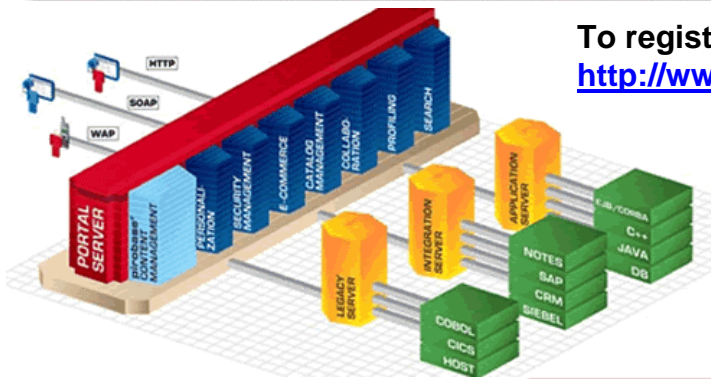


Optimizing the Enterprise 2007

Management
Execution
Strategy



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May 1st, 2007
Radisson Penn Harris Convention
Camp Hill, PA 17011

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Presentation Details and Speaker Biographies

Presenter: David Johnston, Microsoft, Business Productivity Advisor

Bio:

Dave Johnston is one of Microsoft's top speakers and he is known throughout the Mid-Atlantic region for his inspirational, entertaining and informative presentations. He has a large and loyal



following and his sessions fill up quickly. Dave reports to Microsoft's Philadelphia office and he specializes in assisting small and medium businesses reach their full potential through the use of technology.

Keynote Presentation: Increasing Organization Efficiency and Managing Business Requirements

Keynote Synopsis: Please join Dave Johnston for a high-energy keynote presentation on increasing organizational efficiency and managing business requirements. Dave will offer you valuable guidance for staying competitive by sharing with you his Top 10 Business Investments List. Business and IT executives will leave the briefing with a clear understanding of the correlation of investments in technology and the business impact they have on collaboration, workflow, business scorecards, compliance management, process management, information sharing and ultimately your profits.

Breakout Presentation: Microsoft Solution road map for Increasing Organization Efficiency and Managing Business Requirements

Breakout Synopsis: During this session, Dave Johnston will show you how Microsoft solutions will increase organizational efficiency and manage business requirements. He will show you how Microsoft technologies will provide your organization a powerful platform for collaboration, workflow, business scorecards, compliance management, process management and information sharing. Products discussed during this session are SharePoint Server 2007, Office 2007, Exchange Server 2007 & SQL Server 2005. After you review SharePoint Server benefits, ease-of-use, and the integration with other Microsoft technologies, you will have an appreciation for why Forrester rated SPS #1 and Gartner's study placed SPS in the prominent Leaders Quadrant.

Presenter: Chuck Russell, Collective Intelligence, Senior Partner

Bio:

Chuck Russell is a Senior Partner with Collective Intelligence, Inc, a firm providing computer consulting services throughout the northeastern United States. A veteran of over twenty-five years in the computer industry, Mr. Russell focuses



on Software Development Best Practices, Business Intelligence, Corporate Performance Management and Data Warehouse/Data Mart Strategies. He has taught, written and consulted extensively on each of these topics.

More recently, Mr. Russell has focused on the design and deployment of Enterprise Web Portal, Enterprise Business Intelligence utilizing the entire Business Intelligence / Data Warehouse technology stacks. Mr. Russell often acts as project manager and architect when working with clients.

Mr. Russell has worked with many organizations helping them devise and implement software development and project management methods. In 2006 Mr. Russell was responsible for developing the strategy and tactics for the deployment of the Project Management Office for Collective Intelligence. This included the mentoring and training of the project management staff. The PMO architecture was built upon Microsoft Project 2003, Microsoft Project Server 2003 and Microsoft Project Portfolio Server.

Breakout Presentation: The Project Management Office: Reducing Risk, Increasing Visibility, Delivering Results

Breakout Synopsis: The Project Management Office (PMO) is a rapidly emerging concept in project management that has evolved in terms of its application, sophistication, and proven results. This presentation will focus on what the PMO is and the critical success factors for its implementation within your organization. Special focus will be on the methodology, tools, and techniques you'll need in order to jump-start your efforts. A PMO implementation case study will be discussed including examples taken from the Microsoft suite of Enterprise Project Management tools.

