



IRISLink

February 2nd & 3rd
Brussels Airport

2009

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DAY 1 - Monday 2nd February 2009

17:00 – 18:00

◀ SHERATON BRUSSELS AIRPORT ▶ **Registration**

18:00 – 18:30

◀ SHERATON BRUSSELS AIRPORT ▶ **Launching of the Event by Pierre de Muelenaere, President & CEO**

18:30 – 20:30

◀ SHERATON BRUSSELS AIRPORT ▶ **Welcome Cocktail**

DAY 2 - Tuesday 3rd February 2009

09:00 – 09:30

◀ SKY HALL - BRUSSELS AIRPORT ▶ **Welcome Coffee**

09:30 – 11:30

◀ SKY HALL - BRUSSELS AIRPORT ▶ **I.R.I.S. Keynote Session by Pierre de Muelenaere, President & CEO and Etienne Van de Kerckhove, CEO**

11:30 – 12:00

◀ SHERATON BRUSSELS AIRPORT - EXHIBITION AREA ▶ **Coffee Break**

◀ SHERATON BRUSSELS AIRPORT ▶ **Breakout Sessions**

OPTIMIZING YOUR DOCUMENT PROCESSING Scan, Sort, Classify, Index, Compress, Extract and Convert your information with the latest technologies			THE WORLD IS CHANGING Corporate Information Governance : Business and IT Join Forces				
◀ SATELLITE 3 ▶ IDR™ Toolkit Document recognition for partners based on highly optimized free text analysis <i>Manfred Traeger</i> Head of Research and Development I.R.I.S. - Docutec AG	◀ SATELLITE 4 ▶ IRIS Powerscan™ 9 The most powerful, easy-to-use production scanning and OCR solution (preview of upcoming new version!) <i>Nicolas Sancinoto</i> Marketing Product Manager I.R.I.S.	◀ SATELLITE 5 ▶ PRESS MEETING	◀ GALAXY 1 ▶ How to combine ECM and a collaborative platform in one vision & strategy? <i>Giuseppe Contino</i> Brands and Partners Manager, International Practice Document Content & Process Management I.R.I.S.	◀ GALAXY 2 ▶ CASE STUDY Partena Social Security Belgium Implementation and Return On Investment of an EDCM project <i>Pierre Leclercq</i> Director, Partena Social Security <i>Dominique Sipllet</i> Strategy & Business Development Director, Partena Social Security	◀ GALAXY 3 ▶ Tomorrow's PC Virtualization I.R.I.S. Virtual Desktop <i>Pieter Van den Abeele</i> Consultant Architect I.R.I.S.	◀ SATELLITE 6 ▶ CASE STUDY I.R.I.S. Financial Services: Best practices in Information Management for Financial Institutions <i>Eric Balzer</i> Consultant I.R.I.S.	◀ SATELLITE 7 ▶ IBM Agile ECM <i>Ken Bisconti</i> Vice President ECM Products and Strategy IBM Software Group

