

# BrainStorm **CHICAGO** Agenda At-A-Glance

BPMInstitute.org's  
**Business Process Management**  
CONFERENCE SERIES<sup>SM</sup>  
a BrainStorm Event

SOAInstitute.org's  
**Service-Oriented**  
**ARCHITECTURE**  
CONFERENCE SERIES  
a BrainStorm Event

BPMInstitute.org's  
**Business Architecture**  
CONFERENCE SERIES  
a BrainStorm Event



**Pay-One-Price Program\***

Attend 5 Events for the Price of One!

<b>TUESDAY, APRIL 10</b>	8:15-8:30	WELCOME					
	8:30-9:15	MASTER MIND SESSION: ENABLING THE AGILE ENTERPRISE					
	9:15-10:00	BEST PRACTICES KEYNOTE: ENGINEERING THE PROCESS CENTRIC ENTERPRISE					
	10:00-10:15	COFFEE BREAK					
	10:15-11:00	CO-CHAIR KEYNOTE: MAKING THE TRANSITION TO SERVICES ENGINEERING				CO-CHAIR KEYNOTE: SOA MARKET RESEARCH: ADOPTION RATES, CASE STUDIES AND LESSONS LEARNED	CO-CHAIR KEYNOTE: INTRODUCTION TO REAL-WORLD ENTERPRISE ARCHITECTURE
	11:00-11:45	<b>BPM</b>		<b>TECHNOLOGY PROFESSIONAL TRACKS</b>		SOA EXPERIENCES FROM THE SOAINSTITUTE.ORG COMMUNITY	PANEL: WHERE DOES ARCHITECTURE FIT?
		TRACK CHAIR KEYNOTE: BUSINESS PROCESS MANAGEMENT BEST PRACTICES	<b>Organizational Performance</b> SYMPOSIUM SERIES a BrainStorm Event	BPM TOOLS & TECHNOLOGY	<b>BUSINESS RULES</b> SYMPOSIUM SERIES a BrainStorm Event		
	11:45-12:30	PANEL: BEST PRACTICES IN BPM		PANEL: BUSINESS PROCESS (BP) AND BUSINESS RULES (BR): PERFECT TOGETHER OR PERFECT APART		CASE STUDY: BPM * SOA = BPOA	CASE STUDY: THE AMAZON MECHANICAL TURK
	12:30-1:45	EXECUTIVE LUNCHEON: THE STATE OF THE BUSINESS PROCESS MANAGEMENT MARKET SPONSORED BY ADOBE SYSTEMS					
	1:45-2:30	DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE					
	2:30-3:15	CASE STUDY: TALKING PROCESS TO EXECUTIVE PROCESS, TOOLS AND TECHNIQUES TO SELL YOUR BPM PROJECT	CASE STUDY: METRIC DEVELOPMENT	CASE STUDY: IMPLEMENTING TIME-SENSITIVE BATCH PROCESSES USING BPM	CASE STUDY: THE ENTERPRISE RULES ENGINE	SERVICE-ORIENTED ARCHITECTURE FOR RETAIL CHAIN EXECUTION	BUSINESS ARCHITECTURE (BA) OVERVIEW: WHAT IS IT AND HOW DO YOU BUILD ONE?
		3:15-4:00	USING BPM TO IMPROVE ERP	SIX SIGMA AND BUSINESS PROCESS MANAGEMENT ATTAIN RESULTS	COLLABORATIVE PROCESS IMPROVEMENT		
	4:00-4:15	BREAK					
	4:15-5:00	CLOSING ANALYST KEYNOTE: BPM SUITES & SOA					
5:00-6:00	EVENING RECEPTION ON THE SOLUTIONS SHOWCASE SPONSORED BY: BPMInstitute.org/SOAInstitute.org						

<b>WEDNESDAY, APRIL 11</b>	8:30-9:15	OPENING KEYNOTE: GOVERNANCE - THE KEY TO IMPLEMENTING BPM					
	9:15-10:00	CO-CHAIR KEYNOTE: ENABLING BUSINESS PROCESS INNOVATION				CO-CHAIR KEYNOTE: DELIVERING ON THE PROMISE OF SOA	CO-CHAIR KEYNOTE: ALIGNING EXISTING ENTERPRISE ARCHITECTURES WITH BUSINESS REQUIREMENTS
	10:00-10:45	COFFEE BREAK ON THE SOLUTIONS SHOWCASE					
	10:45-11:30	PANEL: TRANSFORMING TO A PROCESS DRIVEN ENTERPRISE				PANEL: MAXIMIZING THE 'A' IN SOA	PANEL: BUSINESS ARCHITECTURE: WHO DEFINES IT & WHO IS RESPONSIBLE FOR IT
	11:30-12:15	<b>BPM</b>		<b>TECHNOLOGY PROFESSIONAL TRACKS</b>		CASE STUDY: LESSONS LEARNED FROM THE WEB SERVICES AND SOA TRENCHES	BUSINESS ARCHITECTURE FOR SOA
		TRACK CHAIR KEYNOTE: FACILITATING PROCESS IMPROVEMENT	<b>Organizational Performance</b> SYMPOSIUM SERIES a BrainStorm Event	BPM TOOLS & TECHNOLOGY	<b>BUSINESS RULES</b> SYMPOSIUM SERIES a BrainStorm Event		
	12:15-1:30	EXECUTIVE LUNCHEON: BPM MARKET EVOLUTION SPONSORED BY BEA SYSTEMS					
	1:30-2:15	DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE					
	2:15-3:00	A FRAMEWORK FOR MAKING BETTER DECISIONS DURING PRODUCT DEFINITION	CASE STUDY: BPM INITIATIVES LOWER RISKS IN BUSINESS PROCESS MATURITY MODEL	CASE STUDY: BUSINESS PROCESS MANAGEMENT IN A HUMAN CENTRIC ORGANIZATION	CASE STUDY: KNOWING THE RULES	ENSURING A SUCCESSFUL SOA PILOT	CASE STUDY: CREATING THE AGILE ARCHITECTURE: SERVICES, COMPONENTS & RELATED STRATEGIES
	3:00-3:45	UTILIZING A GOOD SYSTEMS PRACTICE	CREATING THE "TO BE" PROCESS	THE PIVOTAL ROLE OF A BUSINESS ANALYST/PROCESS ANALYST IN A SERVICE-ORIENTED WORLD	BPM/BR METHOD: CRITICAL SUCCESS FACTOR FOR THE AGILE ENTERPRISE	CASE STUDY: BEST PRACTICES FOR USING SOA TO ADDRESS AGILITY REQUIREMENTS IN FINANCIAL SERVICES	MOVING FORWARD: PRACTICAL STEPS TO ESTABLISHING BUSINESS ARCHITECTURE
	3:45-4:30	SOLUTION SPOT LIGHT SESSIONS					
4:30-5:00	CLOSING SESSION: CONFERENCE WRAP-UP AND IMPORTANT TAKE-AWAYS						

\*Does not include BPMInstitute.org's Training Courses which require separate registration.