

Gartner Portals, Content & Collaboration Summit 2013

April 29 – May 1 | San Diego, CA | gartner.com/us/pcc



Engage at the Nexus of Social, Mobile, Information and Cloud

Four tracks to tap into unprecedented portals, content and collaboration opportunities

- A User Experience Platforms and Portals**
Intuitive and uncluttered software, Web and portal experiences — user experience (UX) — wins in the market. Unfortunately, poor UX design remains the norm for most business application software. The UX platform (UXP), a natural evolution of the venerable portal, will help you create exciting UX for your nexus applications.
- B Governing and Exploiting Content**
Fresh opportunities are injecting new life into enterprise content management (ECM) and the way organizations derive value from content. To do this however, you must effectively govern content usage, understand how best to derive real value from the content “chaos” and hone your strategies to achieve a higher return on information.
- C Social Collaboration**
Collaboration is now mobile, cloud-based, contextual and social. We’ll help business and IT leaders responsible for collaboration and social initiatives to optimize their investments, regain the trust of business stakeholders and engage individuals both inside and outside the organization.
- D The Mobile Organization**
By year’s end, the number of smartphones and tablets will exceed the number of PCs, yet few organizations are ready for this reality. This track examines how mobility will revolutionize how you engage with employees, customers and constituents, heralding a world of opportunity for business and society, but introducing an array of risk and compliance issues, as well.

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Early-bird discount
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3 WAYS TO REGISTER

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