

BrainStorm **NEW YORK**

Conference Agenda At-A-Glance

PROCESS INNOVATION WORKSHOPS FOR LEVERAGING BPM, BR & SOA
TUESDAY 9AM-12PM **NIMBLE BANKING** 2PM-5PM **PERSONALIZED INSURANCE**
November 6 9AM-12PM **SMART RETAILING** 2PM-5PM **SUCCEEDING AT BPM**

BPMInstitute.org's
Business Process Management
CONFERENCE SERIES™
a BrainStorm Event

SESSION KEY:
 BPM OP BPMS BR SOA BA

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!

WEDNESDAY, NOVEMBER 7	8:15-8:30	WELCOME					
	8:30-9:15	MASTER MIND SESSION: ENABLING THE PROCESS-CENTRIC AGILE ENTERPRISE					
	9:20-10:05	BEST PRACTICES KEYNOTE: IF WALT RAN YOUR ORGANIZATION					
	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: BUSINESS ARCHITECTURE, BUSINESS PROCESS AND SOA: IT ALL STARTS WITH THE BUSINESS
	11:05-11:50	BUSINESS PROFESSIONAL TRACKS		TECHNOLOGY PROFESSIONAL TRACKS			
		BPM	Organizational Performance SYMPOSIUM SERIES <i>a BrainStorm Event</i>	BPM TOOLS & TECHNOLOGY	BUSINESS RULES SYMPOSIUM SERIES <i>a BrainStorm Event</i>		
	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 RETROSPECTIVE
	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: SOA AND PRACTICAL SECURITY CONSIDERATIONS
	12:40-1:55	EXECUTIVE LUNCHEON: THE STATE OF THE BUSINESS PROCESS MANAGEMENT MARKET SPONSORED BY: ADOBE SYSTEMS					
1:55-2:40	DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE						
2:45-3:30	CASE STUDY: BUILDING A SERVICE DELIVERY MODEL FOR ENTERPRISE BPM	CASE STUDY: HEDGING EXECUTIVE PERFORMANCE AND THE PROXY OF FIDUCIARY RESPONSIBILITY: A PROPOSAL FOR OPERATING EXCELLENCE	CASE STUDY: LOWE'S BUILDS BETTER PROCESSES WITH BPM	CASE STUDY: PART 1: BUILDING THE BUSINESS CASE FOR RULES AND PROCESS—REALIZING BENEFITS BEFORE IMPLEMENTATION AT THE IRS		BUSINESS-DRIVEN SOA GOVERNANCE	
3:35-4:20	A ROADMAP TO IMPLEMENTING PROCESS BASED MANAGEMENT	CAN SIX SIGMA AND BUSINESS PROCESS MANAGEMENT COEXIST?	CASE STUDY: ENGAGING CUSTOMERS THROUGH BPM	CASE STUDY: PART 2: BUILDING THE BUSINESS CASE FOR RULES AND...		CASE STUDY: HOW SIMPLE SERVICES YIELD BIG BENEFITS FOR LAW ENFORCEMENT	
4:25-5:10	CLOSING KEYNOTE: IF ASSETS COULD TALK				BUILDING A SOA WITH INFRASTRUCTURE, APPLICATION, AND ORCHESTRATION SERVICES FROM THE GROUND UP—DESIGN DECISIONS ILLUSTRATED IN A CASE STUDY	THE END OF REQUIREMENTS	
5:10-6:30	EVENING RECEPTION ON THE SOLUTIONS SHOWCASE SPONSORED BY: BPMInstitute.org & SOAInstitute.org						

THURSDAY, NOVEMBER 8	8:30-9:15	OPENING KEYNOTE: GOVERNANCE – THE KEY TO IMPLEMENTING BPM					
	9:20-10:05	BEST PRACTICES KEYNOTE: SELECTING BPM PROJECTS FOR MAXIMIZED RETURNS					
	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: ALIGNING IT ARCHITECTURES WITH BUSINESS ARCHITECTURES
	11:35-12:20	BUSINESS PROFESSIONAL TRACKS		TECHNOLOGY PROFESSIONAL TRACKS			
		BPM	Organizational Performance SYMPOSIUM SERIES <i>a BrainStorm Event</i>	BPM TOOLS & TECHNOLOGY	BUSINESS RULES SYMPOSIUM SERIES <i>a BrainStorm Event</i>		
	11:35-12:20	TRACK CHAIR KEYNOTE: THE OTHER BPM: BEING PRODUCTIVE IN MEETINGS	TRACK CHAIR KEYNOTE: BRIDGING THE GAP BETWEEN IT & BUSINESS: A PROPOSED MODEL	TRACK CHAIR KEYNOTE: BUSINESS PROCESS DRIVEN ENTERPRISE ARCHITECTURE	TRACK CHAIR KEYNOTE: THE NEW FRONTIER BPM, EDM AND SOA (PART 2)		CASE STUDY: REAL-WORLD SOA & BPM: AVOIDING THE PITFALLS TO MAXIMIZE OPPORTUNITY
	12:20-1:35	EXECUTIVE LUNCHEON: BEST PRACTICES IN BUSINESS TRANSFORMATION SPONSORED BY: BEA SYSTEMS					
	1:35-2:20	DESSERT AND COFFEE ON THE SOLUTIONS SHOWCASE					
	2:25-3:10	CASE STUDY: THE THIRD WAVE: LARGE SCALE BPM IMPLEMENTATION AT JP MORGAN	CASE STUDY: WHAT THE BUSINESS SECTOR CAN LEARN FROM GOVERNMENT (FOR A CHANGE)	CASE STUDY: DESIGNING AN ENTERPRISE BPM SOLUTION	CASE STUDY: FROM DECISION TABLE TO RULES ENGINE		ENSURING A SUCCESSFUL SOA PILOT
3:15-4:00	BPM AND THE RETAIL STORE OF THE FUTURE		BPMS IMPLEMENTATION 101: PROJECT PLANNING AND IMPLEMENTATION METHODOLOGIES		BPM/BR METHOD: CRITICAL SUCCESS FACTOR FOR THE AGILE ENTERPRISE	CASE STUDY: SOA IS NOT FOR THE FAINT-OF-HEART – DEVELOPING A ROADMAP FOR SOA	
4:05-4:55	BUSINESS/PROCESS ANALYST ROLE IN A SERVICE ORIENTED ARCHITECTURE WORLD				GUIDE TO SOA TESTING	IMPROVING HEALTHCARE THROUGH INFORMATION ACCESS AND STREAMLINED PROCESSES	
5:00-5:30	CLOSING SESSION: CONFERENCE WRAP-UP AND IMPORTANT TAKE-AWAYS						

