

GTC WEST IS: CONFERENCE **ON**
CALIFORNIA'S
FUTURE

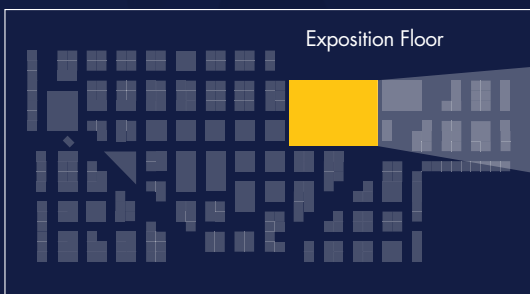


DOCUMENT &
RECORDS MANAGEMENT
SHOWCASE

SHATTER SALES RECORDS IN THE CALIFORNIA GOVERNMENT
DOCUMENT AND RECORDS MANAGEMENT MARKET!

YOUR JUMP-OFF FOR CALIFORNIA DOCUMENT AND RECORDS MANAGEMENT SOLUTIONS SALES

At the Conference on California's Future, the **State of the Future/Future of the State Exposition** will feature a technical showcase focused on document and records management technologies and services that will give decision makers hands-on time with your company's solutions.



A technical showcase focused on document and records management technologies and services will give buyers hands-on time with your company's solutions.



DOCUMENT & RECORDS MANAGEMENT SHOWCASE

Featuring "Best of Breed" solutions from both document and records management companies and government agencies.

IMPROVING CALIFORNIA'S IT BACKBONE

When considering document and records management, a discipline that has been a key driver in public-sector IT from the outset, we see continued new technologies and models emerging. **One of the largest day-to-day challenges of the public-sector CIO or IT executive**, adjusting core infrastructure without affecting operations is an essential activity. Shatter sales records by facilitating the maintenance and continuous improvement of California's IT backbone.

DOCUMENT & RECORDS MANAGEMENT FAST FACTS *

409,000
APPROXIMATE SQUARE
FEET OF SERVER ROOMS
IN APPROXIMATELY 405
LOCATIONS

10,000+
SERVERS

2,900+
STATE-OWNED FILE,
PRINT AND DATABASE
SERVERS



A TECHNICAL SHOWCASE DESIGNED BY AND FOR GOVERNMENT LEADERS

The Document & Records Management Showcase has been designed in close coordination with California public-sector document and records management technology leaders. The showcase provides a perfect enclave for face-to-face interaction between government decision-makers seeking records management solutions and the technology companies that deliver them.

Advisory Committee members developing the Document & Records Management Showcase include:

- **Christie Borchin**, Acting CIO, California Department of Insurance
- **Dale Jablonsky**, CIO, California Employment Development Department
- **Tony Doonan**, Chief, Bureau of Criminal Identification and Information, California Department of Justice

Companies sponsoring the showcase will participate in the Advisory Committee.
Call us for details at 800.598.1377.

“GETTING ANY PUBLIC SECTOR ORGANIZATION’S CORPORATE DATA ‘MANAGED’ IS A LARGE AND IMPORTANT ENDEAVOR. RECORDS MANAGEMENT IS COMING TO THE FOREFRONT OF PRIORITIES FOR MANY AGENCIES SEEKING TO GET THEIR DATA ORGANIZED, CLASSIFIED AND CATALOGED. ESTABLISHING POLICIES AND STANDARDS AROUND THE LIFECYCLE OF DATA THAT’S IN PAPER OR ELECTRONIC FORM IS CRITICAL IN ENSURING ALL RECORDS ARE SECURE, AND RETENTION SCHEDULES ARE DEVELOPED AND ADHERED TO. DATA THAT IS IN DISARRAY AND UNMANAGED CAN COST ORGANIZATIONS TIME AND MONEY WHEN THAT EMAIL OR DATA IS REQUESTED IN A PUBLIC INFORMATION OR LITIGATION REQUEST.”

CHRISTIE BORCHIN, ACTING CIO, CALIFORNIA DEPARTMENT OF INSURANCE

2,800+
CALIFORNIA STATE
SERVERS MORE THAN
3 YEARS OLD

80 TERABYTES
EMAIL STORAGE USED BY
STATE OF CALIFORNIA

200,000
APPROXIMATE NUMBER
OF STATE MAILBOXES

*Source: State of California, Office of the State CIO; Center for Digital Government



DOCUMENT & RECORDS MANAGEMENT SHOWCASE

A QUALIFIED BUYER AUDIENCE THROUGH TARGETED ATTENDEE MARKETING

A tailored communications plan will target key document and records management technology buyers. These promotions will attract decision-makers to the Documents & Records Management Showcase during the Conference on California's Future.



SHATTER SALES RECORDS IN THE CALIFORNIA GOVERNMENT DOCUMENT AND RECORDS MANAGEMENT MARKET!

CONTACT YOUR ACCOUNT MANAGER TODAY!

"WHEN SELLING INTO THE STATE AND LOCAL GOVERNMENT MARKET, ONE HAS TO MANAGE RELATIONSHIPS WITH VARIOUS DECISION-MAKERS AND INFLUENCERS WITH TECHNOLOGY AND BUSINESS ROLES. **GTCs HAVE CONSISTENTLY PROVIDED A FLEXIBLE AND SUCCESSFUL VENUE** FOR DOING THIS WHILE MAXIMIZING OUR TRADESHOW ROI."

GARY SHOEMAKER, BUSINESS DEVELOPMENT MANAGER, EMC

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