organization's vision and implemented knowledge sharing practices with strong intranet and portal technologies. These strategies and practices have enhanced the organization's productivity and its ability to do business. Come and gain insights about how your organization can apply these learnings and practical ideas.

KM STRATEGIES, PROCESSES, & MODELS: BEST PRACTICES TRACK A

Rooms 203/204

Integrating knowledge-sharing strategies into the core of an organization is critical for productivity, improvement of operational processes, and more. Sessions illustrate best practices and strategies in a number of different types of organizations.

Moderated by **Monica Ertel**, KM Consultant

Knowing Organizations: How Communities, Virtual Teams, and Knowledge Management Are Reshaping Global Organizations

10:15 a.m. – 11:15 a.m.

Richard McDermott, McDermott Consulting
Anders Hemre, Ericsson Research

As knowledge management matures, some companies have begun to rethink—and redesign—the intersection of knowledge and organizational structure. By identifying where to concentrate and distribute knowledge, how to steward and develop it, how to use it as a link to suppliers, and how to make it a value-added element of their products and services, they have begun to make the flow of knowledge a key factor in the design of their organization. This session describes organizational structures that embed knowledge, creating a powerful element in organizational strategy. Drawing on case examples and experience, the speakers provide practical tips on designing a knowledge-based organization structure.

A101

KM in Higher Education: Case Studies

11:30 a.m. – 12:30 p.m.

Art Murray, CEO, Telart Technologies, Inc., & Managing Director, Institute for Knowledge Management, George Washington University
Peter Katz, Executive Vice President, Entopia
Amy Eugene, MSODA, Director of Knowledge Management, &
Frank Reiss, EVP, Administration, Cuyahoga Community College

The KM Institute at George Washington University provides KM research and education, best practices, and technologies to its constituents. It has implemented a tool that enables both local and remote faculty and students to centralize their

A102

“knowledge” in one repository and to provide students with a “hands-on” approach to KM concepts. Art Murray and Peter Katz describe how the Institute is enabling superior decision-making, collaboration between students and faculty, and building a superior knowledge base by using a bottom-up KM approach. Lessons learned from Cuyahoga Community College’s case study implementation of KM are also shared, focusing on their use of communities of practice and their framework.

Lunch Break

12:30 p.m. – 2:00 p.m.

Integrating a Knowledge Network into a Six Sigma Organization

2:00 p.m. – 2:45 p.m.

Drew Grimm, Digital Activist, Honeywell

The ability to replicate successes across a large organization has become key to driving productivity gains as well as growth. With Six Sigma taking root in many large companies, knowledge networks provide a key capability to share successes and failure modes for faster gains. This session describes Honeywell’s experience at improving its business processes. It focuses on Honeywell’s strategies and implementation, highlighting failures and lessons learned.

A103

Applying KM: Critical Success Factors (CSFs) & Lessons Learned

3:00 p.m. – 3:45 p.m.

Sarah Dean, IS Strategist, United Utilities
Jahangir Kazimi, Practice Head: Knowledge Management, Transformation Consulting, Zensar Technologies

United Utilities, the second-largest utility company in Europe, has been doing some interesting work in embedding KM culture and generating “early wins.” It is one of the best successes of a “start small” approach in KM that you can observe in very large organizations. Hear the strategies from a practitioner as well as the CSFs and lessons learned.

A104

KM in Action: Professional Services

4:00 p.m. – 5:00 p.m.

Bryan Davis, President, Kaieteur Institute for Knowledge Management
Joel Alleyne, Chief Information & Knowledge Officer, BLGCanada LLP
Clint Stretch, Chief Knowledge Office, Tax, Deloitte & Touche

Professional services firms are engines of ideas and knowledge and as such, they are complex, adaptive knowledge networks. The first presentation focuses on the daily impact and importance of strategic architectures at a major law firm in Canada—specifically the framework encompassing a knowledge network, a network (hubs and nodes) of people, relationships, processes, information, and knowledge. The second presentation focuses on the human side of KM by looking at the unique KM challenges in intellectual capital enterprises such as law, accounting, or consulting firms. He discusses how KM must move beyond technology issues to be effective and to partner with the business—in fact, embed KM in business units—to seek solutions for problems such as declining professional leverage, increasing malpractice risk, and market pressures for instant decisions.

A105

Grand Opening Reception

5:00 p.m. – 7:00 p.m.

Exhibit Hall

Join your friends and colleagues to view the latest products, services and solutions for knowledge management, intranets, and portals in the Exhibit Hall. Enjoy light hors d'oeuvres and drinks while you visit with exhibitors and learn about their products.

KM & intranets
World 2003 conferences & exposition

COMMUNITIES OF PRACTICE: CONCEPTS, STRATEGIES, & CASES TRACK B Ballroom G

Bringing people and teams together across the globe continues to be critical as well as challenging. This track focuses on collaboration strategies for building and supporting communities of practice (COPs) and provides examples of successful initiatives.

Moderated by **Patti Anklam**, Principal Consultant, Hutchinson Associates

Communities of Practice & Organizational Performance

10:15 a.m. – 11:15 a.m.

B101

Deb Wallace, Knowledge and Learning Strategy Consultant, Sun Life Financial

Communities of practice are clusters of employees who work together—sharing knowledge, solving common problems, and exchanging insights and relevant practices. Organizations ranging from the manufacturing industry to the public sector have identified multiple benefits from fostering and supporting the development of these communities. When appropriately supported by the formal organization, these groups play a critical role in creating, sharing, and applying organizational knowledge. Deb Wallace illustrates how COPs are the cornerstone of organizational capabilities—identifying needs and applying expertise, structures, and supports that enable organizations to outperform the competition or provide

high-level service quality. At Sun Life Financial, communities are integral to the knowledge and learning strategy and are leveraged to achieve strategic imperatives and create shareholder value. Learn how, with a little time, attention, and resources, your organization can harness the value proposition of communities.

Communities: Examples & Learnings

11:30 a.m. – 12:30 p.m.

Timothy Butler, CEO and Founder, SiteScape

Cliff Figallo, Co-Author of Building the Knowledge Management Network, Socialchemy

This session provides examples of different types of communities in a number of different settings. Speakers discuss how COPs are organized, the kinds of support they have, their challenges as well as their impact, experiences, and learnings.

B102

Lunch Break

12:30 p.m. – 2:00 p.m.

Health Communities & KM

2:00 p.m. – 2:45 p.m.

Susan Hanley, Enterprise Collaboration and Content Management, Dell Professional Services

Karen L. Spencer, Assistant Professor, Johns Hopkins University

Mark Andrews, KM Consultant

Meg Karakekes, Principal, Karakekes Consulting

Over the past 3 years, nurses from 44 different national nursing organizations representing a membership of 463,000 nurses have gathered at the Institute for Johns Hopkins Nursing (IJHN) to form the Nursing Leadership Academy on End-of-Life Care. These nursing leaders are prepared to galvanize current medical practice and transform end-of-life care. The major concern voiced in their face-to-face meetings: how to sustain their change efforts and community.

B103

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KMWorld NewsLinks

KMWorld NewsLinks delivers the week's KM news right to your desktop. Every Tuesday and Thursday morning you'll receive updates on what's happening in the field of KM, in-depth feature articles, hard-hitting opinion columns, and pointers to the best KM sites on the Net. More than 54,000 decision makers read KMWorld NewsLinks. Why don't you?

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Susan Hanley and Karen Spencer discuss how the IJHN was able to create a dynamic and meaningful electronic forum for continuing the interaction and sharing begun at the Academy, leveraging a state-of-the-art technology platform and collaborative team of KM and community thought leaders. The second case study by Mark Andrews and Meg Karakekes discusses the strategies used to meet the knowledge needs of a distributed audience of 10,000 leaders at 116 facilities who have 24X7 management responsibilities and foster a culture of knowledge sharing. They talk about getting the right "blend" of traditional and technology-delivered systems so that novice users of PCs and the Web could share effective practices and innovations.

Strategies for Building and Sustaining Successful Communities of Practice

B104

3:00 p.m. – 3:45 p.m.

Jeff Hester, *KM Functional Requirements Lead*; **Ian Gibson**, *Principal Technical Specialist, Process and Control Systems*; **Stephen Mogose**, *Senior Director, Process & Technology*; & **Jim Wilkins**, *Project Engineering Manager, Fluor Corp.*

For almost 4 years, Fluor's knowledge communities have evolved to save time, reduce cost, and support business objectives. How do you keep communities healthy through times of economic downturn? Hear proven strategies for developing successful, sustainable communities of practice that have drawn over 15,000 employees worldwide to get actively involved. Find out what gets community members actively engaged in sharing and leveraging knowledge and expertise and allows them to nurture a self-sustaining KM environment through distributed ownership.

Knowledge Mapping for Communities of Practice

B105

4:00 p.m. – 5:00 p.m.

Wesley Vestal, *Senior KM Consultant*, & **Kimberly Lopez**, *Senior KM Consultant, American Productivity & Quality Center (APQC)*

Knowledge mapping has become an important tool for organizations that need to improve knowledge sharing and reuse. Just as the cartographer's tool helps place locations in context, APQC has found that mapping the critical core knowledge, its sources, recipients, and locations, helps create context that can drive quick, demonstrable results for communities of practice. This session explores how organizations such as the U.S. Army Medical Division, Best Buy, and CH2M Hill use knowledge mapping processes to uncover critical knowledge and tie these to proven community of practice design principles.

Grand Opening Reception in the Exhibit Hall

5:00 p.m. – 7:00 p.m.

KM TOOLS: HARNESSING UNSTRUCTURED DATA TRACK C

Ballroom H

This track of sessions looks at a number of solutions for dealing with unstructured data. It is filled with case studies, ideas, and strategies. Join us and find some practical applications for your organization.

Moderated by **John Desborough**, *Business Acceleration Services, EDS Solutions Consulting*

Innovation Techniques for Knowledge Base Creation

C101

10:15 a.m. – 11:15 a.m.

Kiho Sohn, *Project Manager, Knowledge Management, The Boeing Company*

This session focuses on creating knowledge bases, utilizing semantic technology to capture knowledge by transforming each sentence in unstructured texts to sophisticated indexes that can be searched for quick and precise answers to

questions. It discusses an innovation technique that allows these indexes to help solve problems or create new ideas for "left brain" technical people as well as for "right brain" creative people.

Tools for Putting Organizational Stories in Context

C102

11:30 a.m. – 12:30 p.m.

David Snowden, *Director, Cynefin Centre, IBM Global Services*

More than storytelling, dealing with narrative in organizational settings is becoming critical to decision making and innovation. Organizations are complex, each with its own culture, and focusing on narrative systems can help. This session describes tools and techniques used in building narrative databases which can fuel the engines of decision making and innovation. Using real-world examples, it illustrates the impact and value within complex organizations—those populated with people!

Lunch Break

12:30 p.m. – 2:00 p.m.

Solutions for Dealing with Unstructured Data

C103

2:00 p.m. – 2:45 p.m.

Mark Ross, *CEO & Executive Chairman, 80-20 Software, Inc.*

Mahendra Vora, *CEO & Chairman, Intelliseek, Inc.*

Harlan Hugh, *President & CTO, TheBrain Technologies Corporation*

This panel of suppliers illustrate their solutions to the challenge of mining and managing unstructured data by describing client case studies. Each speaker describes a real-world example emphasizing the challenges, strategies, solutions, and lessons learned.

From Information to Answers: Transferring Expertise

C104

3:00 p.m. – 3:45 p.m.

Dustin Huntington, *President, EXSYS, Inc.*

The Small Business Administration (SBA) is using a Web-enabled knowledge automation expert system to disseminate a wide range of problem-solving knowledge. The SBA system emulates consultations with human experts, providing answers and recommendations tailored to each user. Our speaker discusses the challenges for rapidly building an interactive system at low cost and with high ROI as well as the lessons learned.

New Tools for KM Applications

C105

4:00 p.m. – 5:00 p.m.

Derek Ruths, *CTO, Advanced Reality*

Joe Gruttadauria, *Senior Vice President, Professional Services,*

Centra Software & **Tim Butler**, *President & CEO, SiteScape*

Mark Stier, *Vice President, Product Management, Questerra*

Derek Ruths discusses transparent collaboration—the ability to collaborate with anyone, at anytime, on any data, using any access device—and how it can improve productivity in business applications, using real-world examples to illustrate how collaboration functionality is embedded directly into applications that end users are already familiar with and use every day. Joe Gruttadauria and Heidi Gabrielson focus on the convergence of real-time synchronous and asynchronous technology such as messaging, which is empowering workers to do their jobs faster and more effectively. Adding real-time communication to the collaboration environment, linking data collected in online meetings to discussion threads, stored documents, calendars, and workflows promises to fundamentally change how people work, learn, and communicate. Mark Stier discusses improved collaboration through data visualization and provides examples through specific industry scenarios in which geographic data views hold market significance, i.e., sales and marketing; financial services; insurance; and risk management.

Grand Opening Reception in the Exhibit Hall

5:00 p.m. – 7:00 p.m.

OPENING SESSION & PLENARY KEYNOTE

KM + Intranets = Productivity

9:00 a.m. – 10:00 a.m. ◦ Theatre

Peter Rinearson, Corporate Vice President, Microsoft Corporation

KEYNOTE

Intranets: Success Through Strategy

10:15 a.m. – 11:15 a.m. ◦ Theatre

Martin White, Managing Director, Intranet Focus Ltd.

