

Conference Agenda-At-A-Glance

Wednesday, June 25, 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: DOD Business Operating Environment Supporting Business Transformation**
Featuring: Dennis Wisnosky, Business Mission Area Chief Architect & Chief Technical Officer, Department of Defense

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

10:15-11:00	CO-CHAIR KEYNOTE: Dimensions of Business Change Featuring: Brett Champlin, CCP, CDMP & President, ABPMP.org	The Business Value of SOA Gabe Galvan Associate Department Head Applied Enterprise Architecture (Services Orientation) The MITRE Corporation	CO-CHAIR KEYNOTE: Business Architecture: State of the Art/State of the Practice Featuring: William Ulrich President Tactical Strategy Group
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BUSINESS PROFESSIONAL TRACK **TECHNOLOGY PROFESSIONAL TRACK**

BPM	ORGANIZATIONAL PERFORMANCE	BPM TOOLS & TECHNOLOGY	BUSINESS DECISION MANAGEMENT	SOA	BUSINESS ARCHITECTURE
TRACK CHAIR: David Heidt Managing Partner Enterprise Agility	TRACK CHAIR: Shelley Sweet President I-4 Process Consulting	TRACK CHAIR: Bruce Silver Principal Bruce Silver Associates	TRACK CHAIR: Larry Goldberg Managing Partner Knowledge Partners International	CO-CHAIR: Tom Dwyer Vice President, Research BrainStorm Group & Editorial Board Member SOAInstitute.org	CO-CHAIR: William Ulrich President Tactical Strategy Group

11:05-11:50	TRACK CHAIR KEYNOTE: Increasing Business Analysis Maturity for Rules-Driven BPM	TRACK CHAIR KEYNOTE: The Secret Weapon That Lean Provides for BPM	TRACK CHAIR KEYNOTE: BPMN and Business—Empowered Implementation	TRACK CHAIR KEYNOTE: BDM—Beyond Business Rules	CASE STUDY: Getting to SOA and Semantic Interoperability with Web Services	PANEL: Business Architecture: Who Owns It—Who Delivers It? Who Benefits from It?
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11:55-12:40	PANEL: What's Next for BPM Suites? Moderated by: Bruce Silver, Principal Bruce Silver Associates	PANEL: The Imperfect Storm: BPM, Business Decision Management and Business Rule: What's the Difference and Does It Really Matter? Moderated by: Larry Goldberg, Managing Partner Knowledge Partners International	Securing SOA-Meeting the Challenges	CASE STUDY: Architecting A Segment Across Geographic Locations
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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: Improving Process Capability Across the Enterprise with Enterprise Spice	Can Six Sigma and Business Process Management Coexist?	CASE STUDY: Big Benefits from Small Tools	CASE STUDY: Analyzing/Converting User Wants and Needs Into Capabilities at the IRS	Building a SOA with Infrastructure, Application, and Orchestration Services From the Ground Up...	Business Architecture, Business Process and SOA: It all Starts with the Business
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3:35-4:20	BPM Beats the Dow: The Value Process Standards	Getting Value from an Enterprise Process Model	Business Process Driven Enterprise Architecture	CASE STUDY: Building the Business Case for Rules	Making SOA and Enterprise Architecture Efforts More Mutually Supportive	CASE STUDY: Integrated Portfolio Management
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4:25-5:10 **CLOSING ANALYST KEYNOTE: Why Business Processes Really Matter**
Featuring: Jeanne Vasterling, Associate Department Head, Applied Enterprise Architecture (Business Orientation), The MITRE Corporation

