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# Strengthen your IG Success: Viewpointe at

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Viewpointe will be showcasing its solutions as a solution provider and thought leader at the 2015 ARMA Live! Conference on October 5-7. The conference will take



place in National Harbor, Maryland and will showcase the industry's top solutions and emerging technologies in information governance, content management, email management, archiving, eDiscovery, cloud computing and much more.

Attending the conference for the 4<sup>th</sup> consecutive year, Viewpointe is a Silver sponsor of the event, sponsoring the opening general session, the IT Educational Track and an iGenius educational session. We are looking forward to presenting these three thought leadership sessions focused on educating information professionals on successful strategies for their information governance programs as they transform to the cloud.

Kicking off the conference in the opening general session, our Chief Marketing and Strategy Officer Bill Shute will once again deliver a TED-style talk discussing information security and its tie to information governance in **"Mission Objective: Information Strength."** For those of you who joined last year's talk on [10 Rules to Survive the Big Data Apocalypse](#), you won't want to miss this.

For this year's Information Technology education track we will be presenting a session called, **"So You Have a New IG Program. Now What?"** This session will focus on both the technology and human elements of business change enablement. Co-presented by Cindy Pryor, IGP and program executive at Viewpointe and the incoming president-elect of ARMA international, Tera Ladner, JD, CRM, IGP and GVP, corporate records & information management of SunTrust Bank, this session

promises to be enlightening for all attendees as it addresses a much overlooked, and under-planned for subject area.

And lastly, Bill Shute will lead an iGenius session called, “**Getting the Upper Hand in Negotiating Cloud Contracts**”. In this timely and interactive session, Bill will outline key elements of cloud contract negotiations and tackle the areas that have the most risk or exposure that you should be prepared for in order to protect your organization.

You can read more about our [sessions at ARMA here](#).

If you’re attending ARMA make sure you stop by one of our presentations or speak with one of our representatives so you can learn more about information governance, cloud and unique opportunities for your organization to realize the true value of your information assets.

Stop by our **booth #534** or visit us at [www.viewpointe.com](http://www.viewpointe.com).

Not to go unmentioned, we join many of our wonderful partners this time of year at ARMA.

This year our partners IBM and ZL Technologies will both be in attendance.

- ZL is a platinum sponsor of ARMA this year. In addition to sponsoring the opening reception on Monday night, ZL is also sponsoring the opening general session where Kon Leong, CEO of ZL will present a TED-style talk called “**Beyond Big Data – A Bigger RIM This Way Comes.**” As a sponsor of the Records and Information Management Education Track, ZL will also present “**Big RIM – It’s Bigger Than Big Data**” in that track. Please visit ZL at their booth # 325
- IBM is a Gold Sponsor of ARMA this year and is sponsoring the general session on day two. Visit IBM at booth #714.

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By [Team Viewpointe](#) | September 10th, 2015 | [Events](#), [Information Governance](#)

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