12:30 – 14:00

◀ SHERATON BRUSSELS AIRPORT - EXHIBITION AREA ▶ **Walking Lunch**

◀ SATELLITE 3 ▶ IRIS Document™ Optimize what you scan! Turn your images into searchable, hyper-compressed text files (preview of upcoming new version!) <i>Pierre Deschamps</i> Sales Engineer I.R.I.S.	◀ SATELLITE 4 ▶ IRIS Powerscan™, IRIS Document™, IRIS Capture™ Pro/X4D All for One and One for All! Alone or together to meet your needs (preview of upcoming new version!) <i>Alejandro Grüssi</i> VAR / OEM Account Manager I.R.I.S.	◀ SATELLITE 5 ▶ eCopy eCopy and I.R.I.S. Bringing Business Process Automation to the Front Office <i>Edward Schmid</i> President and Chief Executive Officer eCopy	◀ GALAXY 1 ▶ Automatic Document Categorisation and Classification <i>Mr. Marco Saerens</i> Teacher and Member of the "Machine Learning Group" Université Catholique de Louvain	◀ GALAXY 2 ▶ CASE STUDY Belgian Ministry of Justice: "Document for everyone and Justice for all" <i>Phedra Clouner</i> - Project Manager ECM SPF Justice Chairman, Document@Work <i>Monique Beuken</i> Member of the "Commission à la modernisation de l'ordre judiciaire"	◀ GALAXY 3 ▶ Managed Operations From hardware housing to IT sourcing <i>Danny Roefflaer</i> Senior Architect I.R.I.S.	◀ SATELLITE 6 ▶ How to implement a Document Management Center for corporate users? <i>Jean-Marc Herr</i> General Manager I.R.I.S.	◀ SATELLITE 7 ▶ Workshare Content Lifecycle Management <i>Frank Boening</i> VP EMEA Workshare
◀ SATELLITE 3 ▶ IRIS Capture™ Pro Capture, sort and identify all types of documents and forms (preview of upcoming new version!) <i>Jean-Pierre Ksenicz</i> IRIS Capture™ Product Manager Corporate R&D I.R.I.S.	◀ SATELLITE 4 ▶ IRIS Powerscan™, a Unique Document Capture Solution for SharePoint End-to-end document capture, indexation, OCR and Microsoft SharePoint integration (preview of upcoming new version!) <i>Frederik De Vylder</i> Sales Account Manager - I.R.I.S.	◀ SATELLITE 5 ▶ How to integrate I.R.I.S. products with your favourite application - Available APIs - Examples of integrations - ... <i>Ole Andersen</i> Senior Strategic Account Manager I.R.I.S.	◀ GALAXY 1 ▶ Legal aspects of digital archiving <i>Vincent Dubois</i> Consultant I.R.I.S.	◀ GALAXY 2 ▶ CASE STUDY UNEDIC - Implementation of an EDCM solution within a national company with high volumetry <i>Jean-Marc Walter</i> Project Director - UNEDIC (French office in charge of administering unemployment allowances)	◀ GALAXY 3 ▶ A practical approach to Managed Operations How I.R.I.S. can facilitate your Business <i>Lode Vermeiren & Marnix Vrambout</i> Architects I.R.I.S.	◀ SATELLITE 6 ▶ CASE STUDY CZ Netherlands Electronic File Management: Higher productivity and cost savings for claims processing <i>Leo Vondenbusch</i> Sales Director I.R.I.S. - Docutec	◀ SATELLITE 7 ▶ Microsoft An Introduction to Microsoft Office Sharepoint Server <i>Tony Knors</i> Microsoft

15:15 – 15:45

◀ SHERATON BRUSSELS AIRPORT - EXHIBITION AREA ▶ **Coffee Break**

◀ SATELLITE 3 ▶ Readiris™ 12 I.R.I.S. new OCR Software suite: A full range for document conversion, for private and corporate users <i>Nicolas Bourgois</i> Marketing Product Manager I.R.I.S.	◀ SATELLITE 4 ▶ I.R.I.S. OCR toolkits Bring the power of recognition/extraction to your own application <i>Sven Leijnen</i> Sales Engineer I.R.I.S.	◀ GALAXY 1 ▶ From Document to Knowledge Management Methodology and tools - experiences - <i>Jean-Paul Gevaerts</i> Consulting Manager I.R.I.S.	◀ GALAXY 2 ▶ CASE STUDY Electronic records and archives management at the European Commission <i>Peter Handley</i> - European Commission Head of Unit - B-1 Administrative Modernisation	◀ GALAXY 3 ▶ Enterprise User Experience Services Mirroring How Users Work <i>Sander van der Stap</i> I.R.I.S. - Morningstar Systems	◀ SATELLITE 6 ▶ How to combine ECM and a collaborative platform in one vision & strategy? <i>Giuseppe Contino</i> Brands and Partners Manager, International Practice Document Content & Process Management I.R.I.S.	◀ SATELLITE 7 ▶ WMD Managing Invoices efficiently Best Practices for SAP-Environments <i>Volkmar Ahrens</i> Director International Sales WMD Vertrieb GmbH
◀ SATELLITE 3 ▶ I.R.I.S. mobile scanning devices IRIS Card™, IRIS Scan™ & IRIS Pen™: A complete range for the modern business man <i>Nicolas Bourgois</i> Marketing Product Manager I.R.I.S.	◀ SATELLITE 4 ▶ From Paper to Document Management Systems With IRIS Powerscan™, you're just one line of code away! (preview of upcoming new version!) <i>Christopher Humphreys</i> Sales Engineer Team Leader - I.R.I.S.	◀ GALAXY 2 ▶ Information Agenda Creating an Information Agenda for Sustained Competitive Advantage <i>Ken Bisconti</i> Vice President ECM Products and Strategy IBM Software Group				