Taking a strategic approach that keeps information, technology, and governance in balance is the key to success for intranet and content management professionals. There are three major components of a balanced intranet strategy: *Information*—Having an overall content strategy, developing enterprise-level taxonomies, and gaining value from integrating internal and external information; *Technology*—Making content management a strategic initiative, getting the best from portal technology, and implementing effective enterprise search; *Governance*—Organizing intranet teams, setting and achieving standards and good practices, and gaining the benefits of a structured approach to usability.

In this inspiring and informative keynote based on work carried out in the U.S. and in Europe, learn how to get the balance right by taking a strategic view that links an intranet to your business objectives.

CONTENT MANAGEMENT: STRATEGIES & ARCHITECTURE TRACK CM

Theatre

This series of sessions looks at the planning, strategies, models and architecture necessary for a successful content management initiative.

Moderated by *Wendi Pohs, IBM Lotus Software*

Developing a CM Strategy

CM101

11:30 a.m. – 12:30 p.m.

Bob Boiko, Lecturer, iSchool, University of Washington, & Author, Content Management Bible

This session sets out the key steps necessary to develop a content management strategy for any organization. Our CM expert provides background and perspective on the current CM landscape, discusses the main components of CM, and uses case studies and lessons learned to present a practical approach to applying key CM strategies in your organization.

Lunch Break

12:30 p.m. – 2:00 p.m.

Enterprise Content Management (ECM): Strategies and Technologies

CM102

2:00 p.m. – 2:45 p.m.

Tony Byrne, Founder & Principal, CMSWatch

ECM is an alluring but still somewhat elusive goal. The ability to manage any enterprise content asset anywhere is very attractive to intranet and KM managers, but the challenges facing any enterprise effort are enormous. This session provides a roadmap for defining ECM strategies and highlights some promising approaches. It also reviews content management software product families that may support ECM activities. Take home some practical steps toward developing an ECM framework for your enterprise.

Unstructured Content Management

CM103

3:00 p.m. – 3:45 p.m.

Tom Reamy, Knowledge Architect, KAPS Group

Content Management is half of the solution to solving the myriad problems around unstructured content. The remaining half is not technology, it is adding structure to your unstructured content with taxonomies, metadata, controlled vocabularies, thesauri, and other knowledge organization elements. Reamy examines how to develop a taxonomic publishing model organized around categories of content rather than by publisher or Web site. He looks at how to add structure efficiently through the use of categorization software that supports both distributed authors and a central group of editors or librarians. Finally, he discusses the possibility and promise of using content management software to move from documents to information objects as the primary content unit.

Achieving Actionable Knowledge

CM104

4:00 p.m. – 5:00 p.m.

Donald Soulsby, Director, Marketing, Computer Associates

With the growing need for an enterprise to predict future outcomes based on patterns of data and content from the past supplemented by knowledge and experience from the experts, the ability to deliver relevant and actionable information and knowledge to decision makers is critical. It builds upon the basics of data access, content management and information refinement by leveraging business rules and predictive analysis into the information delivery and decision processes. Using case studies and real world examples, this session presents strategies for achieving actionable knowledge.

Grand Opening Reception

5:00 p.m. – 7:00 p.m.

Exhibit Hall

Join your friends and colleagues to view the latest products, services and solutions for knowledge management, intranets, and portals in the Exhibit Hall. Enjoy light hors d'oeuvres and drinks while you visit with exhibitors and learn about their products.



Tuesday, October 14

OPENING SESSION & PLENARY KEYNOTE

KM + Intranets = Productivity

9:00 a.m. – 10:00 a.m. • Theatre

Peter Rinearson, Corporate Vice President, Microsoft Corporation

KEYNOTE

Intranets: Success Through Strategy

10:15 a.m. – 11:15 a.m. • Theatre

Martin White, Managing Director, Intranet Focus, Ltd

Taking a strategic approach that keeps information, technology, and governance in balance is the key to success for intranet and content management professionals. There are three major components of a balanced intranet strategy: *Information*—Having an overall content strategy, developing enterprise-level taxonomies, and gaining value from integrating internal and external information; *Technology*—Making content management a strategic initiative, getting the best from portal technology, and implementing effective enterprise search; *Governance*—Organizing intranet teams, setting and achieving standards and good practices, and gaining the benefits of a structured approach to usability.

In this inspiring and informative keynote based on work carried out in the U.S. and in Europe, learn how to get the balance right by taking a strategic view that links an intranet to your business objectives.

SOLUTIONS, TOOLS & TECHNOLOGY TRACK D

Rooms 209/210

Next-generation intranets, portals, and enterprise information systems depend on using leading-edge tools and technologies to organize, deploy, integrate, and deliver content to users' desktops and then to guarantee ROI by ensuring the content is findable. Whether it's PDAs to support mobile users, rich media, intelligent agents, and filtering technologies, or sophisticated search solutions made to look simple, intranet professionals are constantly working to stay a step ahead of the needs of their users. Listen and learn about several key tools in this practical, solutions-focused track.

Moderated by **Mark Goldstein**, President, International Research Center

Intelligent Agents, Bots, and Filters

D101

11:30 a.m. – 12:30 p.m.

Ken Varnum, Information Specialist, Ford Motor Company
Eric Gross, Executive Vice President & Founder, Ozmosys

Custom-tailoring information to specific individuals is time-consuming and challenging. To do it efficiently and cost-effectively, software agents and filtering technologies are good solutions. These two speakers will discuss how they are using agent-based technologies, filters, and bots to personalize information delivery from two perspectives. Ken Varnum is working inside the firewall at Ford to create a current awareness service based on users' previous interactions. On a larger scale, Eric Gross is employing agents and filtering technologies to mine information from subscription services, including LexisNexis and Factiva, as well as from the open Web, and to deliver highly personalized e-mail alerts to desktop users in the legal and financial firms such as Morgan Stanley, Lehman Brothers, and others.

Lunch Break

12:30 p.m. – 2:00 p.m.

New Tools for Cutting-Edge Intranets

D102

2:00 p.m. – 2:45 p.m.

Jimmy Chandra, Intranet Developer, Fort Lauderdale Sun-Sentinel
Kristen Ramsbottom, Manager, Graphics & Multimedia, &
Erin Lenhoff, Senior Intranet Developer, Perot Systems

New tools can enhance an intranet's functionality and reach. See how the *Sun-Sentinel* developed a customized PDA application to help its sales reps gather

order information in the field and then centralize the data on the intranet for further use. Learn how to integrate similar devices into your own intranet to meet business needs—and the costs and benefits of this type of enhancement. Hear how Perot Systems has produced and distributed videos on its intranet for over 3 years. Get a roadmap from the project manager on how to get started, including how to purchase the most efficient hardware and software, what mistakes to avoid, and how to do it right.

Why Enterprise Search Fails...Top 10 Problems

D103

3:00 p.m. – 3:45 p.m.

Avi Rappoport, Principal Consultant, Search Tools Consulting

We're all drowning in information, but it's not useful information unless we can find the right pieces! Enterprise portal and intranet search engines can cut through the chaos and locate the valuable data within a company, but only if they're implemented properly. Learn about the most common problems with search engines — and how to avoid them by choosing the right software for your needs, working with the information architecture, using metadata and taxonomies wisely, and designing a usable search interface.

Innovative Enterprise Search Solutions

D104

4:00 p.m. – 5:00 p.m.

MODERATOR:

Avi Rappoport, Principal Consultant, Search Tools Consulting

PANEL:

Rahmon Coupe, CEO, YourAmigo Pty. Ltd.
Peter Noerr, Chief Technology Officer, MuseGlobal
Raul Valdez-Perez, President & Co-Founder, Vivisimo
Terry Clift, President, North America, ISYS Search Software
Debbie Jaffe, Product Manager, Google Search Appliance

Off-the-shelf enterprise search solutions abound. Making the right choice from a confusing selection of options is a critical challenge for portal and intranet designers. Learn about options, features, and case studies from several search solution providers and listen as moderator Avi Rappoport helps to highlight the differences in their offerings so you can make an informed buying decision.

Grand Opening Reception in the Exhibit Hall

5:00 p.m. – 7:00 p.m.

**IMPLEMENTATION:
MAKING PORTALS HAPPEN
TRACK E
Room 212**

The speakers in this track are from organizations which have recognized that architectures must be developed to manage and sustain information and technology. Portal program managers from mid to large-sized organizations will share their best practices for re-using applications and existing technical and content platforms to launch and sustain enterprise portals. Learn how to best migrate intranet applications to the portal, use user-centered design to drive requirements, integrate effective personalization and customization features, and coordinate with enterprise publishing groups to deliver high-value information products.

Organized and moderated by **Howard McQueen**, CEO, McQueen Consulting

Building a Personalized Research Portal

E101

11:30 a.m. – 12:30 p.m.

Peter Kelley, Intranet Manager, Faegre & Benson

Take an in-depth look at an award-winning, customizable, personalizable Web portal built to amalgamate disparate research resources into a single, easy-to-use location. This discussion includes an inside view of the portal itself as well as the development process that led to its creation and its architecture.

Lunch Break

12:30 p.m. – 2:00 p.m.

Personalization: An Analyst's Perspective

E102

2:00 p.m. – 2:45 p.m.

Rob Lancaster, Senior Analyst, Collaboration & Content Management, The Yankee Group

The buzzword "personalization" has been used arbitrarily for the past several years, but few actually have a good grasp of the true meaning of personalization

in context with enterprise applications and content. This session will define personalization as it applies to enterprise content, profile the vendors that offer personalization capabilities, and emphasize the business benefits of effective use of these technologies.

Creating an Effective Market Intelligence Portal

E103

3:00 p.m. – 3:45 p.m.

Sharon Mathog, HP MarketVision Program Manager, Hewlett-Packard
Andrew Toyota, CEO, iSeer, Inc.
David Seuss, CEO, Northern Light Group, LLC

Deployment of an enterprise KM solution often goes awry unless the team has a solid methodology that steers clear of the complexities and pitfalls. Hewlett-Packard teamed up with iSeer, a marketing intelligence software firm, to develop HP MarketVision, a feature-rich portal that sets the standard for KM tools. How HP went from a slow, manual collection process to a real-time, fully automated market intelligence portal is a compelling story of KM success and real-world ROI.

**Rolling Out an Institutional Portal:
Issues and Solutions**

E104

4:00 p.m. – 5:00 p.m.

Jayne Dutra, Jet Propulsion Laboratory

In 2002, NASA's Jet Propulsion Laboratory retired its old, static HTML internal home page and replaced it with an intranet portal. The development team had to create a communications campaign that explained new concepts and ways of doing business as well as creating a positive impression in the minds of the target audience. Learn their strategies for dealing with cultural change issues, building buy-in from top management and coordinating enterprise publishing groups to achieve a robust product that has been a solid success.

Grand Opening Reception in the Exhibit Hall

5:00 p.m. – 7:00 p.m.

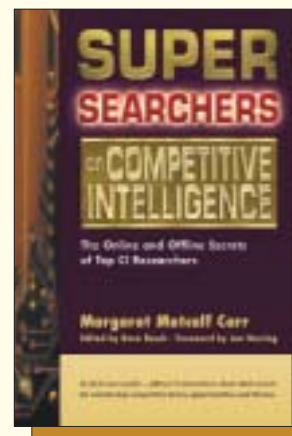
Super Searchers on Competitive Intelligence

By Margaret Metcalf Carr • Edited by Reva Basch

Companies operating in today's unpredictable roller-coaster economy have increasingly turned to Competitive Intelligence (CI) as an effective means of building and maintaining an edge. This book presents leading CI researchers in their own words, revealing their secrets for monitoring competitive forces and keeping on top of the trends, opportunities, and threats within their industries.

Author, researcher, and CI pro Margaret Metcalf Carr asked the experts from 15 CI-savvy organizations including Fortune 100 firms Compaq Computer, Dell Computers, Lockheed Martin, Merck, and United Technologies to share tips, techniques, and models that can be successfully applied to any business intelligence project. Through her skillful interviewing, Carr illuminates dozens of useful examples of CI research in action and uncovers a range of sources and strategies that can help any organization stay several steps ahead of the competition.

As a special reader bonus, The Super Searchers Web Page provides links to the most important Internet resources for competitive intelligence professionals.



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Ask for *Super Searchers on Competitive Intelligence* at your local bookstore or order direct from the publisher:

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Wednesday, October 15

KMWORLD EXECUTIVE ROUNDTABLE & KMWORLD AWARDS

Leaders in KM: CEO Roundtable—Sharing Knowledge for Competitive Advantage

8:45 a.m. – 10:00 a.m. • Theatre

MODERATOR: *John Strackhouse*, Global Practice Managing Partner e-Business, Heidrick & Struggles

This new "Leaders in KM" forum has been created especially for KMWorld to convene leading thinkers, visionaries, and practitioners to discuss issues of importance to the knowledge management community. Our panel of top industry executives focuses on KM's impact on business and industry strategies today and in the future.

KM & THE BOTTOM LINE TRACK A

Ballroom G

Measuring the impact and value as well as providing return on investment is critical—and challenging—for KM programs. These sessions suggest frameworks, strategies, ideas, and examples of how to meet this challenge.

Moderated by **Stephen Abram**, Vice President, Micromedia ProQuest

A Practical Framework for KM Metrics

A201

10:30 a.m. – 11:15 a.m.

