

# BrainStorm CHICAGO APRIL 5-8, 2010 Chicago Mart Plaza

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## BrainStorm Chicago - Workshop Agenda-at-a-Glance *April 6-7, 2010 ~ Chicago Mart Plaza*

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### Tuesday – April 6, 2010

8:00-8:15	<b>WELCOME</b> Gregg V. Rock, President & Founder, BrainStorm Group, Inc.
8:15-9:00	<b>OPENING KEYNOTE: BUSINESS ARCHITECTURE IMPACT ON CORPORATE CULTURE</b> <b>Featuring:</b> Julie Decker, Director, Business Architecture, State Farm Insurance Company
9:00-12:00	<b>INNOVATION WORKSHOP: ALIGNING STRATEGY AND EXECUTION THROUGH BUSINESS ARCHITECTURE</b> <b>Hosted by:</b> STA Group
12:00-2:00	<b>EXECUTIVE LUNCHEON: CASE MANAGEMENT STRATEGIES AND BEST PRACTICES</b>
2:00-5:00	<b>INNOVATION WORKSHOP: ADVANCED TECHNOLOGIES FOR PROCESS DISCOVERY, DESIGN AND MANAGEMENT</b> <b>Hosted by:</b> Pallas Athena USA
5:00-5:45	<b>FOUNDER CLOSING KEYNOTE: REFLECTIONS FROM 2009; OUTLOOK FOR 2010</b> <b>Featuring:</b> Gregg V. Rock, President & Founder, BrainStorm Group, Inc.

### Wednesday – April 7, 2010

8:15-9:00	<b>OPENING KEYNOTE: TRANSFORMING AN ENTERPRISE - A PROCESS-DRIVEN APPROACH FOR IMPLEMENTING THE BUSINESS STRATEGY AT SLOAN VALVE COMPANY</b> <b>Featuring:</b> Tom Coleman, Chief Information & Process Officer, Sloan Valve Company
9:00-12:00	<b>INNOVATION WORKSHOP: APPLYING BPM TO TRANSFORM YOUR BUSINESS: MAXIMIZE YOUR BPM CAPABILITIES FOR COMPANY-WIDE SUCCESS</b> <b>Hosted by:</b> Lombardi An IBM Company
12:00-2:00	<b>EXECUTIVE LUNCHEON: A TRULY BUSINESS-FRIENDLY APPROACH TO BPM AND BRM</b>
2:00-5:00	<b>INNOVATION WORKSHOP: USING BUSINESS DECISION MANAGEMENT TO IMPROVE BUSINESS PROCESSES</b> <b>Hosted by:</b> Knowledge Partners International

\*Agenda subject to change.

# BrainStorm Chicago - Training Agenda-at-a-Glance

April 5-8, 2010 ~ Chicago Mart Plaza

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## Monday, April 5, 2010

### **Training Courses**

- 9am-5pm BPM 101: An Introduction to Business Process Management  
9am-5pm BA 101: Introduction to Business Architecture  
9am-5pm Methodologies and Approaches for BPM
- 12pm-1pm Training Luncheon
- 5pm-6pm Training Reception
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## Tuesday, April 6, 2010

- 8:15am-9am Opening Keynote: Business Architecture Impact On Corporate Culture
- ### **Training Courses**
- 9am-5pm Advanced Facilitation Skills for Process Improvement Projects  
9am-5pm Process Modeling, Analysis & Design  
9am-5pm Business Rules Driven Requirements: Using the Decision Model to Enhance Model Based Business Requirements and Testing  
9am-5pm Modernizing Requirements Gathering: Reshaping the Approach to Business Analysis
- 12pm-2pm Executive Luncheon: Case Management Strategies and Best Practices
- 5pm-5:45pm Founder Closing Keynote: Reflections from 2009; Outlook for 2010
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## Wednesday, April 7, 2010

- 8:15am-9am Opening Keynote: Transforming An Enterprise - A Process-Driven Approach for Implementing the Business Strategy at Sloan Valve Company
- ### **Training Courses**
- 9am-5pm Building a Business Architecture using Value Chains & Value Streams  
9am-5pm Process Measurement & Metrics  
9am-5pm Process Modeling with BPMN - **2-Day Course – April 7-8, 2010**
- 12pm-2pm Executive Luncheon: A Truly Business-Friendly Approach to BPM and BRM
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## Thursday, April 8, 2010

### **Training Courses**

- 9am-5pm Developing Business Process Models in the Real-World  
9am-5pm Business Architecture / IT Architecture Alignment: Cross-Disciplinary Alignment Strategies for Business & IT  
9am-5pm Establishing Business Process Governance and Centers of Excellence
- 12pm-1pm Training Luncheon

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## BrainStorm Chicago - Session Descriptions

### Tuesday - April 6, 2010

#### 8:15AM-9:00AM

##### **OPENING KEYNOTE: BUSINESS ARCHITECTURE IMPACT ON CORPORATE CULTURE**

**Featuring:** Julie Decker, Director, Business Architecture, State Farm Insurance Company

The information shared will include understanding the change management dynamic from a strategic level, planning level, and execution level to institutionalize business architecture into a corporate culture. Practical consideration will be provided that is based on 7+ years of change management experiences including lessons learned and a perspective on best practice will be shared.