17:00 – 19:00

◀ SHERATON BRUSSELS AIRPORT - EXHIBITION AREA ▶ **Free Time**

19:00 – 23:00

◀ SKY HALL - BRUSSELS AIRPORT ▶ **Gala Evening & Awards Ceremony (on invitation)**

Title	Speaker	Description	Language
12:00 – 12:30			
IDR™ Toolkit Document recognition for partners based on highly optimized free text analysis	Manfred Traeger <i>Head of Research and Development</i> I.R.I.S. - Docutec AG	IDR™ Toolkit is a comprehensive software development kit for high-performance document classification and document recognition. The IDR™ Toolkit is derived from the well-established I.R.I.S.-Docutec product Xtract for Documents and includes all the core technologies needed for developing state-of-the-art intelligent document classification and document recognition solutions. Based on IDR™ Toolkit and pre-defined configurations called "Solution Packages" OEM partners are able to easily equip their solutions with highly competitive document recognition features. This breakout session will provide an overview about integration scenarios and possibilities.	English
IRIS Powerscan™ 9 The most powerful, easy-to-use production scanning and OCR solution (preview of upcoming new version!)	Nicolas Sancinito <i>Marketing Product Manager</i> I.R.I.S.	IRIS Powerscan™ is a powerful, user-friendly production application with a multi-stream architecture for the scanning and the electronic capture of any kind of documents. It is a complete professional solution to scan, structure, sort, index and convert all documents into fully searchable text files. IRIS Powerscan™ supports most of the popular scanners such as Fujitsu, Canon, Kodak and many more: it is the perfect solution for front-end content, document processing and workflow applications. Furthermore, thanks to the IRIS Pdf™ for IRIS Powerscan™ included, it is a production OCR/ICR solution to scan, structure, sort, index and convert volumes of scanned documents into highly compressed electronic data. IRIS Powerscan™ is the perfect solution to kick-start any document management system or ERP.	English
How to combine ECM and a collaborative platform in one vision & strategy?	Giuseppe Contino <i>Brands and Partners Manager, International Practice Document Content & Process Management</i> I.R.I.S.	How to combine ECM and a collaborative platform in one vision & Strategy. Today's companies are using more and more tools and solution to enable collaboration to bring more values for their customers and employees by opening the channel. On the other side, law, directive and regulations are requesting more and more control on the information. In this session, we're going to present our approach to get the most out of both worlds by combining them to offer an end to end platform fulfilling the needs.	English
CASE STUDY Partena Social Security Belgium Implementation and Return On Investment of an EDCM project	Pierre Leclercq <i>Director</i> Partena Social Security Dominique Sipler <i>Strategy & Business Development Director</i> Partena Social Security	The presentation will give an overview of the implementation of the ECM platform in all departments of Partena Social Security: challenges and successes, Return On Investment of the project.	English
Tomorrow's PC Virtualization I.R.I.S. Virtual Desktop	Pieter Van den Abeele <i>Consultant Architect</i> I.R.I.S.	How I.R.I.S. virtualized your desktop experience without compromises... I.R.I.S. Virtual Desktop, the Innovating end-to-end solution for Virtualizing your Enterprise Desktop.	English
CASE STUDY I.R.I.S. Financial Services: Best practices in Information Management for Financial Institutions	Eric Balzer <i>Consultant</i> I.R.I.S.	With more than 15 years of expertise with Financial Institutions, I.R.I.S. Financial Services has acquired over years and through lots of Information Management projects a large view on the overall needs of such Institutions and I.R.I.S. Financial Services has built a strong expertise on best practices in all the information management needs of such organisations. During this session, attendees will have an overall view on what are the Financial Institutions needs in term of Information Management and how I.R.I.S. Financial Services' Team is able to carry out an Information Governance Strategical Study and bring them appropriate solutions by combining best-of-breed products and solutions with strong technical skills, specialised consultancy and rock-solid project management.	English
Agile ECM	Ken Bisconti <i>Vice President</i> ECM Products and Strategy IBM Software Group	Helping organizations achieve greater business agility, IBM's Enterprise Content Management portfolio provides flexibility in a services oriented environment to help empower business users, shorten time to value and respond faster to changing requirements. Agile ECM delivers solutions rapidly to solve increasingly complex business problems, helping organizations make better decisions faster.	English