Susan Hanley, Enterprise Collaboration and Content Management, Dell Professional Services

Most organizations have only a vague understanding of how much is invested in their intellectual capital, let alone what value is received from those investments. Standard financial accounting systems don't allow for easy estimation of intellectual capital investments, even after such investments have been clearly identified. Without methods for measurement, many enterprises don't realize the full potential of their intellectual assets. As a result, it's easy to under-invest or make ineffective investments. This session showcases a practical framework for knowledge management metrics based on real-world examples and successes—not a cookbook but an approach and examples that can be applied to your own initiatives with one important guideline: Some assembly required!

Measuring the Impact of Knowledge Management

A202

11:30 a.m. – 12:30 p.m.

Cindy Hubert, Director of Custom Solutions, American Productivity & Quality Center (APQC)

While KM has become a widely accepted business practice, organizations still struggle to measure the gains it offers. This session shares the key findings from APQC's recent benchmarking study and the "Measuring the Impact of Knowledge Management" report. Hubert focuses on steps to effectively and meaningfully measure KM's impact, which include the following: using measures appropriate to your particular KM approach, objectives, and development stage; utilizing a framework that links KM measures to inputs, process changes, and desired outcomes; building into your measurement system the processes for collecting and using measures; leveraging the successes of others; and more.

Lunch Break

12:30 p.m. – 2:00 p.m.

KM Metrics Applied: Management Consulting & COPs

A203

2:00 p.m. – 3:00 p.m.

Robert Armacost, Director of Knowledge Management, Bain and Company

Richard Azzarello, Reality Consulting

Armacost provides a case study of Bain's experience in looking at the impact its KM programs have on the people, the organization, and the success of the man-

agement consulting firm's business. He emphasizes how business results drive investment decisions in KM. Azzarello describes the challenges faced by a community of practice (COP) leader in justifying the community's value to the organization. Facing increasingly more short-sighted traditional financial justification requirements to keep the community going, he discusses how the leader had a major insight and turnaround of the dilemma when the community was viewed as an efficient market for knowledge exchange. He shares insights, strategies, and ideas for justifying COPs.

KM ROI: Investment, Incentives, & Return

A204

3:45 p.m. – 5:00 p.m.

Ted Graham, Worldwide Director of KM Services, Hill & Knowlton, Inc.

Christopher Boyd, Director of Professional Development & Knowledge Management, Wilson Sonsini Goodrich & Rosati

Ted Graham discusses incentives that work as well as lessons learned about giving incentives for knowledge sharing and how to motivate behaviors that make a difference to the organization. He draws upon his experience using online currency as a reward mechanism at Hill & Knowlton plus other best practices across the firm and from other firms such as McKinsey, Siemens, and Microsoft. Graham covers KM-oriented performance evaluations, automated, intranet-based reward systems, and reputational incentives. Christopher Boyd discusses how a legal services organization uses KM to deliver faster and higher-quality service, sell more effectively, and attract and retain excellent attorneys. He describes some of the firm's KM tools and shows how they track effort, usage, and ROI. Boyd also discusses the cultural challenges of deploying KM in an environment where the billable hour is paramount and how these challenges are addressed so that the firm can provide better client service.

COLLABORATION: PEOPLE & KM TRACK B

Theatre

Exchanging and sharing knowledge is critical for business productivity, but it's not easy in a distributed and decentralized world. It requires collaborating across the world and throughout different organizational cultures. These sessions suggest strategies and highlight working applications that you can try in your organization to enhance productivity and streamline operations.

Moderated by **Deb Wallace**, Knowledge and Learning Strategy Consultant, Sun Life Financial

Creating Knowledge-Based Organizations

B201

10:30 a.m. – 11:15 a.m.

Madanmohan Rao, Consultant & Editor, Leading with Knowledge: KM Practices in Global Infotech Companies

Knowledge management is not a technology, nor can it be realized by simply installing new products. Knowledge management emphasizes the people in an organization and the work habits that share, retain and store knowledge. Using case study examples from around the world, this session discusses the eight Cs on KM: connectivity, content, community, culture, capacity, cooperation, commerce and capital.

Social Network Analysis (SNA): Understanding Organizations & Getting Results

11:30 a.m. – 12:30 p.m.

Eric Lesser, Executive Consultant, Institute for Knowledge-Based Organizations, IBM

Patti Anklam, Principal Consultant, Hutchinson Associates

Extensive research in both sociology and organization studies has consistently demonstrated the importance of one's network of relationships as a conduit for information and knowledge. These relationships help individuals learn and form a dynamic web that extends any one person's ability to find information and solve problems, creating a social environment where knowledge is shared and applied more readily between employees, teams, divisions, or organizations. Social network analysis (SNA) is a rich tool that can be used diagnostically along a variety of fronts. Andrew Parker shares the results of research that examined over 40 networks within 30 organizations and identified critical lessons in network identification, development, and maintenance. Patti Anklam focuses on the importance of social capital as a key indicator of a company's potential success. She illustrates how SNA enables leaders to characterize and quantify the paths of knowledge transfer in an organization using diagrams produced by SNA tools to spark "ah-ha's" in management teams and take KM programs to the next level.

Lunch Break

12:30 p.m. – 2:00 p.m.

Storytelling at NASA: A Successful Model

2:00 p.m. – 3:00 p.m.

Todd Post, Editor, ASK Magazine, EduTech Limited

Edward Hoffman, Director, NASA Academy of Program and Project Leadership

Denise Lee, Project Director, Knowledge Sharing, NASA

Storytelling is the focus of NASA's Academy for Program and Project Leadership (APPL) Knowledge Sharing Initiative (KSI). KSI contains three major components: (1) *Academy Sharing Knowledge (ASK) Magazine*, capturing tacit knowledge and lessons learned through stories; (2) Masters Forum of Project Managers, where project managers use storytelling to share knowledge with their peers; and (3) Transfer of Wisdom workshops, trainings held at individual NASA Centers using storytelling to get attendees to reflect on their own project experiences. These three knowledge-sharing components bring the emerging leaders together with the best of the best to build communities of practice using storytelling and are excellent models for establishing successful storytelling initiatives in any business. In addition to providing a case study on the effective use of storytelling that is exportable to other organizations, it discusses the challenges of implementing such a program as well as the benefits to the organization.

The People Side of KM: Best Practice Solutions

3:45 p.m. – 5:00 p.m.

Doug Stotland, Vice President, Professional Services, AskMe Corporation

Barbara Saidel, Chief Information Officer, Russell Reynolds Associates

This interactive session tackles the top cultural adoption issues that all companies face when deploying a new KM technology and provides real-world examples that are making many of today's most-visionary Fortune 500 companies successful with their KM efforts. Doug Stotland provides sample best practices to drive usage and adoption during new technology deployment. Barbara Saidel uses an in-depth case study of collaboration over an 8-year period to demonstrate the role of face-to-face relationships in building trust and the role of trust in enabling collaboration, knowledge sharing, and teamwork. She also discusses the technology that supports collaboration and serves as a partial substitute for frequent meetings, enabling an organization to continue to derive benefit from prior investments in social capital.

B202

KM TOOLS: TECHNIQUES & PROCESSES TRACK C

Ballroom H

This track looks at some of the processes and techniques being dreamt about for integration with KM practices and some that are currently being applied. The track will provide a thought-provoking mix of ideas, tips, and techniques for you to apply in your own environment.

Moderated by **Richard Geiger**, San Francisco Chronicle

KM & ERP: A Future Together?

10:30 a.m. – 11:15 a.m.

Debbie Schmidt, Global Vice President, Human Capital Management, SAP
Estee Solomon-Gray, KM Practice Mgr., SystemLink Enterprise Solutions

The promise of a fully integrated KM solution with an enterprise ERP software is powerful and compelling. This session examines the KM vision of one of SAP's top leaders. SystemLink, a SAP partner and independent KM consulting firm, provides the results of a KM market study focused on the impacts of ERP software entry into the KM market, including opportunities for other vendors and the overall increase in KM awareness.

C201

Enabling KM Applications Across Organizations

11:30 a.m. – 12:30 p.m.

José Cláudio Terra, TerraForum Consultores

Kelly Davis, NIST Manufacturing Extension Program

Using several diverse case studies to highlight how portal strategies and technologies support KM applications, our speakers provides practical tips on enabling KM applications. The first case describes a KM portal that allows 400 independent centers for support of small and medium businesses in the U.S. to collaborate, exchange best practices, tips, and more. The second case relates to how the top 15 research institutes in Brazil are developing communities of practice around horizontal topics that are important for all institutes. These cases illustrate how KM is being applied across organizational boundaries.

C202

Lunch Break

12:30 p.m. – 2:00 p.m.

The Hidden Power of Social Networks: Getting Work Done

2:00 p.m. – 3:00 p.m.

Rob Cross, Assistant Professor of Management, University of Virginia

Networks crossing core processes, communities of practice, alliances, mergers, and top leadership networks all hold the potential to yield competitive advantage to an organization, but only if they collaborate effectively. Illustrating with case studies and working applications, Cross provides practical strategies for improving your organization's performance through effective collaboration.

C203

An Integrated Knowledge Management Approach

3:45 p.m. – 5:00 p.m.

Burton A. Huber, President and CEO, Ariel Performance Centered Systems, Inc.

Observation of today's knowledge delivery systems, from online learning, to portals, to collaboration tools, reveals a common shortcoming—lack of integration with the tasks knowledge workers perform. KM's future power and promise can only be realized if the organization's knowledge is "in line" with the organization's work, with knowledge workers' needs, and with the business goals. Through real examples and case studies from a variety of industries, this session illustrates how systems can become integrated into the context of work and provides tips for implementing such a system in your organization.

C204

Two Necessary Components of a Successful Business Strategy



EContent magazine is dedicated to one of the most essential commodities any business has to offer—content. *EContent* has a mission to clearly identify and explain emerging digital content trends, strategies, and resources that will help readers navigate the content maze and find a clear path to profits and improved business processes.

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CONTENT MANAGEMENT: ORGANIZING & ENHANCING CONTENT TRACK CM

Rooms 203/204

Due to the sheer volume of content available both internally and externally in any organization, finding and using content productively is a challenge. Sessions in this track address key content integration tools, findability tools, taxonomy structures, and more. Join us for an in-depth look at organizing content.

Moderated by **Seth Earley**, President, Earley & Associates, Inc.

Content Integration: Trends and Opportunities

CM201

9:00 a.m. – 10:00 a.m.

Joshua Duhl, Research Director, Rich Media, IDC

Content technologies including content management, search technologies, authoring tools, and rich media, along with XML are helping to integrate content faster and more efficiently into the enterprise platform. This presentation illustrates current approaches, provides an overview of the vendors in the content technologies landscape, and explores some of the growing trends, and opportunities for content integration.

Developing Taxonomies for Content Organization

CM202

10:30 a.m. – 11:15 a.m.

Wendi Pohs, IBM Lotus Software

This session focuses on the processes and tools required for taxonomy creation – from defining meaningful categories to using automatic document clustering techniques. Wendi Pohs talks about how to build a carefully crafted content map to enhance users' search experience and to uncover hidden themes in existing corporate data. Using real-world examples, Pohs illustrates practical strategies

that can be applied in your environment. She shares lessons learned in an enterprise taxonomy project at IBM which is a collaborative, cross-organizational effort to create a common business language for IBM.

Findability: CM & Search

CM203

11:30 a.m. – 12:30 p.m.

MODERATOR: Martin White, Managing Director, Intranet Focus Ltd.
Joaquin Delgado, Chief Technology Officer, TripleHop Technologies, Inc.
Claude Vogel, Chief Technology Officer, Convera
Ramona Rao, CTO and Founder, Inxight Software, Inc.

This panel of speakers illustrates a number of different enterprise search and findability solutions. Through these case studies, the panelists describe the organizational challenges, strategies, experiences, and lessons learned. Gain valuable insight from these examples and experiences.

Lunch Break

12:30 p.m. – 2:00 p.m.

Managing Content for Knowledgeable Decisions & Actions

CM204

2:00 p.m. – 3:00 p.m.

Colonel Tim Eayre, CKO/Deputy CIO, U.S. Joint Staff

Drawing upon lessons from the trenches, this session discusses strategies and practices for creating a robust enterprise architecture to support critical information flow to U.S. Joint Staff personnel for timely decisions and actions. Given the military's current need to rapidly respond globally, the discussion includes how to effectively architect and manage a vast range of content types and volume and then deliver it with pinpoint contextual accuracy to enable knowledgeable decision making and decisive action. Benefit from the many lessons learned and take away some practical ideas and tips about information/content/knowledge architecture and content management for your organization.

Enabling Knowledge Discovery: Taxonomy Development

CM205

3:45 p.m. – 5:00 p.m.

Jayne Dutra, Knowledge Management Process Owner, NASA Jet Propulsion Laboratory

Claude Vogel, Chief Technology Officer, Convera
C. David Seuss, CEO, Northern Light Group, LLC

Organizational taxonomy development provides a framework for authors and service providers, allowing them to model their content so that it is useful in a larger context. Jayne Dutra discusses how consistently tagged content makes it possible for NASA engineers and scientists as well as the public to find and reuse content, rather than recreate it or make do without it. With the 2002 E-Government Act specifically calling for the development of "standards and guidelines to categorize federal government electronic information," this case study provides a methodology, best practices, toes stubbed, and lessons learned. Seuss and Vogel provide further examples of taxonomy development through client case studies including challenges, strategies, and lessons learned.

Wednesday Networking Event

5:15 p.m. – 6:15 p.m.

KM & intranets
World 2003 conferences & exposition

Communities of Interest

Join your colleagues at the end of the day for an informal debriefing and meet with other attendees who have similar interests. Grab a drink or a soda before you head for some great networking, stimulating discussions, and a chance to interact with some of the outstanding conference speakers and moderators.