#### 9:00AM-12:00PM

##### **INNOVATION WORKSHOP: ALIGNING STRATEGY AND EXECUTION THROUGH BUSINESS ARCHITECTURE**

**Hosted by:** STA Group

This session will address the complete spectrum of activities required to achieve enterprise alignment, optimize execution across the business process value chain and help organizations gain a sustainable strategic advantage through true enterprise visibility and continuous improvement. It will describe an integrated enterprise software platform that unifies business strategy and architecture, process analysis and optimization, and managed human and system-centric process execution.

##### **Workshop Agenda:**

9am-9:15am – Overview - Greg Suddreth

9:15am-10am - Business Architecture: The Role of Business Architecture in Strategic Funding and Strategy Analysis – William Ulrich

10am-10:30am - Break

10:30am-11:15am - Aligning Sustainability Strategies with Business Architecture – Whynde Melaragno

11:15am-12pm - Panel Discussions: Leveraging Business Architecture: From Executive Suite to Project Deployment – Greg Suddreth, William Ulrich, Whynde Melaragno & Julie Decker

#### 12:00PM-2:00PM

##### **EXECUTIVE LUNCHEON: CASE MANAGEMENT STRATEGIES AND BEST PRACTICES**

This presentation will show how Case Management approaches are changing how companies look at typical BPMS solutions. Case Management is not new but can have an immediate positive impact on your company, your employees and your financial bottom-line.

#### 2:00PM-5:00PM

##### **INNOVATION WORKSHOP: ADVANCED TECHNOLOGIES FOR PROCESS DISCOVERY, DESIGN AND MANAGEMENT**

**Hosted by:** Pallas Athena USA

##### **Workshop Agenda:**

2pm-3pm - Technology - Innovations across the BPM Life-Cycle

3pm-4pm - Methodology - Applying Agile development techniques to BPM Initiatives

4pm-5pm - Execution – Realizing the promise of BPM in your Organization

### **5:00PM-5:45PM**

#### **FOUNDER CLOSING KEYNOTE: REFLECTIONS FROM 2009; OUTLOOK FOR 2010**

**Featuring:** Gregg V. Rock, President & Founder, BrainStorm Group, Inc

A review of the activities and progress achieved in 2009 and a forecast of the activities to be pursued in 2010. Mr. Rock will review the progress made in the Social Networking website.

## **Wednesday - April 7, 2010**

### **8:15AM-9:00AM**

#### **OPENING KEYNOTE: TRANSFORMING AN ENTERPRISE - A PROCESS-DRIVEN APPROACH FOR IMPLEMENTING THE BUSINESS STRATEGY AT SLOAN VALVE COMPANY**

**Featuring:** Tom Coleman, Chief Process Officer, Sloan Valve Company

The current economic crisis has inspired consensus between governments and business that significant changes must be implemented to return to a healthy, sustainable economy. The current 'imperative' is to effectively introduce and manage change as an integrated, continuous program.

This presentation will deal with key aspects related to starting up BPM efforts at Sloan Valve Company, key issues related to process transformation, and BPM best practices. It will define business transformation as a change initiative to align the People, Process and Technology at Sloan Valve with its business strategy and vision - leading to the realization of its intended benefits.

Mr. Coleman will discuss lessons learned and provide practical advice on ensuring that your BPM efforts get off to the right start and that your BPM program thrives.

### **9:00AM-12:00PM**

#### **INNOVATION WORKSHOP: APPLYING BPM TO TRANSFORM YOUR BUSINESS: MAXIMIZE YOUR BPM CAPABILITIES FOR COMPANY-WIDE SUCCESS**

**Hosted by:** Lombardi An IBM Company

The question is always how do you get to great -- in this case, great BPM that can deliver levels of transparency, productivity and accountability across your business. This starts with understanding the actionable, practical and proven steps for process improvement success. Join Lombardi, an IBM company, as we discuss BPM technology, methodologies for adoption and real-world best practices from successful companies that will leave you with a formula for BPM success to implement at your company.

#### **Workshop Agenda:**

9am-9:30am - Why Companies Choose Lombardi - Marc Smith

9:30am-10:30am - An Introduction to the Technology of BPM - Bill Hahn

10:30am-10:45am - Break

10:45am-11:45am - 11 Habits of Highly Successful BPM Programs - Marc Smith

11:45am-12pm - Question & Answer

### **12:00PM-2:00PM**

#### **EXECUTIVE LUNCHEON: A TRULY BUSINESS-FRIENDLY APPROACH TO BPM AND BRM**

This presentation will teach how to dramatically reduce a company's cost - and risk - while building agile, dynamic applications, managed directly by the business with significantly fewer IT constraints. In the context of real-world customer examples, it will explain how BPMS/BRMS technology can deliver the lowest TCO and best management visibility.

### **2:00PM-5:00PM**

#### **INNOVATION WORKSHOP: USING BUSINESS DECISION MANAGEMENT TO IMPROVE BUSINESS PROCESSES**

**Hosted by:** Knowledge Partners International

Business Decision Management provides great opportunities for improving processes. The first part of this workshop dives into the opportunities and methods for improving Business Processes. This will part includes:

- Comparing processes before and after the implementation of the Business Decision Management
- Decision Model Primer
- Implementation details

The second part of this workshop is a case study describing my experience with using BPM and BDM to automate complex regulations and enterprise policies across a large global enterprise.

After gathering requirements from across the globe, we selected a BPM vendor and hired their best consultants to ensure good results. However, life is not that easy. We lacked the ability to present complex rules in a format that the business and IT understood. We implemented BDM during a major upgrade. This resulted in a 10% to 25% reduction in development time, plus many other benefits.

\*Subject to change.