

Keynotes



Day 1

Tuesday, June 19

MASTER MIND SESSION: ENABLING THE PROCESS-CENTRIC, AGILE ENTERPRISE



Moderated by: Tom Dwyer, Vice President, Research, BrainStorm Group, & Editorial Director, BPMInstitute.org

Featuring: Brett Champlin, CCP, CDMP, President, ABPMP.org; Mike Rosen, Editorial Director, SOAInstitute.org; Barbara von Halle, Founder, Knowledge Partners International; Bruce Silver, Principal, Bruce Silver Associates; William Ulrich, President, Tactical Strategy Group; and Alan Ramias, Partner, Performance Design Lab

BrainStorm Group prides itself on providing education and programs on the issues most important to business and IT executives. This is done through a collaborative process with the thought leaders from each community we serve (i.e. BPM, SOA, EA, BR and OP). And while these areas of concentration were once thought to be disparate islands - the lines have blurred. Join us for what promises to be a most entertaining and informative Round Table featuring the Co-Chairs (aka Gurus) from our Business Process Management Conference, Service Oriented Architecture Conference, Business Architecture Conference, Business Rules Symposium and Organizational Performance Symposium Series.

BEST PRACTICES KEYNOTE: CHANGING THE TIRE WHILE DRIVING: HOW ALLSTATE IS OVERHAULING AN ALREADY SUCCESSFUL OPERATION IN THE MIDST OF EVERYDAY BUSINESS



Featuring: Mike Jackowski, Vice President, Claim Technology Services, Allstate Insurance Company

Filing an insurance claim with some insurers may be frustrating. Allstate believes it shouldn't be this way. Already a leader in the management of claims, Allstate continues to revolutionize the industry with new ways of doing business. To illustrate this commitment to continuous improvement, they're undertaking a challenging new project called Next Generation Claim Systems that will change People (the organization), Process (the operations), Information (the data), and the underlying Technology to redesign the entire claims process—while still conducting everyday business.

CLOSING ANALYST KEYNOTE: ENABLING BUSINESS PROCESS INNOVATION



Featuring: Tom Dwyer, Vice President, Research, BrainStorm Group, & Editorial Director, BPMInstitute.org

Almost every firm licenses a fair amount of package software. While these products are great for improving productivity, they don't always create new competitive advantage. It would be illogical to expect a standardized solution to deliver unique, marketplace advantages to its users. Business process innovation offers the means for strategic and competitive advantage particularly when BPM, EA and composite applications are part of the solution. What do you need to do to orient your firm for greater market success? Find out where business process innovation drives market success.

WELCOME MORNING ADDRESS



Featuring: Gregg V. Rock, President and Founder, BrainStorm Group

OPENING KEYNOTE: MAKING BETTER DECISIONS DURING PRODUCT DEFINITION



Featuring: Jeremy Alexis

Traditional data driven decision-making frameworks work best when the options are well defined and uncertainty is low about future states. The fuzzy front end of product development is rarely characterized by these qualities, but companies often use traditional tools when choosing between potential opportunities. These traditional tools (e.g DCF analysis) tend to favor ideas that are low risk and not very innovative. This presentation will detail a decision process for the fuzzy front end of product development that matches opportunities with an appropriate mode of analysis, so truly innovative ideas can be accurately compared alongside less risky propositions.

Day 2

Wednesday, June 20