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

JUNE 24-27, 2008 Hyatt Regency Reston, VA

AGENDA KEY

BPM

**ORGANIZATIONAL
PERFORMANCE**

**BPM TOOLS &
TECHNOLOGY**

**BUSINESS
DECISION
MANAGEMENT**

SOA

**BUSINESS
ARCHITECTURE**

Thursday, June 26, 2008

8:30-9:15	Opening Keynote: Relating Enterprise Strategy to Business Outcomes Featuring: Kenneth Mullins, Chief Engineer, Enterprise Transformation Division, The MITRE Corporation																											
9:20-10:05	Morning Keynote: Business Process Management and Services Oriented Architecture – Better Together Featuring: Stacey Jones-Speight, Senior Information Systems Manager, Lockheed Martin																											
10:10-10:40	Coffee Break on the Solutions Showcase																											
10:45-11:30	PANEL: Transforming to a Process Driven Enterprise Moderated by: Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org			CO-CHAIR KEYNOTE: Delivering on the Promise of SOA Featuring: Mike Rosen Editorial Director SOAInstitute.org	CO-CHAIR KEYNOTE: Business Architecture in 3D: Navigating the Forest of Intent Featuring: Neal McWhorter Chief Architect Enterprise Agility																							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:25%;"></th> <th style="width:25%; text-align: center;">BUSINESS PROFESSIONAL TRACK</th> <th style="width:25%; text-align: center;">TECHNOLOGY PROFESSIONAL TRACK</th> <th style="width:25%;"></th> </tr> </thead> <tbody> <tr> <td>11:35-12:20</td> <td> BPM TRACK CHAIR: Tammy Adams <i>Author of The Project Meeting Facilitator & Managing Partner</i> Chaosity LLC </td> <td> ORGANIZATIONAL PERFORMANCE TRACK CHAIR: Daniel J. Madison <i>Author of Process Mapping, Process Improvement, and Process Management & Owner</i> Value Creation Partners </td> <td> BPM TOOLS & TECHNOLOGY TRACK CHAIR: Jack R. Hilty <i>Managing Principal</i> SentientPoint </td> <td> BUSINESS DECISION MANAGEMENT TRACK CHAIR: Larry Goldberg <i>Managing Partner</i> Knowledge Partners International </td> </tr> <tr> <td></td> <td> SOA CO-CHAIR: Mike Rosen Editorial Director SOAInstitute.org </td> <td> BUSINESS ARCHITECTURE CO-CHAIR: Neal McWhorter Chief Architect Enterprise Agility </td> <td></td> </tr> <tr> <td></td> <td> TRACK CHAIR KEYNOTE: The Other BPM: Being Productive in Meetings </td> <td> TRACK CHAIR KEYNOTE: Creating a New Process Using Process Design Principles </td> <td> TRACK CHAIR KEYNOTE: Business/Process Analyst Role in a SOA World </td> <td> TRACK CHAIR KEYNOTE: BDM—Beyond Business Rules </td> </tr> <tr> <td></td> <td> Service Oriented Analysis </td> <td> Building a Business Architecture (BA) and Improving Enterprise Performance </td> <td></td> <td></td> </tr> </tbody> </table>							BUSINESS PROFESSIONAL TRACK	TECHNOLOGY PROFESSIONAL TRACK		11:35-12:20	BPM TRACK CHAIR: Tammy Adams <i>Author of The Project Meeting Facilitator & Managing Partner</i> Chaosity LLC	ORGANIZATIONAL PERFORMANCE TRACK CHAIR: Daniel J. Madison <i>Author of Process Mapping, Process Improvement, and Process Management & Owner</i> Value Creation Partners	BPM TOOLS & TECHNOLOGY TRACK CHAIR: Jack R. Hilty <i>Managing Principal</i> SentientPoint	BUSINESS DECISION MANAGEMENT TRACK CHAIR: Larry Goldberg <i>Managing Partner</i> Knowledge Partners International		SOA CO-CHAIR: Mike Rosen Editorial Director SOAInstitute.org	BUSINESS ARCHITECTURE CO-CHAIR: Neal McWhorter Chief Architect Enterprise Agility			TRACK CHAIR KEYNOTE: The Other BPM: Being Productive in Meetings	TRACK CHAIR KEYNOTE: Creating a New Process Using Process Design Principles	TRACK CHAIR KEYNOTE: Business/Process Analyst Role in a SOA World	TRACK CHAIR KEYNOTE: BDM—Beyond Business Rules		Service Oriented Analysis	Building a Business Architecture (BA) and Improving Enterprise Performance		
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1:35-2:20	Dessert and Coffee on the Solutions Showcase																											
2:25-3:10	CASE STUDY: Building Records Management into Business Processes	Achieving Strategic Alignment and High Performance	CASE STUDY: Driving BPMS ROI	CASE STUDY: Driving BPM ROI at the DOD	CASE STUDY: SOA Meets BPM																							
		Enterprise Improvement—A Strategy that Delivers																										
3:15-4:00	BPM and the Retail Store of the Future	Bridging the Gap Between IT & Business: A Proposed Model	New Directions in BPM Tools and Technology	Critical Success Factors for the Agile Enterprise	Lightweight SOA Governance in an R&D Lab																							
		CASE STUDY: Light Game Simulations of Business Architecture																										
4:05-4:50	Community of Practice			Enterprise Architecture and the Secure Exchange of Interoperable Health Information in the Federal Government																								
4:55-5:25	Closing Session: Conference Wrap-Up and Important Take-Aways Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org & William Ulrich, President, Tactical Strategy Group																											

Training Agenda-At-A-Glance

BPMInstitute.org & SOAInstitute.org's Training Courses



Our premium quality training is delivered by Practitioners, for Practitioners

BPMInstitute.org and SOAInstitute.org have partnered with the industry's foremost authorities in the fields of Business Process Management, Service-Oriented Architecture, Business Architecture, Business Decision Management, Organizational Performance and more, to develop a unique training and certification program. Our best-in-class instructors are internationally recognized authorities committed to bringing you the most current BPM ideologies, strategies, and actionable advice that you can apply to real-life situations!

