



BrainStorm DC - Session Descriptions:

Tuesday – September 14, 2010

8:15AM-9:00AM

OPENING KEYNOTE: DUAL CRISES FORCE DOD IT TRANSFORMATION

Featuring: Joe Paiva, Deputy Director, Architecture & Infrastructure, DoD CIO, A&I Directorate, Department of Defense

The US Federal Government spends \$100 Billion dollars a year in Information Technology (IT), with the Department of Defense (DoD) as the leading contributor managing approximately \$37 Billion.

The DoD is fighting wars on multiple fronts, including cyberspace, and an economic predicament driving budget reductions. This has led to consolidation and optimization of IT Infrastructure. Therefore, the DoD is leveraging Enterprise Architecture to drive consolidation of IT infrastructure, COTS IT purchases, combine servers, and reduce data center footprints.

9:00AM-12:00PM

INNOVATION WORKSHOP: USING BPMS TECHNOLOGY TO REALIZE THE BPM VALUE PROPOSITION

Hosted by: AuraPortal

Companies continually feel the pressure to improve their business practices and procedures, whether that is due to internal or external drivers, such as regulatory compliance or improved performance. As a result, a Business Process Improvement initiative is typically launched in response, yielding newly defined business procedures. The challenge now is to keep those procedures up-to-date and documented according to the most current rules. Business rules and processes are constantly changing. It may seem impossible to get your people and the latest procedures on the same page. However, the right BPM technology can help, and even empower those closest to the business processes with the tools they need to keep procedures current and reflect the real-time needs of the business.

BPM Technologies can ensure that those procedures are documented and are executed and put into practice so the organization is operating exactly as expected.

Course Objectives:

- Learn how you can efficiently document your procedures and keep your staff on track by working to the most current practices and business rules.
- Understand how to use BPM Technologies to keep pace with processes that continuously change.
- Understand the different technology elements that serve as the foundation of a complete BPM technology platform.
- Learn how to separate rules from processes.
- Managing changes in real-time without interrupting on-going activity.
- Monitoring and optimizing processes for improved performance.

Unique Value of Course:

- Learn how business users can take control of a BPI effort and not be held hostage to the typical IT challenges.
- Understanding the keys to a successful BPI project.
- Gain new insight into how technology can lower costs and risks associated with maintaining regulatory compliance and industry standards.

- Learn how to avoid the typical mistakes made when implementing a BPM software package

2:00PM-5:00PM

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

Hosted by: IBM

2:00pm-2:30pm – Why Companies Choose Lombardi BPM

2:30pm-3:30pm - An Introduction to the Technology

3:30pm-3:45pm - Break

3:45pm-4:45pm - 11 Habits of Highly Successful BPM Programs

4:45pm-5:00pm - Question & Answer

The question is always how 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 us 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 Objectives:

- Provide an introduction to Business Process Management
- Highlight key habits of successful BPM
- Share why companies choose Lombardi BPM

Unique Value of Workshop:

- Gain a better understanding on what BPM is
- See the technology of Lombardi BPM in action
- Learn the 11 habits successful BPM programs share regardless of company

5:00PM-5:45PM

FOUNDER CLOSING KEYNOTE: REFLECTIONS FROM 2010; OUTLOOK FOR 2011

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

A review of the activities and progress achieved in 2010 and a forecast of the activities to be pursued in 2011. Mr. Rock will review the progress made in the Social Networking website.

Wednesday – September 15, 2010

8:15AM-9:00AM

OPENING KEYNOTE: GOVERNMENT CIOs EMBRACE OPENNESS AND TRANSPARENCY IN GOVERNMENT

Featuring: Ken Mullins, Strategic Advisor, Inter-Agency Knowledge & Information Sharing, The MITRE Corporation

On his first day in office, President Obama called for an unprecedented level of openness in Government and increased “transparency, public participation, and collaboration.” Later in 2009, OMB issued an Open Government Directive, outlining action required by government agencies to implement the President’s direction. Since then, the sheer volume of federal data available via the Internet has grown by leaps and bounds, offering the public more insight into the inner workings of government than ever before. With this presentation, Ken reviews some of the ways and means that federal CIOs have embraced this public-information-sharing paradigm, which is generating a whole new, seemingly-contagious, culture of government transparency (*lately adopted by both the World Bank and the new government in Britain*).

9:00AM-12:00PM

INNOVATION WORKSHOP: THE BUSINESS RULES ADVANTAGE FOR PROCESS IMPROVEMENT

Hosted by: IBM Corporation

As organizations look to become more efficient and make their critical processes adaptive to evolving business needs, they need look no further than implementing a business rule management system (BRMS). Join IBM at this session to see the WebSphere ILOG BRMS in action, hear how customers are using it to improve the decisions which drive their processes, and learn how it integrates with BPM technologies to bring end-to-end process improvement.