User Experience & IA

Facilitator: **Lou Rosenfeld**, Principal, Louis Rosenfeld, LLC

Intranet/Portal Governance & Strategies

Facilitator: **Howard McQueen**, CEO, McQueen Consulting

Findability & Search

Facilitator: **Martin White**, Managing Director, Intranet Focus Ltd.

Social Networking Analysis

Facilitators: **Patti Anklam**, Principal Consultant, Hutchinson Associates & **Rob Cross**, Assistant Professor of Management, University of Virginia

Collaboration, Communities of Practice & E-Learning

Facilitator: **Deb Wallace**, Learning Architect, Sun Life Financial

A cash bar will be available. Open to all registered conference attendees.

Coffee Break

KM & intranets
World 2003 conferences & exposition

Complimentary coffee will be available in the Exhibit Hall Wednesday and Thursday at 10:00 a.m. and then at 3:00 p.m.

Wednesday, October 15

DESIGN & USABILITY TRACK D

Rooms 209/210

Visual design, information architecture, interaction design, content and tools all contribute to the overall experience that the user has when they visit an intranet. Designing an intranet that works well for employees who may be around the world performing diverse sets of tasks is a challenge. Learn about different user assessment and usability testing techniques that can keep the users front and center in your intranet design efforts. Find out how to develop your intranet and handle change while staying up 24x7.

Organized and moderated by **Darlene Fichter**, Data Librarian, University of Saskatchewan Libraries

What Users Want and What Users Need

D201

9:00 a.m. – 10:00 a.m.

Karen Wasielewski, Senior Systems Design Analyst, Titan Insurance Company

Joerg Beringer, Head of xApp Design, SAP

One of the greatest challenges in developing an intranet is turning a vague set of user requirements into a usable system. Karen Wasielewski focuses on how to understand the difference between what is asked for and what is actually needed to help design simple yet efficient systems and Web sites which fulfill user requirements. Joerg Beringer looks at specialized techniques that can help identify requirements for new composite applications that cut across departments and workgroups. By focusing on worksets, it is possible to collect user-centric requirements that are beyond one person, beyond one application, and beyond one business process.

Actionable Information: Tools & Techniques to Help Design Effective Intranets

D202

10:30 a.m. – 11:15 a.m.

Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University

Darlene Fichter, Data Librarian, University of Saskatchewan Libraries

Frank Cervone and Darlene Fichter will describe how they have used heuristic evaluation in practical redevelopment situations to save time and money. Heuristic evaluation is a technique that can be used to weed out usability problems with an intranet upfront, before usability testing with users begins.

Intranets 24x7: Keeping the Lights On

D203

11:30 a.m. – 12:30 p.m.

Elton Billings, Manager of Web Production, Remedy Corporation

John Porcaro, Group Manager, Retail Communications &

Cesar Menendez, Marketing Manager, Retail Communications, Microsoft Corporation

Managing an intranet in times of cultural change or organizational uncertainty presents special challenges for those responsible. During the past 2 years, Remedy has gone through many changes, including several reorganizations, redefinition as a new business unit, and two acquisitions. In this presentation, Elton Billings will share the techniques and strategies used during these transitional times and discuss the lessons learned. John Porcaro and Cesar Menendez will describe how one sales and marketing group at Microsoft built an intranet site to facilitate cross-group collaboration between product development teams, marketing teams, sales, and channel partners, worldwide based, on KM principles. He'll share insider tips on transitioning from e-mail and files shared to a collaborative environment and portal. Learn how a grass-roots effort with a small budget and team succeeded.

Lunch Break

12:30 p.m. – 2:00 p.m.

Redesigning an Intranet for Usability

D204

2:00 p.m. – 3:00 p.m.

Richard Omanson, User Experience Architect, User Centric, Inc.

Many intranets are rich in content but over time have become poorly organized, resulting in complaints that content and applications are difficult to find. This case study will describe a behavior-based intranet redesign methodology that included heuristic analysis, interviews, card sorts, and usability testing. Design changes resulting from these activities, lessons learned, and practical considerations in managing a major redesign will also be described.

Enterprise Information Architecture

D205

3:45 p.m. – 5:00 p.m.

Louis Rosenfeld, Information Architecture Consultant, Louis Rosenfeld LLC

Debora Seys, Information Architect, @hp Employee Portal, Hewlett-Packard
Joseph Busch, Principal, Taxonomy Strategies & Board Member, Dublin Core Metadata Initiative

Mike Crandall, Technology Manager, U.S. Library Program, Bill & Melissa Gates Foundation

Corporate intranets should help employees do their work by providing information on relevant topics and processes. Unfortunately, most intranets are organized by business unit, forcing employees to navigate by "org chart," hiding valuable content, and wasting huge investments in technology and content creation. Implementing an enterprise information architecture (EIA) can address these problems and help move organizations toward a fully functional and truly useful corporate intranet. Lou Rosenfeld will present a framework for working through EIA implementation, followed by a panel of experts who will discuss EIA initiatives and perspectives.

GOVERNANCE & STRATEGY TRACK E

Room 212

In this track, senior business leaders discuss effective strategies and how they have integrated governance to improve the utility of information and technology in their organizations. Questions asked and answered include what business problems can be solved using the Web and how can they be structured to show short-term ROI, what changes in culture will enable the organization to cut across traditional silos and create integrated solutions to fundamental problems, and how an organization embraces information as an asset and implement a comprehensive content management strategy?

Organized and moderated by **Howard McQueen**, CEO, McQueen Consulting

Psst... What's Your Portal Strategy?

E201

9:00 a.m. – 10:00 a.m.

Robert Rugare, Vice President, Technology Consulting, Cap Gemini Ernst & Young

Some companies are struggling to figure out what their enterprise portal strategy should be—how they'll implement, deploy, and regulate content. Other companies already have a portal or multiple portals and are struggling with how to achieve ROI. In either case, the focus tends to be on content. Forget about content—build your strategy to address the business problems and success will follow.

The "What" & "How" of Content Management Initiatives

E202

10:30 a.m. – 11:15 a.m.

Pete Feighner, IT Manager, Cisco Systems

Many organizations are facing difficult strategy (what) and governance (how) questions with their content management initiatives. In this session Pete Feigh-

ner will discuss these points: 1) How an organization can develop a content management strategy that will maximize ROI in the short-term while enabling flexibility for the future; and 2) What kind of impact content management initiatives can have on organizations' governance, information, and technology cultures. Learn from Cisco's experiences and hear about best practices it has established.

Sun Shines with Internal Portal Strategy

E203

11:30 a.m. – 12:30 p.m.

Randy Hale, Global Information Management/Collaboration, Sun Microsystems

In this presentation, Randy Hale will share information about Sun's intranet philosophy, its business drivers and challenges, and its strategy moving forward. By the end of the session, the audience will understand the key components of a successful portal program, including strategy, governance structure, technology integration, content, and services; the evolutionary nature of Sun's intranet implementation; and the key challenges facing the internal portal services' group moving forward.

Lunch Break

12:30 p.m. – 2:00 p.m.

Leading and Managing an Enterprise Portal Program

E204

2:00 p.m. – 3:00 p.m.

Heidi Collins, Knowledge Officer, Air Products and Chemicals

The enterprise portal can provide the technology you need to bring people, process, and content together. You need the right people, organizational structure, and leadership to provide the "method to the madness" to exponentially grow

your enterprise portal solution. Topics covered include organization structures, human expertise, enterprise portal and related technologies, knowledge management objectives, and knowledge maps that work together as part of a complete enterprise portal program.

Negotiating the Barriers and Hurdles to a Successful KM Implementation

E205

3:45 p.m. – 4:30 p.m.

Michael A. Moss, IT Director, Westin Engineering, Inc.

Discover how a large, complex public sector organization is implementing an enterprise knowledge management program based on the latest portal, Web, content management, and enterprise application integration (EAI) technologies, and achieving real operational improvements. Driven by budget/rate pressures, organizational challenges, staff shortages, regulatory mandates, and capital improvement imperatives, the Detroit Water and Sewerage Department is overcoming barriers in executive leadership, organizational/cultural change, process implications, technology adoption rate, and technical gaps such as skill set, infrastructure, and support processes.

Governance & Strategy Wrap-Up

E206

4:30 p.m. – 5:00 p.m.

Howard McQueen, CEO, McQueen Consulting
Martin White, Managing Director, Intranet Focus Ltd.

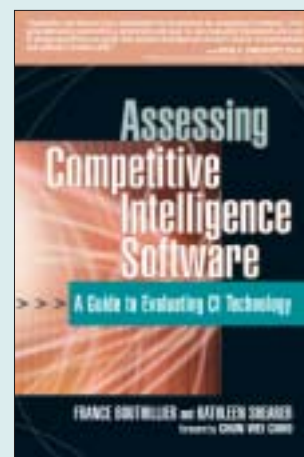
Join Howard McQueen and Martin White in an interactive discussion to wrap up this intense day of sessions on content management, portal, and intranet governance and strategy. Hear what these two thought leaders have to say concerning governance and strategy today, and share your own questions and ideas with them and with your colleagues.

Assessing Competitive Intelligence Software

>>> A Guide to Evaluating CI Technology

By **France Bouthillier and Kathleen Shearer**
Foreword by **Chun Wei Choo**

As commercial software products for Competitive Intelligence (CI) emerge and gain acceptance, potential users find themselves overly dependent on information supplied by the software makers. Reviews and surveys are published from time to time, but CI is not a one-size-fits-all process and the software that supports it must be highly customized. This book is the first to propose a systematic method firms can use to evaluate CI software independently, allowing them to compare features, identify strengths and weaknesses, and invest in products that meet their unique needs. The authors demonstrate their methodology through an evaluation of four popular CI software packages. In addition, they identify sources of information about CI software, map information needs to intelligence outcomes, and describe key analytical techniques.



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Thursday, October 16

OPENING KEYNOTE

Knowledge, Learning & Productivity

9:00 a.m. – 10:00 a.m. • Theatre

Hubert Saint-Onge, CEO, Konverge Digital Solutions Inc.

This keynote session discusses how organizational agility, capability and coherence are best realized through bringing knowledge and learning into one convergent enterprise-wide strategy. Knowledge and learning are both about bringing to people the capability they require on a just-in-time basis as an inherent part of how work gets done. We now have the technology that allows us to develop and store “knowledge-objects” that are easily retrievable with very low friction costs. The end result is to place at the fingertips of everyone in the organization the full knowledge base of the organization. In such a context, learning becomes an integral part of getting work done. Saint-Onge relates positive steps for building an integrated knowledge and learning strategy for:

- accelerating learning at the individual and organizational level
- keeping valuable people and their knowledge
- improving the speed and quality of business decisions
- increasing customer satisfaction by enhancing the quality of customer service
- reducing the waste related to the time spent searching for information and to the propensity to constantly re-invent the wheel across the organization
- identifying early trends, discovering opportunities, and responding with greater speed
- increasing value creation and productivity at both the individual and organizational levels

KM & CUSTOMER RELATIONSHIPS TRACK A

Ballroom G

Partners and customers are critical in today's business world. This series of sessions sponsored by *CRM Magazine* focuses on how strategies and tools for building customer knowledge bases and sharing knowledge with customers and partners create alliances for more productive operations and better bottom lines.

Moderated by **Ginger Conlon**, Editor, CRM Magazine

Overcoming Barriers to Customer Knowledge & Building Knowledge-Based Strategic Alliances

A301

10:30 a.m. – 11:15 a.m.

Eric Lesser, Executive Consultant, & **Salvatore Parise**, Senior Consultant, IBM Institute for Knowledge-Based Organizations

Increasingly, companies are attempting to achieve competitive advantage by better understanding customer wants, needs, and preferences. Managing customer knowledge—the creation and use of knowledge that a company has about its customers and the knowledge that customers have about the organization—can play an important role in increasing customer satisfaction, brand loyalty, and organizational effectiveness. Eric Lesser shares research that examined a variety of techniques employed to foster the capture, creation, sharing, and use of customer knowledge. These techniques include incorporating customer feedback into the new product development process and using online customer communities to foster ongoing dialogue between the customer and the firm. Using examples from his research, Salvatore Parise discusses how to use knowledge to help build external alliances, and how to take better advantage of strategic alliances by focusing on how knowledge gets shared across organizational borders. Since sourcing innovation means sourcing knowledge, organizations need a systematic ability to learn from, and about, the partnering process. Join this discussion of the many important considerations that enter into partnering decisions and practices (e.g., portfolio value, cost of ownership) as well as the optimization of learning and knowledge transfer.

KM and CRM

A302

11:30 a.m. – 12:30 p.m.

Sharona Justman, Managing Director, Rubenstein/Justman Management Consultants

KM and CRM are interlinked—delivering quality service to both internal and external customers requires a systematic understanding of the resources of the company linked with a delivery mechanism to provide early satisfaction. This session explores the interdependency of KM and CRM, the systems that are satisfying

this process, and case studies of success. Apply these ideas and insights to your organization's initiatives to improve the quality of distribution of the knowledge within the company both to co-workers and to customers.

Lunch Break

12:30 p.m. – 2:00 p.m.

Six Killer Intelligence Tools for Supporting Customer Acquisition & Retention

A303

2:00 p.m. – 3:00 p.m.