14:00 – 14:30

IRIS Document™ Optimize what you scan! Turn your images into searchable, hyper-compressed text files (preview of upcoming new version!)	Pierre Deschamps <i>Sales Engineer</i> I.R.I.S.	IRIS Document™ is the latest conversion tool developed by I.R.I.S. to transform all your paper and electronic image files into fully-searchable files such as PDF, XPS or RTF. It will not only generate a full text index for every file but if you want to keep an image of the original document, IRIS Document™ will also compress them using the unique compression technology of I.R.I.S., the iHQC™. Thanks to the integrated connector to Microsoft SharePoint you directly archive them on your server and share them with all your colleagues. An export API also allows you to develop your own export routine. In short, just drop your files in a watched folder and IRIS Document™ will convert them and compress them in less than no time.	English
IRIS Powerscan™, IRIS Document™, IRIS Capture™ Pro/X4D All for One and One for All! Alone or together to meet your needs (preview of upcoming new version!)	Alejandro Grüssi <i>VAR / OEM Account Manager</i> I.R.I.S.	IRIS Document™ Server - IRIS Powerscan™ - IRIS Capture™ Pro/X4D - Alone or together to meet your needs. All different I.R.I.S. applications are perfectly integrated within each other, they can actually be seen as modules. Depending on the complexity of the project you can combine the different applications to offer a simple / more advanced or / complex solution. These possible combinations will let you propose a commercially competitive solution without needing to pay for extra capabilities no required. Alone or together to meet your needs.	English
eCopy and I.R.I.S. Bringing Business Process Automation to the Front Office	Edward Schmid <i>President and Chief Executive Officer</i> eCopy		English
Automatic Document Categorisation and Classification	Marco Saerens <i>Teacher and Member of the "Machine Learning Group"</i> Université Catholique de Louvain	With the emergence of the web, a community of researchers has investigated the possibility of exploiting the links between documents, in addition to their contents. These ideas lead to a new field, called link analysis, which is quite popular, especially in social networking, web mining, bibliometry and information retrieval.	English
CASE STUDY Belgian Ministry of Justice: "Document for everyone and Justice for all"	Phedra Clouner - Project Manager ECM SPF Justice <i>Chairman, Document@Work</i> Monique Beuken <i>Member of the "Commission à la modernisation de l'ordre judiciaire"</i>	"Ministry of Justice is at this moment in a phase of modernization. This modernisation concerns multiple sectors like IT, organization, management. A concrete exemple is an important IT project of the Ministry: Justscan. During this presentation will be described how IT can help an organization originally paper-based to ease the daily work of users (magistrates, clerks of the Court) and the access to judicial files by lawyers, victims, etc. But It is not the only initiative within the framework of the modernization of the Ministry of Justice and will be also presented the actions of the "Commission de modernisation de l'Ordre Judiciaire", in charge of any action having for object to modernize the management of the Judicial Order.	English & French
Managed Operations From hardware housing to IT sourcing	Danny Roeflaer <i>Senior Architect</i> I.R.I.S.	From hardware housing to IT sourcing Managed Operations & what is really behind: Co-location, in/out/co-sourcing, Hosting, Housing, Managed Services, SaaS, ... ? Did Data Center Services became a 'utility offering'? And what about the 'new wave' Virtual Data Centers, sharing virtual Hardware resources, cloud computing,...	English
How to implement a Document Management Center for corporate users?	Jean-Marc Herr <i>General Manager</i> I.R.I.S.	Deciding to implement a Corporate Document Management is an important decision. More than only providing a department some Document Management Tools, it is a Coporate decision which requires a corporate strategy. Company which places the Document Management strategy as a coporate priority get the most investment return. They are improving the existing situation but also reach new capacity which was not possible before. Who to communicate this strategy, who to implement an efficient organization around this strategy, who to collaborate between the ICT and the Business Units ? Who to manage requests and business priority? Those are the main important questions we want to address in this session.	English
Content Lifecycle Management	Frank Boeing <i>VP EMEA - Workshare</i>	Content Lifecycle Management – Securing content and managing document collaboration beyond the perimeter.	English