Presenter: Matthew Baldwin, BEA, Senior Systems Engineer

BIO: Matthew Baldwin, Senior Systems Engineer, for BEA Systems, Inc. works with customers and partners on understanding SOA design and architecture. Prior to BEA Systems, he has an established technical background designing and delivering systems in the banking, telecommunications and pharmaceutical verticals. His experience in the private sector as a customer of enterprise software technology has given him a pragmatic perspective in the application of technology to address business challenges.

Breakout Presentation: Applying Web 2.0 Technologies to Portal

Breakout Synopsis: For almost ten years portal technology has delivered service, efficiency, and business agility benefits to the enterprise. Learn how portal technology has evolved to increase the value of these benefits and how it is now incorporating Web 2.0 technologies to make portals easier to adopt and provide a richer, more responsive user experience for portal audiences.

Presenter: Larry Hill, Business Objects, Senior Sales Consultant

Bio: Larry is a Sr. Sales Consultant for Business Objects' Channels organization. Prior to joining Business Objects, Larry spent 8 years with Information Builders as pre sales Systems Engineer. His experience includes designing and implementing BI solutions for various companies on many different platforms such as MVS, Unix, Linux etc... in many vertical markets like Telecom, Govt., Finance to name a few. Many of these solutions involved executive information systems or dashboards, as they are known today. Recently, Larry has been assisting and enabling the diverse partner community at Business Objects to craft and sell these same types of solutions. He brings a depth of knowledge and expertise to the table and this shows through in his in depth presentations.

Breakout Presentation: Dashboards for Executives

Breakout Synopsis: Learn how to align people, business processes, and technology to execute and optimize the business strategy. See how to utilize the delivery of trusted information to set strategic plans, view operational goals, and track performance through dashboards and scorecards. Larry will explain the synergies and integration of Crystal Xcelsius, Dashboard Manager, and Performance Manager.

Presenter: Luke von Schreiber, Salesforce.com, Northeast Alliances Director

Bio: Luke is a 4+ year veteran of Salesforce.com. His previous role at Salesforce.com was in Sales. Luke has helped many large enterprises through the migration to Salesforce.com CRM and brings a wide breadth of knowledge of sales & marketing automation, analytics, and case management.

Breakout Presentation: The Future of Software

Breakout Synopsis: Learn how to improve corporate efficiencies with Salesforce as the integration platform. See how to manage client data with new on-demand applications. Discover how the business community can be empowered the by leveraging the applications in Appexchange.

Presenter: Elie Auvray, Jahia.org, CEO

Bio: Elie Auvray co-founded the Jahia venture (starting French operations) in February 2002 and is currently acting as President of the Board and CEO.

In 1995, Elie participated to the launch of the first Cyber café of Paris and the first European Video IP Conference event (for “the Net” Movie, with Sandra Bullock).

In 1996, Elie founded Voice, pioneer in easy to use web application development with Vivendi Group as first customer. In 1999, Voice merged with the company of the former President EMEA of Cisco in order to create a global software provider, Reef Internetware. Working closely with the CEO, Elie was General Manager for Reef France, first country in term of sales (achieving sales objectives 7 quarters in a row) and built the first US sales team in San Francisco during 6 month. Then, Elie lead the Europe Presales organization, developing and supporting the company partner network. Reef successfully raised 85 million of euros in 2001 from international venture capitalist (Goldman Sachs, 3i, Viventures).

Elie owns a Master of Business and Tax Law from Paris II - Assas University, a Masters of Contract Law (IT Contract Memo) from Paris V University and is a graduate from the Business Law Institute (IDA) of Paris II - Assas University.

Breakout Presentation: Delivering enterprise content through a portal

Breakout Synopsis: Elie’s presentation will focus on how portal technology can be used to deliver diverse static, dynamic, and collaborative information. Case studies including On-Q, Managed Objects, and Vodaphone will be used to illustrate how various corporations have used portal technology to accomplish the delivery of enterprise content.