Arik Johnson, Managing Director, Aurora WDC

In a time when every organization needs to focus its attention on retaining its best customers while acquiring new ones, no other competitive intelligence mission is more important than sales force support. Our speaker, a CI authority and *KMWorld* contributor, discusses the six highest-impact sales force CI products in use today: Sell-Against Strategies and Tactical FUD-Factoring; Using Win/Loss Analysis to Impact Product Marketing; Sales Force Benchmarking Comparisons to Ensure Structural Soundness; Customer Roadmapping for Strategic Market Intersection; Deal and Opportunity Support for Large-Account Pitch Teams; and Wallet-Share Metrics and Harvesting Low-Hanging Fruit Sales Opportunities.

Creating a Win-Win Knowledge Strategy

Keynote

3:30 p.m. – 4:15 p.m.

Theatre

Jack Borbely, Director, Knowledge Management, Towers Perrin

E-LEARNING TRACK B

Ballroom H

E-learning is Internet-enabled learning, the cornerstone of rich learning experiences, networked communities of learners, increased access to faster learning at reduced cost, and the ability to transfer knowledge across organizations and generations quickly. This track looks at the current landscape with respect to strategies and technologies and provides some case studies of e-learning in action.

Organized and moderated by **Stephen Abram**, Micromedia ProQuest

Second-Generation E-Learning

B301

10:30 a.m. – 11:15 a.m.

Gareth Morgan, Co-Founder & Chairman, NewMindsets Inc., & Author of *Images of Organization*

This session reviews the landscape of today's e-learning activities and looks at what the future might bring. It focuses on the strategies and types of technolo-

gies that help organizations speed learning, share knowledge, improve performance, and become more productive.

E-Learning in Action

11:30 a.m. – 12:30 p.m.

B302

Mary Logsdon, Vice President, Manager Services, Skillsoft
Karen M. Petersack, Associate Dean, Technology School, Unisys University
Robert Farr, Manager, Factiva Learning Programs
Ed Cohen, Chief Technology Officer, Plateau Systems

This panel of speakers illustrates working examples of e-learning initiatives and applications including blended learning and knowledge-sharing solutions, continuous learning, and integrated learning platforms. Each speaker describes a real-world case study emphasizing the challenges, strategies, solutions, and lessons learned.

Lunch Break

12:30 p.m. – 2:00 p.m.

Knowledge at Work: E-Learning as a Leading Business Tool

2:00 p.m. – 3:00 p.m.

B303

Ashwani Sirohi, Director, Strategic Messaging, Click2Learn
Jack Merklein, Director, Knowledge & Learning, Xerox Connect, a Xerox Global Services Business

The e-learning tools that were once simply treated as ways to save money are now playing a new role directly tied to increasing revenues. With knowledge rapidly becoming a tangible corporate asset, e-learning yields real, measurable productivity benefits. Sudheer Koneru explores how e-learning is contributing to business competitiveness and revenue enhancement by meeting today's challenges of shorter product life cycles, rapidly shifting job functions, and geographically dispersed workforces. Koneru discusses how today's dynamic learning objects have replaced static content to deliver up-to-the minute information on products, services, corporate culture and policies, illustrating with many examples of working, real-world applications. Our second speaker discusses the blended approach to training employees to become KM practitioners at Xerox – combining e-learning, face-to-face sessions, and virtual meetings. They have compressed the learning curve and produced highly trained, KM-enabled workers. Hear their strategies for planning, implementation, and results.

Creating a Win-Win Knowledge Strategy

3:30 p.m. – 4:15 p.m.

Keynote
Theatre

Jack Borbely, Director, Knowledge Management, Towers Perrin

KM TOOLS: COLLABORATION & KNOWLEDGE-SHARING TOOLS TRACK C

Theatre

New tools for supporting collaboration and sharing knowledge are popping up every day. This track begins with an overview of the tools in the collaboration space and highlights several examples and real-world applications.

Moderated by **Cindy Ross Pedersen**, Adeo Communications Corporation

Building the Collaborative Enterprise: Tools, Techniques, and Challenges

10:30 a.m. – 11:15 a.m.

C301

Eric Woods, Research Director, Ovum

Collaboration has never been as high on corporate agenda as it is today. New business imperatives are making organizations look at how they can share infor-

mation, ideas, and experience within and beyond the firewall. This presentation maps out the collaboration landscape today. It explains the value of existing and emerging technologies and assesses the collaboration strategies of the key vendors. It illustrates how major organizations are tackling the challenges of collaboration with reference to case studies in the government, energy, finance, and other sectors.

Blogging for KM & Competitive Intelligence

11:30 a.m. – 12:30 p.m.

C302

Darlene Fichter, Data Librarian, University of Saskatchewan Libraries
Arik Johnson, Managing Director, Aurora WDC

Web logs, or blogs, are being used for many things these days. Blogs are a natural vehicle for knowledge exchange, storytelling, and fostering online communities. They offer unique viewpoints and an incubator for new ideas. Darlene Fichter focuses on KM applications of blogging, while Arik Johnson focuses on their application in competitive intelligence—a low-cost, flexible, and customizable tool for collecting, analyzing, packaging, and delivering current awareness and early warning of market activities by customers, competitors, suppliers, and other forces affecting the future of an organization.

Lunch Break

12:30 p.m. – 2:00 p.m.

Virtual Communication Meets Strategic Corporate Objectives

2:00 p.m. – 3:00 p.m.

C303

Jennifer Callison, Senior Director, Product Management, PlaceWare Inc.

As companies become leaner and search for new ways of communicating across time zones, more are discovering the benefits of highly interactive "virtual" communication to train their employees, partners, and customers. This session illustrates with real-world examples how corporations can achieve their strategic learning objectives as they relate to workforce development, sales channel, technical, and customer training initiatives. Examples include sales force training and e-learning at Siemens; Webinars, training and internal communication at Peregrine Systems; and training and conferences at TD Waterhouse.

Creating a Win-Win Knowledge Strategy

3:30 p.m. – 4:15 p.m.

Keynote
Theatre

Jack Borbely, Director, Knowledge Management, Towers Perrin

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The Intranets Newsletter

Strategies, Tips, and Tools

The **INTRANETS** newsletter covers the strategies, tips, and tools required to help organizations develop, deploy, and manage intranets, extranets, portals, and other knowledge and information management initiatives. We recognize that the role of managing intranets cannot be limited to a single job title, so **INTRANETS** is written in a lively and accessible style for the broad range of professionals called upon today to participate in successful intranet deployments—from decision-making executives, department managers, and information professionals to content engineers, CIOs, and IT and Web professionals. If all or part of your job is working on an intranet, then **INTRANETS** is required reading for doing that job well.



each issue of **INTRANETS** includes:

- **Feature Articles** offering case studies and other in-depth analysis of intranet, extranet, portal, or other KM initiatives, strategies, and tools
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Thursday, October 16

CONTENT MANAGEMENT

CONTENT MANAGEMENT: TOOLS & REWARDS

TRACK CM

Rooms 203/204

A recent study of more than 500 intranet professionals found that content management is the top technology issue. And intranets are an enabling tool for knowledge management, so the potential rewards are great if content can be managed so that organizations operate more efficiently and productively. These sessions discuss CM rewards and some of the tools that can help reap those rewards.

Moderated by **Tom Reamy**, KAPS Group

Content Management Planning & Measured ROI CM301

9:00 a.m. – 10:00 a.m.

Toby Ward, President, Prescient Digital Media

This session covers how to develop a content management strategy, evaluate technology options and vendors, and deliver measurable results, including ROI. It focuses on developing a CM plan, understanding different technology options, developing criteria for evaluating vendors and technology, and developing measures for the performance and success of a content management system.

Developing Requirements for Your CMS Project & Selecting the Ideal Content Management Solution CM302

10:30 a.m. – 11:15 a.m.

Tony Byrne, Founder, CMSWatch

Leif Pedersen, Vice President of Product Marketing, Vignette Corporation

Content management systems (CMS) projects can be difficult and expensive...and very often they don't live up to expectations. In post-implementation surveys, respondents repeatedly counsel those following in their footsteps to invest in better requirements gathering. Our first speaker outlines the key steps involved in developing your requirements for a CMS project. Our second speaker provides his perspective of the "must haves" of a CMS, a critical business tool that helps enhance an organization's Web initiatives. In considering the evaluation process, he emphasizes the following considerations – the importance of workflow, single repositories, and understanding the different pieces of the CM puzzle that vendors are selling.

Content Management in Practice CM303

11:30 a.m. – 12:30 p.m.

Raja Rajasekaran, Intranet Information Manager, Monsanto Company

This session discusses the impact of content management tools and provides examples of real world situations including Monsanto who laid a foundation for a successful intranet information system on field sales productivity.

Lunch Break

12:30 p.m. – 2:00 p.m.

Content Management for the Mobile Workforce CM304

2:00 p.m. – 3:00 p.m.

Thomas Kitrick, Vice President, Enterprise Knowledge Management, Wachovia Corporation

Chip Gettinger, Vice President, Customer Solutions, Astoria Software

Vernon Imrich, Chief Technology Officer, Percussion Software

Mike Draper, Vice President of Information Systems, Network World Fusion

Developing content for mobile devices is becoming critical for today's workforce. This session brings together examples of several different solutions. Each speaker focuses on a real-work application and discusses the challenges, strategies, experiences, and lessons learned. Case studies include Wachovia, one of the largest financial institutions with over 100,000 employees, which utilizes a document management solution (Documentum) to enhance content delivery to employees and customer-facing support staff; a LightSpeed Software customer who implemented a collaborative process for XML authoring, content management, review, and production, resulting in reduced cycle times, while increasing the accuracy of their documentation; and an organization which focuses getting the content where business needs it by reusing content through multi-channel content management solutions that don't break the budget or reinvent the wheel.

Creating a Win-Win Knowledge Strategy Keynote

3:30 p.m. – 4:15 p.m.

Theatre

Jack Borbely, Director, Knowledge Management, Towers Perrin

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Thursday, October 16

PARTNERSHIPS & PRACTICES TRACK D

Rooms 209/210

By definition, intranets and portals are collaborative, cooperative ventures created to enhance partnerships and productivity. In this far-reaching track, learn how Microsoft's world-class intranet is translating into product development efforts. On the opposite end of the spectrum, you don't have to be big—hear about intranets on a shoestring that can make a difference in an organization's culture and bottom line. Then go global and hear about the unique challenges faced by companies which deploy enterprise information systems on a world-wide basis and contend with additional vital issues of culture and language.

Moderated by **Michelle Manafy**, Editor, EContent, Information Today, Inc.

Inside the Microsoft Intranet: Partnerships Across the Enterprise

9:00 a.m. – 10:00 a.m.

Mary Lee Kennedy, Director, Knowledge Network Group, & **Mark Davies**, Director, Knowledge Network Group Services, Microsoft Corporation

The Knowledge Network Group leads Microsoft's intranet strategy to make employees more efficient and effective through easy access, exchange, and use of relevant information and knowledge. The group is also responsible for driving requirements, features, and guidance into related Microsoft products and solutions. The concept of "dog-fooding"—using what we sell and selling what we use—is a critical success factor. This presentation focuses on the technology, practices, and standards recently deployed across the corporation to organize Microsoft's intranet, including joint development work with the Sharepoint Portal Server product group, and also illustrates the critical role of partnerships across the enterprise. This session offers a double-edged opportunity to check out Microsoft's own intranet and learn what lies ahead on the horizon for Microsoft's intranet and portal products.

D301

Small-Scale Intranets That Work

10:30 a.m. – 11:15 a.m.

Elton Billings, Manager of Web Production, Remedy Corporation
Jon Zilber, Senior Communications Executive, Sierra Club

Intranets make sense even for small or nonprofit organizations. ROI in a nonprofit has everything to do with the benefit and little to do with the cost of a project. Take home a checklist of good ideas and learn to think differently about the goals and objectives of your intranet after hearing this case study of Sierra Club's intranet and extranet, which is used by a diverse group of thousands of volunteers and staff from around the country. Also hear lessons learned in planning and implementing intranets for small local organizations, such as a PTA chapter or foundation. Find out how to create a useful site with almost no budget.

D302

Content Integration & Visual Analysis (Case Studies)

11:30 a.m. – 12:30 p.m.

Integrating Content with Workflow

Wendy Beecham, Senior Vice President, Enterprise and Library Group, LexisNexis

Executives are increasingly demanding to see a clear business value from content integration initiatives. Hear a case study and lessons learned for integrating content and taxonomies with customer workflows, proprietary content, and technology platforms. Learn what desktop-users "do" with information and how to ensure that content on the intranet or portal is an integral part of their daily workflow.

Visual Research and Analysis

Greg Coyle, General Manager, anacubis

Visual research and analysis techniques enable information professionals to understand large amounts of complex data. Using case studies, Greg Coyle will

D303

look at the various types of business information and discuss how to visually explore information from disparate sources to uncover key relationships and produce interactive results for further analysis and communication.

Lunch Break

12:30 p.m. – 2:00 p.m.

International Intranets & Enterprise Portals: Issues, Ideas, and Implementation

2:00 p.m. – 3:00 p.m.

Jane McConnell, International Intranet Consultant, NetStrategy JMC
Michael Moore, VP, Internal Communications, Thomson Corporation
Robin Lloyd, Vice President, Marketing & Channel Development, Lionbridge Technologies

Intranets and enterprise portals must be as global as the companies they serve, but balancing local cultural and business issues with global business imperatives is a tricky challenge. Jane McConnell highlights critical success factors, how to get the balance right and build trust across the global intranet from the user and management viewpoint, illustrated with real examples. Thomson deployed an enterprise-wide portal for hundreds of thousands of employees around the world, creating a virtual community to empower employees while offering personalized, customizable workspaces to meet individual, local needs. International projects also demand language solutions and access to enterprise-wide content in several languages. From Robin Lloyd, learn how establishing unified global content processes can overcome the challenge of delivering local-language content to customers, employees, partners, and suppliers in a global work environment.