14:45 – 15:15

IRISCapture™ Pro Capture, sort and identify all types of documents and forms (preview of upcoming new version!)	<i>Jean-Pierre Ksenicz</i> <i>IRISCapture™ Product Manager</i> <i>Corporate R&D</i>	IRISCapture™ is intended to process documents, separation, identification, data extraction, validation and manual verification. When sorting documents, IRISCapture™ benefits from powerful technologies combining automatic classification and identification by descriptive criteria. IRISCapture™ allows optimizing the ratio between speed and accuracy for each project.	English
IRIS Powerscan™, a Unique Document Capture Solution for SharePoint End-to-end document capture, indexation, OCR and Microsoft SharePoint integration (preview of upcoming new version!)	<i>Frederik De Vylder</i> <i>Sales Account Manager</i> <i>I.R.I.S.</i>	I.R.I.S. offers different solutions for Microsoft products. With the IRIS Powerscan™ solution for Microsoft SharePoint; I.R.I.S. shows the power of his high volume scanning application and the connection to Microsoft SharePoint. By using the maximum out of each product I.R.I.S. offers a complete solution for high speed scanning of documents. For Separation, Classification & Renaming of documents and to Extract Key Data to output (through the BOF IRIS Document™ 9 or the server IRIS Document™ Server) the documents and data into Microsoft SharePoint according to their document types. Those documents are then available (even highly compressed) on the Microsoft Sharepoint Server and are fully searchable.	English
How to integrate I.R.I.S. products with your favourite application - Available APIs - Examples of integrations - ...	<i>Ole Andersen</i> <i>Senior Strategic Account Manager</i> <i>I.R.I.S.</i>	One of I.R.I.S.' main focuses when developing software is making sure it can be used in virtually any application. Not only do we make sure our products can work hand in hand, but we also want to offer flexibility and interconnectivity to our customers, by opening the doors of our APIs. Thanks to actual examples of successful integrations, get a glimpse at the infinite possibilities I.R.I.S. products come with.	English
Legal aspects of digital archiving	<i>Vincent Dubois</i> <i>Consultant - I.R.I.S.</i>	Since years it was difficult to determine what really is a legal electronic document archive, and it was very difficult for consultants to give clear advices about the legal possibility to throw paper away after having transformed them into an electronic archive. Today, when talking about commercial documents, the legal framework gives a precise description about how to create a legal electronic archive.	English
CASE STUDY UNEDIC Implementation of an EDCM solution within a national company with high volumetry	<i>Jean-Marc Walter</i> <i>Project Director - UNEDIC</i> <i>(French office in charge of administering unemployment allowances)</i>	Unedic a French central office in charge of paying unemployment allowances will share their experience of the paperless strategy for the 8000 users on all the France territory.	English & French
A practical approach to Managed Operations How I.R.I.S. can facilitate your Business	<i>Lode Vermeiren & Marnix Vrambout</i> <i>Architects</i> <i>I.R.I.S.</i>	Learn how you can facilitate your business by leveraging the technical expertise and datacenter services of I.R.I.S. ICT. The Managed Operations portfolio of I.R.I.S. ICT will help you to ensure that your IT is aligned with the business and delivers value, that its performance and up-time is measured, its resources properly allocated and that potential risks are being mitigated.	English
CASE STUDY - CZ Netherlands Electronic File Management: Higher productivity and cost savings for claims processing	<i>Leo Vondenbusch</i> <i>Sales Director</i> <i>I.R.I.S.-Docutec</i>	The presentation gives an overview of the successful implementation of document classification for a healthcase insurances. Meta and business process data will be extracted automatically to reduce extraction costs. In combination with decentralised and centralised scanners, the processing time of incoming documents will be reduced and the productivity and responsibeness of healthcase claims will be increased.	English
An Introduction to Microsoft Office Sharepoint Server	<i>Tony Knors</i> <i>Microsoft</i>	How Sharepoint can help you with your Enterprise Content Management, Collaboration, Business Intelligence and Workflow needs within your company.	English