9:00am-10:15am - Introduction to the WebSphere ILOG Business Rule Management System

A business rule management system (BRMS) allows organizations to automate high-value decisions required by critical business systems. During this introduction you will see a demonstration of the technical development and business user rule management environments of the WebSphere ILOG BRMS, with a focus on how it enables IT-Business alignment in the management and governance of automated decision log to facilitate the implementation/deployment of rule changes that affect processes and applications across the enterprise.

10:30am-11:15am - A Practitioner's Perspective on the Business Rules Approach

The value of any technology is best understood through actual implementations and the benefits achieved through its use. During this portion of the workshop, Brian Stucky—an independent consultant and experienced business rules practitioner— will examine different BRMS implementation projects he has led in both the private and public sector. Brian will discuss the requirements that led these organizations to choose adoption of a business rules approach, critical implementation aspects that are common across organizations, and the results realized in these projects.

11:15am–12:00pm - Understanding the Synergies for Business Rules and Business Process Management

Learn how business rules and business process management solutions complement each other in process improvement initiatives, and why a coupled BRMS - BPM approach increases the accuracy and flexibility of business systems. This portion of the workshop will include a demonstration of how the WebSphere ILOG BRMS integrates with IBM WebSphere BPM technology.

2:00PM-5:00PM

INNOVATION WORKSHOP: USING BUSINESS DECISION MANAGEMENT TO IMPROVE BUSINESS PROCESSES

Hosted by: Knowledge Partners International

The Decision Model is a new Business Logic Framework that impacts not just technology trends but also business management practices. It brings to the world of business rules a well-defined structure based on the inherent nature of logic, extended with integrity and normalization principles. This is similar to the concept to what the relational model brings to the world of data.

The workshop will start by providing the participants with a basic understanding of The Decision Model and proves its profound impact on Business. This is followed by a demonstration of how this new technology can be applied in conjunction with Functional Requirements and appropriate software tools.

Finally a representative of Freddie Mac will present why a leading financial institution chose The Decision Model to manage policy & rules as an important part of a larger project, the challenges the company faced by implementing it, the creation of a Center of Excellence, and the benefits derived from Decision Modeling for the entire company.

2:00pm-3:00pm - What you need to know about The Decision Model

3:00pm-4:00pm - Customer Case Study: Dramatically improving customer requirements by applying the KPI Framework, The Decision Model, and using appropriate software

4:00pm-5:00pm - Customer Case Study: Implementing Decision Modeling At Freddie Mac

Course Objectives:

- Gain a sound understanding of The Decision Model and its impact on Business
- Understand how The Decision Model can facilitate Functional Requirements
- Explanation of the difference between Business Rules Management and Business Decision Management
- Demonstration how and why The Decision Model was implemented at Freddie Mac

Unique Value of Course:

- Explore how Decision Modeling can transform your enterprise

- Learn to accelerate and perfect your Functional Requirements
- Find out how to improve Data Quality
- Study an actual case where The Decision Model Framework was successfully applied
- Interact with industry experts and practitioners

Thursday – September 16, 2010

9:00AM-12:00PM

INNOVATION WORKSHOP: SPECIFYING THE APPROPRIATE DISCIPLINES AND TECHNOLOGIES TO IMPROVE ORGANIZATIONAL PERFORMANCE

Hosted by: BPMInstitute.org, SOAInstitute.org and BusinessArchitectureInstitute.org

The unforgiving challenge facing most senior professionals and mid-level executives is to make quality decisions faster. Many of those decisions include making key investments in IT – doing the right things and doing things right. Each of these breakthrough concepts – BPM, BDM, SOA, BA and OP – are significantly inter-related and must form a foundation for a holistic approach to the building of an agile infrastructure to support an agile enterprise. Using presentations, customer-delivered case studies and moderated panels, this session will address the complete spectrum of activities required to specify this holistic solution.

2:00PM-5:00PM

INNOVATION WORKSHOP: DESIGNING AND IMPLEMENTING AN ORGANIZATIONAL PERFORMANCE IMPROVEMENT PROGRAM

Hosted by: BPMInstitute.org, SOAInstitute.org and BusinessArchitectureInstitute.org

Building on the morning session, this workshop will translate the specifications to a roadmap and actionable plan. It will answer questions such as:

- How do I invest both tactically and strategically?
- What business case methodology should I use to justify and measure the benefits of these investments?
- Do best practices exist for undertaking each of these initiatives?
- How do I get started and what realistic objectives should I set in year 1, 2, and 3?

Using presentations, customer-delivered case studies and moderated panels, this session will address the challenges to be met when delivering a holistic solution.

*Subject to change