D304

Creating a Win-Win Knowledge Strategy

3:30 p.m. – 4:15 p.m.

Jack Borbely, Director, Knowledge Management, Towers Perrin

Keynote
Theatre

ADVANCED PORTAL STRATEGIES & ROI TRACK E

Room 212

Portals must constantly prove their value by delivering ROI as promised. In this track, senior portal program managers discuss how they have developed strategy and secure applications for driving ROI through their portal programs. They will cover the skills required on their teams and how they communicate success metrics to senior management. Case studies target high-impact processes that are critical to keeping an organization competitive, including portal architecture, legacy application integration, XML-based portals and secure applications, and distribution of responsibilities for enterprise content, applications, and external information.

Organized and moderated by **Howard McQueen**, CEO, McQueen Consulting

Creating Actionable Business Insights

9:00 a.m. – 10:00 a.m.

Robert Carlson, Vice President & General Manager, WebFountain Project, IBM

IBM's new WebFountain is a text mining and discovery platform that can extract trends, patterns, and relationships from massive amounts of unstructured and semi-structured text, including all kinds of Internet data, enterprise data, legacy data, e-mail, and licensed content. In this session, Bob Carlson, VP and GM of the IBM WebFountain project, will focus on the WebFountain technology and on the web services approach to building new marketplace solutions. He will also briefly discuss their development plans, including business partnering strategies for content providers, component technologies and third party applications with third-party solutions and content providers, and working directly on major enterprise applications.

E301

Portal Architecture for Extending the Enterprise E302**10:30 a.m. – 11:15 a.m.****Joseph Kennedy**, Vice President, Application Technology Strategy Services, State Street Wealth Manager Services

Learn about the strategy and technical building blocks you need to create a portal capable of integrating the enterprise. Persistent session management, XML and HTTP services, and legacy integration and the overall architecture will be covered, resulting in an architecture and plan to allow delegated administration and information delivery of enterprise content, applications, and external information through a single entry point and extensible channels.

Implementing a Portal Solution: Will You Ever See ROI?**11:30 a.m. – 12:30 p.m.****Farida Hasanali**, Program Manager, Knowledge Sharing Network, & **Kathleen Huneycutt**, Senior Relationship Manager, American Productivity & Quality Center (APQC)

This session is designed to help you develop a systematic approach for implementing your own solutions. Learn what it takes to implement a portal—starting

from identifying user requirements to transitioning the system from the vendors. The speakers will share their experiences with management's expectations of ROI and how they have designed a balanced scorecard for the site, measuring the activities that are most important for the viability of their business.

Lunch Break**12:30 p.m. – 2:00 p.m.****How Portals Can Get You the ROI You Were Promised**E304**2:00 p.m. – 3:00 p.m.****Cindy Ross Pedersen**, Web Goddess, Adeo Communications Corporation

This presentation demonstrates how portals and portal technologies can expose the hidden value locked away in your enterprise applications. Learn how portals can increase the breadth and depth of your Web activities by aggregating content from disparate systems across your enterprise and how personalization and customization can increase the usefulness of your applications. Finally, understand how to plan and prove portal deployments that deliver sound business results.

KMWORLD & INTRANETS CLOSING/PLENARY KEYNOTE**Creating a Win-Win Knowledge Strategy****3:30 p.m. – 4:15 p.m. • Theatre****Jack Borbely**, Director, Knowledge Management, Towers Perrin

An enterprise approach to content is an important step in turning an organization's intellectual capital into revenue potential and a competitive advantage. Equally important is the way in which this information is managed and accessed via an integrated KM, intranet, and extranet technology and process platform. Hear about the strategy, the essential technology, and the process building blocks that Towers Perrin developed and used to implement and operate an integrated technology platform that effectively leverages the company's intellectual capital across targeted stakeholder groups (employees, clients, and partners). Gain an understanding of how to integrate and deploy the key assets and features of knowledge management initiatives, intranets, and extranets to create a powerful, win-win knowledge strategy in your own organization.



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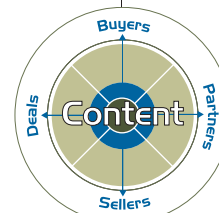
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Preconference Workshops

Knowledge Management: Concepts, Methods, and Practice

W1

9:00 a.m. – 4:30 p.m.

FULL DAY

Mark W. McElroy, *President, Knowledge Management Consortium International (KMCI), and CEO, Macroinnovation Associates, LLC*
Joseph M. Firestone, *Executive Vice President, Knowledge Management Consortium International (KMCI), and CKO, Executive Information Systems*

This 1-day workshop offers a high-level and comprehensive introduction to knowledge management (KM). Designed to equip attendees with a basic understanding of KM theory and practice, while emphasizing the advent of "The New Knowledge Management," a synthesis of KM practice firmly rooted in organizational learning and adaptive systems theory, the workshop will cover these areas:

- Key issues, including knowledge processing, organizational learning, adaptive systems, the knowledge life cycle, KM practices, value propositions, and culture, the natural knowledge management system, and information technology, innovation, the open enterprise, and sustainable innovation
- Information technology applications, tools, and methods, including portals and a wide range of other software tools
- KM and knowledge processing tools and methods, including KM life cycle methodology versus framework methodology, communities of practice, storytelling, and group decision process methods
- KM process methodology

Intranet Professionals Academy

W2

9:00 a.m. – 4:30 p.m.

FULL DAY

MODERATOR: Mary Lee Kennedy, *Director, Knowledge Network, Microsoft*

FACULTY:

Bob Boiko, *Lecturer, iSchool, University of Washington, & Author, Content Management Bible*

Lou Rosenfeld, *Consultant, Information Architecture, & Co-Author, Information Architecture for the World Wide Web*

Darlene Fichter, *Data Librarian, University of Saskatchewan Libraries*

Whether you're an intranet professional just starting out or one who is already delivering products and services on the intranet, this experience-packed day provides an excellent opportunity to further your knowledge about intranets. Learn about the current thinking and developments that make a difference in information and knowledge transfer in your organization and speak with expert practitioners and colleagues. The Intranet Professionals Academy covers:

- Intranets and portals as instruments of information and knowledge exchange
- Designing the ultimate end-user experience
- Intranet and portal technologies: What is hot and what's not
- Managing content for best results
- Information architecture, search, and taxonomy
- People, portals, and intranets: expectations and realities

Practical Taxonomy: Developing Workable Knowledge Classification Systems

W3

9:00 a.m. – 12:00 p.m.

Wendi Pohn, *IBM Lotus Software*

Seth Earley, *President, Earley & Associates, Inc.*

This half-day workshop takes participants through the necessary steps in creating an effective taxonomy for an organization, understanding both the technical and social processes required, and coming away with a blueprint that can be immediately used in knowledge management implementations. The workshop is designed for content owners, technical writers, Web managers, librarians, publishing editors, and others whose primary role is to facilitate sharing of information within an organization. Bring several members of your team and build your own taxonomy. You will learn how to do the following:

- Develop an action plan for your organization's content management process
- Identify the issues surrounding the creation of a taxonomy
- Understand how to avoid common mistakes in creating a taxonomy
- Understand the role of technology in the taxonomy creation process

Knowledge Continuity Management: The Future of Knowledge Retention

W4

9:00 a.m. – 12:00 p.m.

David Harden & Jeremiah Boenisch, *Co-Authors, Continuity Management, & John Desborough*, *Business Acceleration Services, EDS Solutions Consulting*

How do you keep hundreds of thousands of dollars worth of organizational investment in knowledge from walking out the door? Implementing a knowledge continuity management strategy as part of the organization's overall KM strategy is a critical option. This half-day workshop presents a comprehensive framework for retaining critical knowledge that organizations may be losing with retirements, downsizing, and transfers. It provides a practical model for preserving critical operational knowledge not only for reuse, but to increase productivity. It discusses a number of tools and techniques to harvest and structure the organization's critical operational knowledge for the purposes of transferring knowledge between generations of employees.

Content Management Interactive

W5

9:00 a.m. – 12:00 p.m.

Bob Boiko, *Lecturer, iSchool, University of Washington, & Author, Content Management Bible*

Calling all content management practitioners! Are you facing a content management issue or challenge? Bring your questions and problems to this half-day interactive workshop, where a content management expert will discuss ideas, strategies, and implementation tips. Learn about the different aspects of content management: collection, management, publishing, authoring, syndicating, templates, and more. Using real-world examples of strategies, techniques, and tools for tackling these challenges, Bob Boiko illustrates content management in action in this interactive workshop.

Corporate Portal Strategies

W6

9:00 a.m. – 12:00 p.m.

Howard McQueen, *CEO, McQueen Consulting*

This half-day workshop provides a framework for developing corporate portal strategies and uses case studies to describe best practices for fundamental portal issues, which include the following:

- What are the critical benchmarks and metrics for a successful portal implementation?
- What user-centered features do end users rate as most valuable?
- What information infrastructure services must be developed to drive portal acceptance into the mainstream?
- What is an effective strategy to achieve persistent cleanup of unstructured intranet content?
- How are collaborative services best integrated into the portal?

Effectively Managing and Profiting with Virtual Project Teams

W7

9:00 a.m. – 12:00 p.m.

Scott Shulga, *President, ByNet Software, Inc., Represented by the Carrera Agency*

Virtual project teams, using a mix of remote out sourced and key local resources, appear to be a cost-effective approach for meeting constrained IT project budgets. Although virtual project teams can provide significant rewards to an organization, new risks and challenges quickly emerge for those inexperienced in this type of team approach. Challenges that present significant risk to meeting project goals include:

- Crisp, timely communication between team members, the customer, and management
- Enforcement of standard project life-cycle methods
- Daily (even hourly) management of project tasks
- Effective collection of project team knowledge and cross-team collaboration
- Quality deliverables that meet customer expectations
- Collecting and reporting project and budget status even if required daily

Monday, October 13

KM & intranets
World 2003 conferences & exposition

- High customer service levels during and after implementation

This half-day workshop explores solutions when project team members can no longer “throw requests over the wall” to the next cubicle. It describes how to succeed with virtual project teams and makes recommendations for management to consider when planning a virtual project team approach. It discusses practical methods and tools for reducing risks and ensuring a successful project.

Actionable KM Implementation: A Pragmatic “How-To” Workshop

W8

1:30 p.m. – 4:30 p.m.

Richard Azzarello, President, Reality Consulting, Inc.

This interactive half-day workshop provides you with a proven, hands-on approach to KM implementation. Starting with a fast path approach to developing a knowledge strategy, a series of pragmatic hands-on exercises take participants through identification and prioritization of critical knowledge resources (both tacit and explicit), an assessment of relative business value, potential interventions, and detailed implementation planning and execution guidelines for actionable KM results. Having been successfully applied and implemented in a number of different industries, this approach provides a practical and actionable means to fast KM results as well as to usable tools and techniques.

Building Strategic Capability with Communities of Practice

W9

1:30 p.m. – 4:30 p.m.

Deb Wallace, Knowledge & Learning Strategy Consultant, Sun Life Financial

Organizations are filled with groups of employees getting together to solve work-related problems. They pool their expertise, build their information stores, share their experiences, test new ideas, improve on past processes and procedures, and find solutions that result in increased capability and improved performance. They start communities of practice in an informal, grass-roots way. Think of the possibilities! With a bit of support—time, attention, and resources—organizations can leverage this naturally forming structure to enhance performance and realize strategic imperatives faster than traditional approaches to capability generation. In this workshop, learn from a community practitioner how to do the following:

- Support strategic imperatives with communities—the concepts and approaches
- Create strategic communities—the infrastructure and design approach

- Nurture community development through facilitation—information navigation and brokering, creating expertise networks, knowledge access, and exchange

Based on the experiences at Sun Life Financial/Clarica, this half-day workshop provides tools and approaches that can be adapted to the specific needs and environment of your organization.

The Deep End: Integrating Personal and Organizational Tools for Sustainable Transformation

W10

1:30 p.m. – 4:30 p.m.

Steve Barth, Editor & Publisher, KM magazine & **Dinesh Chandra**, CEO, Eternet

This workshop explores how teams, networks and markets are consequences of individual values and behaviors that determine the emergent properties of the group. The foundations of any true knowledge-sharing culture are leadership, trust and adaptability to changing conditions. Shared values ultimately derive from the deeply held attitudes and assumptions of each member of the organization or community. Corporate and personal goals must be aligned for long-term success through sustainable growth and deeper fulfillment. Today's knowledge-intensive environments require new cognitive and social skills and tools to guarantee the efficiency and effectiveness of communication and collaboration. This workshop discusses how to:

- Uncover the unproductive assumptions that sterilize knowledge cultures and transformation initiatives
- Seed the organization with proven ideas and best practices from ancient wisdom or the latest science
- Audit personal and organizational strengths and weaknesses and trace paths to present trends
- Align diverse values to leverage individual aspirations for common benefit and map future directions
- Cultivate cultural capacity and individual capabilities for distributed sense-making and emergent leadership at all levels
- Acquire talents and tools for accessing, evaluating, organizing, analyzing, presenting and collaborating around both information and ideas

Ten Steps to Intranet Success

W11

1:30 p.m. – 4:30 p.m.