15:45 – 16:15

Readiris™ 12 I.R.I.S. new OCR Software suite: A full range for document conversion, for private and corporate users	<i>Nicolas Bourgois</i> <i>Marketing Product Manager</i> <i>I.R.I.S.</i>	Discover the new Readiris™ 12 OCR software suite. A brand new range designed for Home users, Professional users and for Small Businesses. Find out more about the new revolutionary features that have been integrated in every versions. To end the presentation you will have the chance to see a preview of the new I.R.I.S. search tool.	English
I.R.I.S. OCR toolkits Bring the power of recognition/extraction to your own application	<i>Sven Leijnen</i> <i>Sales Engineer</i> <i>I.R.I.S.</i>	Integrate Intelligent Document Recognition technology into your application. Make use of 20 years experience in the field of document classification, recognition and indexing. I.R.I.S. offers easy to integrate toolkits for processing structured and unstructured documents ranging from forms to invoices and even business cards. Supporting all mainstream programming languages and platforms the I.R.I.S. toolkits turn your software into an intelligent document processing application. This session provides an overview of the currently available document recognition toolkits from I.R.I.S.	English
From Document to Knowledge Management Methodology and tools - experiences -	<i>Jean-Paul Gevaerts</i> <i>Consulting Manager</i> <i>I.R.I.S.</i>	Today, the theoretical models of KM are more or less mature and the expectations are huge. Now, the practical side of KM have become more and more important. From our experiences and studies, we have listed and prioritized 10 problems for which we offer an IT, information and organisation solution. We'll present this list and the systems we've built these five last years. We'll focus on these topics : senior/junior transfert; Document and Knowledge (DKM) and collaboration	English
CASE STUDY Electronic records and archives management at the European Commission	<i>Peter Handley</i> <i>European Commission - Head of Unit - B-1</i> <i>Administrative Modernisation</i>	An important aspect of the modernisation and simplification of the administration of the European Commission is the introduction of its new electronic records and archives management policy, e-Domec. E-Domec has major implications for the Commission and its staff at all levels. It poses important challenges for organisational change and staff acceptance as well as the development of robust and efficient new tools. The presentation will focus on the change management and project management challenges facing the Commission and how the Commission cooperates with other EU Institutions and Member States in this field.	English
Enterprise User Experience Services Mirroring How Users Work	<i>Sander van der Stap</i> <i>I.R.I.S. - Morningstar Systems</i>	Enterprise User Experience services allow the seamless blending of content, collaboration and process. Open Text Enterprise User Experience Services are members of the Open Text Content Services family. User Experience Services improve end user efficiency, blend enterprise data and processes with the end user's preferred working environment, and minimize training requirements and corporate risk.	English
How to combine ECM and a collaborative platform in one vision & strategy?	<i>Giuseppe Contino</i> <i>Brands and Partners Manager, International</i> <i>Practice Document Content & Process Management</i> <i>I.R.I.S.</i>	How to combine ECM and a collaborative platform in one vision & Strategy. Today's companies are using more and more tools and solution to enable collaboration to bring more values for their customers and employees by opening the channel. On the other side, law, directive and regulations are requesting more and more control on the information. In this session, we're going to present our approach to get the most out of both worlds by combining them to offer an end to end platform fulfilling the needs.	English
Managing Invoices efficiently	<i>Volkmar Ahrens</i> <i>Director International Sales</i> <i>WMD Vertrieb GmbH</i>	Managing Invoices efficiently – Best Practices for SAP-Environments.	English

16:30 – 17:00

I.R.I.S. mobile scanning devices IRISCard™, IRIScan™ & IRISPen™: A complete range for the modern business man	<i>Nicolas Bourgois</i> <i>Marketing Product Manager</i> <i>I.R.I.S.</i>	Overview of every I.R.I.S. mobiles scanning devices. Learn more about the IRISCard™ 4, IRISPen™ 6 and the IRIScan™ 2.	English
From Paper to Document Management Systems With IRIS Powerscan™, you're just one line of code away! (preview of upcoming new version!)	<i>Christopher Humphreys</i> <i>Sales Engineer Team Leader</i>	IRIS Powerscan™ is a state of the art professional scanning application built with flexibility in mind. Thanks to its easy Connector SDK, connect IRIS Powerscan™ to any Document Management System. Thanks to new functionalities, modify the inner workings of IRIS Powerscan™, customize the installation, centralize the administration and much more.	English
Information Agenda Creating an Information Agenda for Sustained Competitive Advantage	<i>Ken Bisconti</i> <i>Vice President</i> <i>ECM Products and Strategy</i> <i>IBM Software Group</i>	The explosion of information in every organization today is creating challenges for business leaders as well as technology leaders. The lack of trusted information — information that is accurate, timely and relevant — is on the minds of CEOs and senior executives around the world. The cost and complexity of managing increasing volumes of data and content, combined with the need to provide trusted information to every user, are driving CIOs to rethink their approach to information delivery. IBM's Information Agenda is a proven method for transforming data into a trusted, strategic asset that can be leveraged across applications, processes and decisions for sustained competitive advantage.	English