

HALF-DAY PROCESS INNOVATION WORKSHOPS FOR LEVERAGING BPM, BDM & SOA

Monday, April 14, 2008 - 9am-5pm

NIMBLE BANKING PERSONALIZED INSURANCE COLLABORATIVE MANUFACTURING

Tuesday, April 15, 2008

8:15-8:30 **Welcome**
Gregg V. Rock, Editor & Founder, BPMInstitute.org & SOAInstitute.org

8:30-9:15 **Master Mind Session: Enabling the Process-Centric Agile Enterprise**
Moderated by: Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org

9:20-10:05 **Best Practices Keynote: BPM and Improving Organizational Results**
Featuring: Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org

10:05-10:15 **Coffee Break**

10:15-11:00	CO-CHAIR KEYNOTE: BPM Triage--A Health and Wellness Model for Enterprise Business Processes	CO-CHAIR KEYNOTE: SOA Market Research: Adoption Rates, Case Studies and Lessons Learned	CO-CHAIR KEYNOTE: Aligning IT Architectures with Business Architectures
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BUSINESS PROFESSIONAL TRACK

BPM
TRACK CHAIR:
David Heidt
Managing Partner
Enterprise Agility

ORGANIZATIONAL PERFORMANCE
TRACK CHAIR:
Shelly Sweet
President
I-4 Process Consulting

TECHNOLOGY PROFESSIONAL TRACK

BPM TOOLS & TECHNOLOGY
TRACK CHAIR:
Bruce Silver
Principal
Bruce Silver Associates

BUSINESS DECISION MANAGEMENT
TRACK CHAIR:
Larry Goldberg
Managing Partner
Knowledge Partners International

SOA
CO-CHAIR:
Tom Dwyer
Vice President, Research
BrainStorm Group &
Editorial Director Member
SOAInstitute.org

BUSINESS ARCHITECTURE
CO-CHAIR:
William Ulrich
President
Tactical Strategy Group

11:05-11:50	TRACK CHAIR KEYNOTE: Addressing the Root Causes of Business/IT Dysfunction	TRACK CHAIR KEYNOTE: BPM Beats the Dow: The Value of Process Standards	TRACK CHAIR KEYNOTE: New Directions in BPM Tools and Technology	TRACK CHAIR KEYNOTE: The New Frontier: BPM, EDM and SOA (Part 1)	CASE STUDY: Insights from the Frontlines: A Service-Oriented Architecture Project Perspective	PANEL: Business Architecture: Center of Excellence
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11:55-12:40	PANEL: What's Next for BPM Suites?	PANEL: The Imperfect Storm: Business Process vs. Business Rule: What's the Difference and Does It Really Matter?	CASE STUDY: Service Oriented Business Modeling	CASE STUDY: Business Realignment: A Foundation for Success
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12:40-1:55 **Birds of a Feather Luncheon** Sponsored by: BPMInstitute.org & SOAInstitute.org

1:55-2:40 **Dessert and Coffee on the Solutions Showcase**

2:45-3:30	CASE STUDY: BPM the Next Generation	CASE STUDY: Aligning Organizational Performance	CASE STUDY: Enterprise Trade Approval for BPM	CASE STUDY: The Enterprise Rules Engine	Enterprise SOA from a Business Perspective	Business Architecture (BA) Overview: What Is It and How Do You Build One?
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3:35-4:20	Collaborative Process Improvement	Can Six Sigma and Business Process Management Coexist?	Flexibility Through BPM	Business Rules Discovery	CASE STUDY: SOA is Not for the Faint-of-Heart--Developing a Roadmap for SOA	CASE STUDY: Synchronizing Business Architecture Work - A Loosely Coupled View for SOA
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4:25-5:10 SOLUTION SPOTLIGHT SESSION:

5:10-6:30 **Evening Reception on the Solutions Showcase**
Sponsored by: BPMInstitute.org & SOAInstitute.org

AGENDA KEY

BPM

ORGANIZATIONAL PERFORMANCE

BPM TOOLS & TECHNOLOGY

BUSINESS DECISION MANAGEMENT

SOA

BUSINESS ARCHITECTURE

Wednesday, April 16, 2008

8:30-9:15 **Opening Keynote: Governance--The Key to Implementing BPM**
Featuring: Andrew Spanyi, Author of *More for Less: The Power of Process Management* & *Business Process Management is a Team Sport: Play it to Win!*

9:20-10:05 **Best Practices Keynote: Rethinking Design Thinking**
Featuring: Jeremy Alexis, Assistant Professor, IIT Institute of Design

10:10-10:40 **Coffee Break on the Solutions Showcase**

10:45-11:30	PANEL: Transforming to a Process Driven Enterprise	CO-CHAIR KEYNOTE: Delivering on the Promise of SOA	CO-CHAIR KEYNOTE: The End of Requirements
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BUSINESS PROFESSIONAL TRACK

BPM
TRACK CHAIR:
Tammy Adams
Author of *Facilitating the Project Lifecycle* and Managing Partner
Chaosity LLC

ORGANIZATIONAL PERFORMANCE
TRACK CHAIR:
Daniel J. Madison
Author of *Process Mapping Process Improvement, and Process Management* and Owner, Value Creation Partners

BPM TOOLS & TECHNOLOGY
TRACK CHAIR:
Ken Orr
Founder and Chief Scientist
The Ken Orr Institute

BUSINESS DECISION MANAGEMENT
TRACK CHAIR:
Barbara von Halle
Founder
Knowledge Partners International

BUSINESS TRACK

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Editorial Director
SOAInstitute.org

TECHNOLOGY TRACK

SOA
CO-CHAIR:
Tom Dwyer
Vice President, Research
BrainStorm Group & Editorial Board Member
SOAInstitute.org

BUSINESS ARCHITECTURE
TRACK CHAIR:
Neal McWhorter
Chief Architect
Enterprise Agility

11:35-12:20	TRACK CHAIR KEYNOTE: The Other BPM: Being Productive in Meetings	TRACK CHAIR KEYNOTE: Creating the "To Be" Process	TRACK CHAIR KEYNOTE: Business Process Driven Enterprise Architecture	TRACK CHAIR KEYNOTE: The New Frontier: BPM, EDM and SOA (Part 2)	Business Driven SOA Governance	CASE STUDY: Complementing SOA with Event Driven Architecture	CASE STUDY: Managing the Virtual Enterprise Through Extended Business Architecture
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12:20-1:35 **Honorary Certificate of Training Luncheon**

1:35-2:20 **Dessert and Coffee on the Solutions Showcase**

2:25-3:10	CASE STUDY: Utilizing a Good Systems Practice	CASE STUDY: BPM Initiatives Lower Risks in the Business Process Maturity Model	CASE STUDY: Project Management in the BPM Project	CASE STUDY: Knowing the Rules	CASE STUDY: How Simple Services Yield Big Benefits for Law Enforcement	Building A SOA Infrastructure, Application, and Orchestration Services from the Ground Up	CASE STUDY: Moving Forward: Practical Steps to Establishing Business Architecture
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3:15-4:00	Implementing Process Based Management	Bridging the Gap Between IT & Business: A Proposed Model	Business/Process Analyst Role in a Service Oriented Architecture World	BPM/BDM Method: Critical Success Factor for the Agile Enterprise	Guide to SOA Testing	CASE STUDY: Real-World SOA & BPM: Avoiding the Pitfalls to Maximize Opportunity	Business Architecture, Business Process and SOA: IT All Starts with the Business
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4:05-4:50 **Community of Practice**

4:55-5:25 **Closing Session: Conference Wrap-Up and Important Take-Aways**