Howard McQueen, CEO, McQueen Consulting

This workshop delivers step-by-step strategy and implementation advice on how to drive business value through the intranet. The instructor examines the critical elements that must be addressed to launch an intranet (or for a strategic re-launch) and will show how to achieve a return on investment and create win/win programs for end users and senior management. Attendees will learn the 10 steps to strategic intranet success, including how to do the following:

- 1) develop a strategy; 2) identify and sustain executive sponsorship; 3) select, plan, and manage content; 4) evolve user information architectures; 5) support content authors and the Web team; 6) clean up and integrate internal and external content; 7) constantly evolve usability and satisfaction; 8) market the business benefits; 9) measure metrics; 10) develop requirements and implement content management.

Usability for Intranets

W12

1:30 p.m. – 4:30 p.m.

Darlene Fichter, Data Librarian, University of Saskatchewan Libraries
Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University

Usability testing is one of the hottest topics around, but is Internet usability the same as intranet usability? Do you want to make your site more usable, but you don't know where to start or simply haven't found the time? Come to this workshop to learn the answers to these questions. Gather practical tips that you can put to use immediately and inexpensively by exploring and experiencing usability testing techniques specifically for intranets.

Monday Networking Event

7:30 p.m. – 9:00 p.m.

Room 204

KM & intranets
World 2003 conferences & exposition

Web Slam: Show Me Yours—And I'll Show You Mine!

Elton Billings, Manager of Web Production, Remedy Corporation

Ever hear of a “Poetry Slam,” a gathering for poets to share their work with other poets? Web Slam: Show Me Yours—And I'll Show You Mine is a fun, interactive event that follows a similar format, giving attendees a rare chance to share their intranet sites with colleagues for praise, awe, benchmarking, a critique, or other comments. “Show Me Yours” originated from a note posted on a message board at the first Intranets conference by an attendee who wanted to trade ideas with other intranet professionals and has been a lively, popular event at past conferences. Join Elton Billings for this unusual opportunity to look behind the firewall and learn about work being done by some of your peers.

Come demonstrate your work—and you will be rewarded with a look at the best work of your peers as well—or come just to listen and learn what's happening inside other people's intranets.

A cash bar will be available. Open to all registered conference attendees.

COMPANY	BOOTH NO.	COMPANY	BOOTH NO.
80-20 Software	423	MBG Industries, Inc.	422
anacubis	202	MuseGlobal, Inc.	420
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<i>KMWorld</i> Magazine/ Information Today, Inc.	601		
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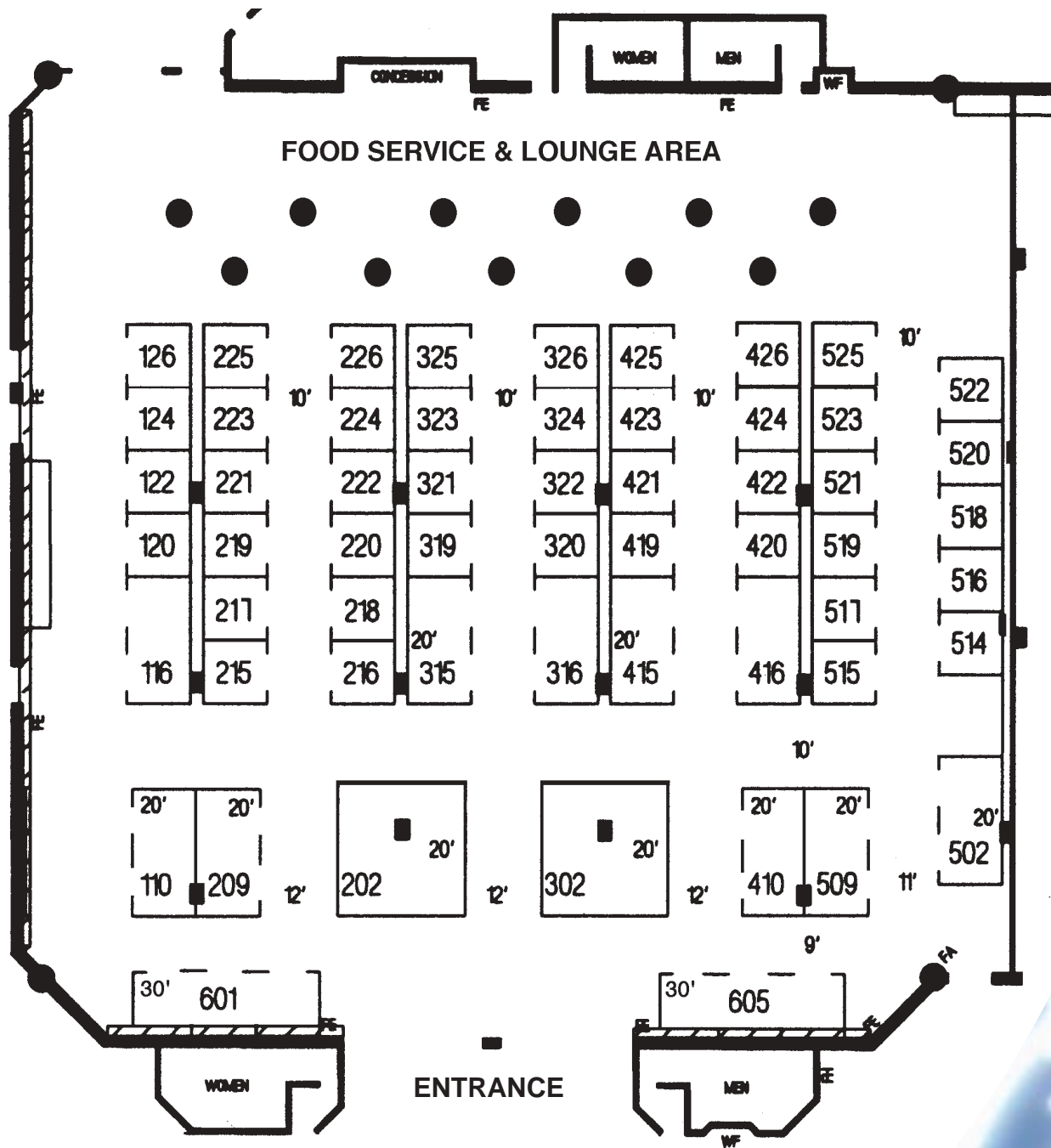
Exhibit Hours

Tuesday, October 14, 2003
5:00 p.m. to 7:00 p.m.

Wednesday, October 15, 2003
10:00 a.m. to 4:30 p.m.

Thursday, October 16, 2003
10:00 a.m. to 3:30 p.m.

The **KMWorld & Intranets 2003** combined exposition features the top companies in the KM and intranets marketplace, offering visitors an opportunity to explore all of the latest in product and service solutions in both fields. If you are looking for a particular product, evaluating competing systems, or keeping up with the latest trends and developments, be sure to visit the **KMWorld & Intranets Expo**.



Exhibitor Directory



80-20
SOFTWARE

80-20 Software

3055 112th Avenue
Corporate Campus East
Suite 120
Bellevue, WA 98004
PH: 425-739-6767
FAX: 425-739-9228
www.80-20.com

Booth #423

80-20 Software is a leading provider of enterprise content management software, providing the most scalable solution for management of unstructured data for corporations in three key areas: content and records management, search, and personal productivity. 80-20 Leaders Online, 80-20 Document Manager, and the 80-20 One Search Suite allow companies to profile and store and then search and retrieve documents across an entire enterprise.



anacubis

The Visual Space
Capital Park, Fulbourn
Cambridge, CB1 5XH UK
PH: +44 1223 703995
FAX: +44 1223 728601
www.anacubis.com

Booth #202

anacubis provides solutions that support information professionals in the process of gathering, consolidating, analyzing and disseminating online information. Delivering the results of research in an easy to understand visual format helps turn raw information into actionable intelligence to support the corporate decision-making process. anacubis technology is also embedded in many of the most popular online business information sources, enabling subscribers to these services to benefit from visual access to well-organized and relevant information. anacubis is part of the i2 Group, a leading innovator with 12 years experience in delivering data visualization and link analysis software to investigators and intelligence professionals.

AskMe

AskMe Corporation

3290 146th Pl. SE, Suite D
Bellevue, WA 98007
PH: 425-564-9000
FAX: 425-564-9200
www.askmecorp.com

Booth #319

In today's IT spending environment, AskMe recognizes that Knowledge Management projects cannot grow without concrete results. Harvesting undocumented knowledge across your organization can generate significant return-on-investment by reducing time-to-market, lowering costs, and enhancing innovation. AskMe is generating these results for Boeing Canoga Park, Honeywell, and other companies. Read how at www.askmecorp.com/roi or stop by our booth at KMWorld!



Association of Independent Information Professionals

Association of Independent Information Professionals (AIIP)

8550 United Plaza Blvd.
Suite 1001
Baton Rouge, LA 70809
PH: 225-408-4400
FAX: 225-922-4611
www.aiip.org

Booth #520

Founded in 1987, the Association of Independent Information Professionals (AIIP) includes nearly 650 individuals in 20 countries and consists of owners of information-related businesses. AIIP members offer expert online, Internet, primary, and manual research; provide document delivery, database design,

library support and consulting services; and include writers and editors. Members provide services to a wide variety of clients, ranging from small businesses to the Fortune 500.



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Booth #522

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Booth #219

Butterworth-Heinemann is pleased to kick off another year of bringing you the latest and best thinking in Knowledge Management. This list marks the continued alliance with KMCI Press and numerous new titles in change management and human resource management. Visit us on the Web at www.bh.com or call 1-800-545-2522.



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Booth #209

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Convera

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www.convera.com

Booth #415

Convera has a 20-year history of providing the most sophisticated search and categorization solutions worldwide to over 800 government agencies, pharmaceutical, financial and diverse multi-national customers. These organizations depend on Convera's Retrieval-Ware® search technology to identify critical information within 200 forms of text, video, image and audio data, and in more than 45 languages.



Entopia, Inc.

1301 Shoreway Road, Suite 302
Belmont, CA 94002
PH: 650-632-0101
FAX: 650-802-6709
www.entopia.com

Booth #316

Entopia is an Enterprise Knowledge Infrastructure (EKI) provider offering a spectrum of bottom-up knowledge management solutions for the individual, workgroup and enterprise. Entopia

Presentation Links



Get access to many of the PowerPoint presentations and Web sites used in conjunction with the KMWorld & Intranets 2003 general sessions! Links will be posted on the KMWorld & Intranets 2003 Web site (www.infotoday.com/kmw03/presentations) approximately four weeks after the show.

delivers software to manage knowledge assets and locate relevant content, expertise and information sources across the organization in the context of a business process. The privately held Entopia was recently selected as one of "100 Companies that Matter in Knowledge Management" by *KMWorld* magazine and its Knowledge Locator application recently won the 2003 Software and Information Industry Association's Codie Award for "Best Search Engine." Headquartered in Silicon Valley, Entopia has additional sales offices throughout the U.S. and Europe and research and development offices in Israel.



ePeople

450 National Avenue
Mountain View, CA 94043
PH: 650-694-6400
FAX: 650-694-6401
www.epeople.com

Booth #426

ePeople Teamwork software captures and leverages enterprise knowledge, expertise and best practices in a collaborative environment to respond faster and more accurately to sales opportunities and support issues. Companies like Oracle, Cognos and Openwave have seen a 70% reduction in support resolution times using ePeople Teamwork. Learn how at www.epeople.com



Financial Times

1330 Avenue of the Americas
New York, NY 10019
PH: 212-641-6399
FAX: 212-641-6428
www.ft.com

Booth #518

The Financial Times, one of the world's leading business newspapers, is recognized internationally for its authority, integrity and accuracy. FT Corporate Solutions uniquely combines credible and objective global business news, analysis, and insight with the very latest technology and business tools corporations need to receive accurate and timely information.



Hoover's Inc.

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FAX: 512-374-4501
www.hoovers.com

Booth #516

Hoover's proprietary database of over 18,500 top companies combines business, industry, and officer information with financial, product, and competitor data. Hoover's editorial staff writes savvy, insightful company profiles and keeps on top of changes with daily updates. Subscribers can choose from three subscription levels according to the tools they need.



Hyperwave

68 Tadmuck Road
Westford, MA 01886
PH: 978-392-4235
FAX: 978-392-8849
www.hyperwave.com

Booth #515

Hyperwave offers Information Management software solutions to deliver information distribution, team collaboration and continuous learning across the extended enterprise. The Hyperwave eKnowledge Infrastructure is a suite of modular knowledge management/eLearning applications incorporating content and document management, search and retrieval, workflow, collaboration, audio/video conferencing and eLearning.



Intelliseek

1128 Main Street
Cincinnati, OH 45202
PH: 513-618-6700
FAX: 513-618-6720
www.intelliseek.com

Booth #419

Intelliseek is a business intelligence software and solutions company that helps transform unstructured data into real-time actionable insights. Intelliseek's content discovery and mining

technologies discover, filter, classify, and extract key information from large amounts of internal and external content. Intelliseek helps professionals gain the insights they need to make the best possible decisions and solve real marketing and business problems.



Inxight Software, Inc.

500 Macara Avenue
Sunnyvale, CA 94085
PH: 408-738-6200
FAX: 408-738-6352
www.inxight.com

Booth #216

Inxight is a leading provider of enterprise software solutions that provide the fastest route from search to discovery. Using Inxight automated information extraction, categorization, search and visualization solutions, customers are able to find the precise information they need when they need it — boosting productivity, accelerating product time-to-market and leveraging past and future investments in information and technology.