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

BrainStorm **NEW YORK**

NOVEMBER 6-9, 2007
The Roosevelt Hotel

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 Rules, 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.

Visit
www.BPMInstitute.org/training.html
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TUESDAY, NOVEMBER 6	9:00-5:00	BPM 101: AN INTRODUCTION TO BUSINESS PROCESS MANAGEMENT AND BUSINESS PROCESS MANAGEMENT SYSTEMS Brett Champlin, CCP, CDMP & President, ABPMP.org
	9:00-5:00	BUSINESS RULES 101: BUSINESS RULES WITH BPM Barbara von Halle, Founder, Knowledge Partners International
	9:00-5:00	SOA 101: UNDERSTANDING SOA Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Board Member, SOAInstitute.org
	9:00-5:00	BUSINESS ARCHITECTURE 101: AN INTRODUCTION TO BUSINESS ARCHITECTURE Ralph Whittle, Co-Author of <i>Enterprise Business Architecture: The Formal Link between Strategy and Results</i>
	9:00-5:00	BPM FOR IT PROCESSES: THE IT SUPPLY-CHAIN Joseph Francis, Managing Director, Process Core Group
	9:00-5:00	DEVELOPING PROCESS-CENTRIC, BUSINESS REQUIREMENTS THROUGH PROCESS MODELS AND USE CASES 2-Day course - November 6-7 Jack R. Hilty, Managing Principal, SentientPoint
	5:00-6:00	EVENING RECEPTION SPONSORED BY: BPMINSTITUTE.ORG & SOAINSTITUTE.ORG

WEDNESDAY, NOVEMBER 7	8:15-8:30	WELCOME
	8:30-9:15	MASTER MIND SESSION: ENABLING THE PROCESS-CENTRIC AGILE ENTERPRISE
	9:30-5:30	FACILITATING PROCESS IMPROVEMENT Tammy Adams, Managing Partner, Chaosity, LLC
	9:30-5:30	ANALYZING THE "AS IS" AND CREATING THE "TO BE" PROCESS Shelley Sweet, President, I-4 Process Consulting
	9:30-5:30	METRICS AND PROCESS MANAGEMENT Alan Ramias, Partner, Performance Design Lab
	9:30-5:30	SOA FOR ARCHITECTS Alex Rosen, Principal, SOA Practice, MomentumSI
	5:30-6:30	EVENING RECEPTION ON THE SOLUTIONS SHOWCASE SPONSORED BY: BPMINSTITUTE.ORG & SOAINSTITUTE.ORG

THURSDAY, NOVEMBER 8	8:30-9:15	OPENING KEYNOTE: GOVERNANCE – THE KEY TO IMPLEMENTING BPM
	9:30-5:30	BUSINESS TRANSFORMATION METHODOLOGIES: PROCESS CHANGE MANAGEMENT Brett Champlin, CCP, CDMP & President, ABPMP.org
	9:30-5:30	SERVICE-ORIENTED INTEGRATION – STANDARDS, TECHNOLOGIES, AND BEST PRACTICES Max Dolgicer, Managing Director, International System Group (ISG)
	9:30-5:30	BPM AND SIX SIGMA Marvin Wurtzel, Principal Consultant, Marvin M. Wurtzel & Associates
	9:30-5:30	PROCESS MODELING WITH BPMN 2-Day course - November 8-9 Bruce Silver, Principal, Bruce Silver Associates

FRIDAY, NOVEMBER 9	9:00-5:00	ADVANCED PROCESS MANAGEMENT PRINCIPLES & PRACTICES Andrew Spanyi, Author of <i>More for Less: The Power of Process Management & Business Process Management is a Team Sport: Play it to Win!</i>
	9:00-5:00	DESIGNING SERVICE ORIENTED APPLICATIONS Mike Rosen, Editorial Director, SOAInstitute.org
	9:00-5:00	DEVELOPING BUSINESS PROCESS MODELS IN THE REAL-WORLD Ken Orr, Founder and Chief Scientist, The Ken Orr Institute
	9:00-5:00	BUSINESS / IT ARCHITECTURE ALIGNMENT: TURNING BUSINESS STRATEGY INTO ACTIONABLE RESULTS William Ulrich, President, Tactical Strategy Group
	9:00-5:00	BUSINESS PROCESS MANAGEMENT WITH A BUSINESS RULES APPROACH Tom Debevoise, Author of <i>Business Process Management with a Business Rules Approach</i>

Custom Training is also available
Visit www.BPMInstitute.org/custom-training.html or call 508-475-0475