Our Certificate of Training Program offers a comprehensive curriculum of full-day training courses, featuring the expertise of the industry's most prominent experts.

You may create your own curriculum by registering for individual classes, credits may be applied towards the Certificate of Training Program.

For full course descriptions visit www.BPMInstitute.org/training.html

Tuesday, June 24, 2008 • 9am-5pm

BPM 101: AN INTRODUCTION TO BUSINESS PROCESS MANAGEMENT
Brett Champlin, CCP, CDMP & President, ABPMP.org

BUSINESS DECISION MANAGEMENT 101: INCORPORATING BUSINESS RULES INTO BPM AND SOA
Larry Goldberg, Managing Partner, Knowledge Partners International
Co-Presented with: Barbara von Halle, Founder, Knowledge Partners International

SOA 101: UNDERSTANDING SOA
Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, SOAInstitute.org

BA 101: INTRODUCTION TO BUSINESS ARCHITECTURE
David Heidt, Managing Partner, Enterprise Agility

SIMPLE, OPEN & STANDARDIZED BPM METRICS, SCORECARDS AND BENCHMARKING
Joseph Francis, Managing Director, Process Core Group
Co-Presented with: Caspar Hunsche, Managing Director, Process Core Group

DEVELOPING PROCESS-CENTRIC, BUSINESS REQUIREMENTS THROUGH PROCESS MODELS AND USE CASES
2-Day course - June 24-25
Jack R. Hilty, Managing Principal, SentientPoint

Wednesday, June 25, 2008 • 9:30am-5:30pm

FACILITATION SKILLS FOR PROCESS IMPROVEMENT PROJECTS
Tammy Adams, Managing Partner, Chaosity LLC
Co-Presented with: Michael S. Spivey, Senior Consultant & Facilitator, Resource Advantage Inc.

ANALYZING THE "AS IS" AND CREATING THE "TO BE" PROCESS
Daniel J. Madison, Owner, Value Creation Partners
Co-Presented with: Shelley Sweet, President, I-4 Process Consulting

METRICS AND PROCESS MANAGEMENT
Cherie Wilkins, Partner, Performance Design Lab
Co-Presented with: Alan Ramias, Partner, Performance Design Lab

SOA FOR ARCHITECTS
Alex Rosen, Vice President, Enterprise Architecture Solutions, MomentumSI

BUSINESS ARCHITECTURE INTEGRATION, INNOVATION AND CASE STUDY MODEL REVIEW
Ralph Whittle, Co-Author of *Enterprise Business Architecture: The Formal Link between Strategy and Results*

Thursday, June 26, 2008 • 9:30am-5:30pm

BUSINESS TRANSFORMATION METHODOLOGIES: PROCESS CHANGE MANAGEMENT
Brett Champlin, CCP, CDMP & President, ABPMP.org

SERVICE ORIENTED INTEGRATION (SOI): STANDARDS, TECHNOLOGIES, AND BEST PRACTICES
Max Dolgicer, Managing Director, International System Group (ISG)

BPM AND LEAN
Shelley Sweet, President, I-4 Process Consulting
Co-Presented with: Daniel J. Madison, Owner, Value Creation Partners

BPM AND SIX SIGMA
Marvin Wurtzel, Principal Consultant, Marvin M. Wurtzel & Associates

DATA ARCHITECTURE FOR BUSINESS ARCHITECTS
Ken Orr, Founder and Chief Scientist, The Ken Orr Institute

PROCESS MODELING WITH BPMN **2-Day course - June 26-27**
Bruce Silver, Principal, Bruce Silver Associates

Friday, June 27, 2008 • 9am-5pm

DESIGNING SERVICE ORIENTED APPLICATIONS
Mike Rosen, Editorial Director, SOAInstitute.org

DEVELOPING BUSINESS PROCESS MODELS IN THE REAL-WORLD
Ken Orr, Founder and Chief Scientist, The Ken Orr Institute

BUSINESS/IT ARCHITECTURE ALIGNMENT: CROSS-DISCIPLINARY ALIGNMENT STRATEGIES FOR BUSINESS & IT
William Ulrich, President, Tactical Strategy Group

BUSINESS PROCESS MANAGEMENT WITH A BDM AND BUSINESS RULES APPROACH
Larry Goldberg, Managing Partner, Knowledge Partners International