ISYS/Odyssey
Development

8775 E. Orchard Road #811
Englewood, CO 80111
PH: 303-689-9998
FAX: 303-689-9997
www.isysusa.com

Booth #325

ISYS/Odyssey Development is a global supplier of search software for business and government. The company's sixth-generation search solutions are designed to meet the diverse information retrieval and knowledge manage-

ment needs of organizations operating in government, legal, law enforcement, financial services and recruitment, among others. Visit booth #325 for a demo.



KMtechnologies

5130 St. Hubert, Suite 250
Montreal, QC H2J 2Y3
Canada
PH: 514-495-4201
FAX: 514-495-9045
www.kmtechnologies.com

Booth #222

KMtechnologies is a global provider of Collaboration and Document Management software that enables organizations to create, store, edit and publish documents, files and content. The Web-based software product features document management, information retrieval, workflow, process management and a portal framework to improve organizational performance. Visit KMtechnologies at www.kmtechnologies.com.



KMWorld magazine
Information Today, Inc.

143 Old Marlton Pike
Medford, NJ 08055
PH: 609-654-6266
FAX: 609-654-4309
www.infotoday.com

Booth #601

KMWorld magazine delivers news, analysis and case studies on knowledge management, intellectual asset management, and competitive intelligence. Information Today, Inc. (ITI), the publisher of *KMWorld*, also produces and manages the *KMWorld & Intranets* Conference and Exposition.

In addition to *KMWorld* magazine, ITI is the publisher of *Information Today*,

Coffee Break

Complimentary coffee
will be available in the
Exhibit Hall Wednesday and Thursday at
10:00 a.m. and then at 3:00 p.m.



Exhibitor Directory

EContent, Computers in Libraries, ONLINE, Searcher, CRM, EMedia, and many books, directories, and other periodicals geared to the information professional and related fields.

To coincide with its publishing activities, ITI is also the organizer of a number of conferences, including Web-Search University, Streaming Media, Internet Librarian, Computers in Libraries, Buying & Selling eContent, and InfoToday. Stop by the booth to pick up the latest information on all of the exciting ITI family of products.



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Booth #302

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Lionbridge Technologies

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www.lionbridge.com

Booth #421

Lionbridge Technologies, Inc. is a provider of globalization and testing services that enable Global 2000 organizations to confidently and cost effectively deliver products and content

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MBG Industries, Inc.

148 Hunt Valley Road
Oneida, NY 13421
PH: 315-366-0245
www.mbgindustries.com

Booth #422

MBG Industries, Inc. offers an integrated approach to business success. Integrated Management Systems: Integrated Knowledge Management – Maximize Control through information, document, and knowledge management. Integrated Operations Management – Maximize Outcomes through configuration, process, and change management. Integrated Systems Management – Maximize ROI through risk, quality, and resource management. Visit us at www.mbgindustries.com.



4001 South 700 East, Suite 220
Salt Lake City, UT 84107
PH: 801-208-1880
FAX: 801-208-1889
www.museglobal.com

Booth #420

The mission of MuseGlobal is to optimize the productivity of knowledge workers by enabling the discovery, integration, and delivery of information and services from disparate systems. Our breakthrough solutions feature the most sophisticated pre-, in-search, and post-processing capabilities available

– producing precise, high-quality search results and supporting seamless knowledge management.



New Idea Engineering, Inc.

10140 Hillcrest Road
Cupertino, CA 95015
PH: 408-446-3460

Booth #322

Our SearchTrack products enhance your enterprise search, site navigation, and content management infrastructure. In five days we can provide you with a configuration check-up, search analytics, and a behavior-based recommendation system that leverages your current infrastructure investment to present your users better search results. Supported platforms include Verity K2 and Search97, UltraSeek, and Autonomy.



Northern Light

One Broadway, 14th Floor
Cambridge, MA 02142
PH: 617-242-5960
FAX: 617-242-6105
www.northernlight.com

Booth #215

Northern Light, the tiny little search engine company in Cambridge, provides search and content integration solutions for enterprises and individuals. Established in 2003, and utilizing the original award-winning Northern Light search technology, Northern Light's products include the brand new Northern Light® Enterprise Search Engine, SinglePoint™ CustomMarket Research Portals, as well as technology licensing and custom enterprise

search services. All products use Northern Light's patented, proprietary subject classification and taxonomy.



Retrieval Systems

2071 Chain Bridge Road
Vienna, VA 22182
PH: 703-749-0012
FAX: 703-749-0015
www.retrievalsystems.com

Booth #425

Retrieval Systems Corporation [RSC] is an experienced Data Architect and Information Management company, specializing in content, document, and knowledge management services. We design, develop, and implement solutions involving SGML and XML, along with related Web technologies, standards and tools.



Stellent

7777 Golden Triangle Drive
Eden Prairie, MN 55344
PH: 952-903-2000
FAX: 952-829-5424
www.stellent.com

Booth #517

Stellent, Inc. is a global provider of content management solutions, enabling customers to rapidly deploy line-of-business Web sites, such as employee portals and partner extranets, as well as enterprise-wide solutions. Customers include Procter & Gamble, Merrill Lynch, Los Angeles County, British Red Cross, Aetna/ING, Target Corp., and BlueCross BlueShield. Stellent is headquartered in Eden Prairie, Minn. and maintains offices throughout the United States, Europe and Asia-Pacific.

Coffee, Danish, and Networking Hour

Coffee and danish are provided for conference attendees, outside the Theatre, Tuesday and Thursday from 8:00 a.m. – 9:00 a.m. and Wednesday from 7:45 a.m. – 8:45 a.m.





Stratify

701 N. Shoreline Blvd., Suite A
Mountain View, CA 94043
PH: 650-988-2000
FAX: 650-988-2159
www.stratify.com

Booth #217

Stratify provides a complete enterprise software platform that harnesses vast amounts of unstructured information by automating the process of organizing, classifying and discovering critical information for effective action. By structuring previously difficult-to-organize information, Stratify software provides companies "intelligence-at-a-glance" even as it increases the value of existing corporate applications.



Swets Blackwell

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www.swetsblackwell.com

Booth #514

Swets Blackwell is the global leader in information and serials management. Our wide range of information and serials management services assist in optimizing resources in today's dynamic and increasingly complex electronic environment. With SwetsWise, we offer the premier Web-based, modular service for procuring, accessing and managing subscriptions and online information.



TheBrain Technologies Corp.

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FAX: 310-656-8488
www.thebrain.com

Booth #605

TheBrain Technologies Corporation is a leading provider of comprehensive knowledge applications. BrainEKP provides a seamless view of knowledge across disparate data sources so users can see related information and automate business processes. By leveraging the connections between pieces of information, TheBrain's award-winning interface transforms isolated data into usable knowledge. TheBrain Technologies' Customers include: Ford Motor Company, Tyco, Prudential Insurance, Department of Defense, and Cadbury Schweppes.



Think Tools

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www.thinktools.com

Booth #226

Think Tools supports our innate capabilities to deal with complexity and knowledge. Based on the human thought process, Think Tools Software Suite helps us visualize and solve problems in a systematic and rigorous way, enabling us to better capture, create and communicate knowledge, achieving alignment and better execution.



TripleHop Technologies

45 W. 25th Street, 9th Fl.
New York, NY 10010
PH: 212-243-4645
FAX: 212-243-4660
www.triplehop.com

Booth #424

TripleHop Technologies is a provider of information retrieval software that helps users find the most relevant information faster to make better business decisions. TripleHop's signature software, MatchPoint, is a "next generation" enterprise search and classification solution, based on a core technology that combines the best of statistical and semantic approaches.



Vivisimo

2435 Beechwood Blvd.
Pittsburgh, PA 15217
PH: 412-422-2499
FAX: 412-422-2495
www.vivisimo.com

Booth #326

Vivisimo's award-winning software lets enterprises organize information from multiple sources without the endless cost and complexity of taxonomy building solutions. Fortune 500 companies and government agencies use Vivisimo's unique Clustering Engine to categorize search results on the fly into meaningful folders, thus achieving breakthrough improvement in accessing relevant information.



Xyθος Software, Inc.

25 Maiden Lane, 6th Floor
San Francisco, CA 94108
PH: 415-248-3800
FAX: 415-248-3807
www.xythos.com

Booth #220

Xyθος Software is the leading developer of Internet file management software for secure file access and sharing. Xyθος' WebDAV-compliant WebFile

Server™ and the WebFile Client™ help business and education customers easily find and share information from any Internet location while improving file system security and reducing the load on e-mail and messaging systems.



YourAmigo Pty Ltd

1st Floor, 80 Gilbert Street
Adelaide, SA 5000
Australia
PH: +61 8 8211 9211
FAX: +61 8 8211 6356
www.youramigo.com

Booth #320

YourAmigo has a range of enterprise search products based on a new architecture which is not reliant on spidering. All structured and unstructured information, unlinked documents, dynamically created pages from databases and disparate information sources can be fully indexed and simultaneously searched through one interface. Moreover, the search engine's index is kept right up-to-date.



Your Transformation Partner

Zensar Technologies

One North LaSalle, Suite 3650
Chicago, IL 60602
PH: 312-553-0600
FAX: 312-641-9441
www.zensar.com

Booth #410

Zensar Technologies, a global Software Solutions company from India, has been delivering innovative and cost-effective solutions to several Fortune 500 companies for more than a decade. The world's first company to achieve CMM Level 5 accreditation, Zensar's KM consulting services have achieved widespread success in Europe, Asia Pacific and Africa, across industry verticals. A practical, technology agnostic approach has been the foundation stone of Zensar's KM Practice. Zensar's KM consulting services are positioned in the "How to" market space — services mainly targeted at taking KM initiatives off the ground by addressing challenges like user uptake and establishing tangible returns.

Exhibit Hours



Tuesday, October 14

Grand Opening Reception 5:00 p.m. – 7:00 p.m.

Wednesday, October 15 10:00 a.m. – 4:30 p.m.

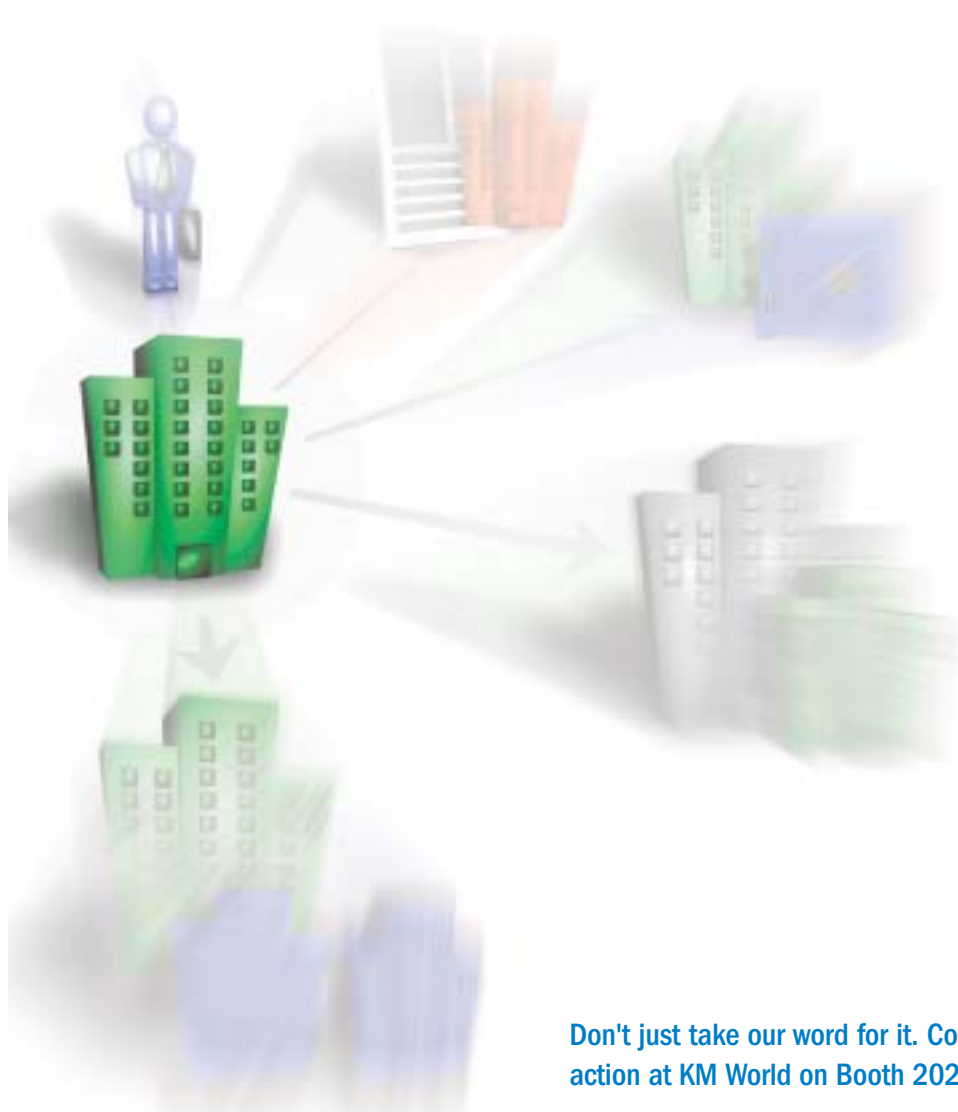
Thursday, October 16 10:00 a.m. – 3:30 p.m.

Visit us at
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