



## BrainStorm San Francisco Workshop Descriptions:

### Monday – June 28, 2010

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

##### **OPENING KEYNOTE: TRANSFORMING AN ENTERPRISE, A PROVEN, PROCESS DRIVEN APPROACH FOR IMPLEMENTING THE BUSINESS STRATEGY**

The current world wide economic crisis appears to inspire consensus among governments, businesses, and citizens that major changes will have to be implemented in order to return to a healthy, sustainable economy. The current 'imperative' is to effectively manage change as an integrated continuum. Simple consensus on the need for massive change, however, does not define the method to bring about that change. This presentation will define the business transformation term as a change initiative to align **People**, **Process** and **Technology** of an **organization** with its **business strategy** and **vision** leading to realization of the **expected benefits**.

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

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

Business Decisions are the missing link joining BPM and SOA to Business Rules. This workshop explores strategies for maximizing ROI for operational business decisions and BPM/BDM projects. It features a management and practical perspective presented through industry luminaries, independent analysts and experienced real-world practitioners from world class organizations.

#### 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: APPLYING BPM TO TRANSFORM YOUR BUSINESS**

The question is: how do you get to great – in this case, great BPM – that can deliver levels of transparency, productivity and accountability across your agency or business. This starts with understanding the actionable, practical and proven steps for success. This workshop will discuss BPM technology, methodologies for adoption, and real-world best practices from successful agencies and companies that will leave you with a formula for BPM success.

#### 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.

### Tuesday – June 29, 2010

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

### **BEST PRACTICES KEYNOTE: BUSINESS ARCHITECTURE IN PRACTICE**

Providing a real-world look at the approaches, impacts, and challenges involved with implementing Business Architecture within an organization. Top-down versus bottom-up approaches and how organizations can avoid getting "stuck in the middle," a common struggle which occurs with either approach.

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

#### **INNOVATION WORKSHOP: INITIATING A BUSINESS ARCHITECTURE AND UNIFIED ENTERPRISE MODEL**

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.

### **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**

This session will use presentations and customer-delivered case studies to explore the "Triple Crown of BPM" – Technology, Methodology, and Execution. The schedule for the topics is:

Technology – Innovations across the BPM Life-Cycle

Methodology - Applying Agile development techniques to BPM Initiatives

Execution - Realizing the promise of BPM in your Organization.

## **Wednesday – June 30, 2010**

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

#### **BEST PRACTICES KEYNOTE: HOW DOES A BUSINESS DETERMINE THE ROLE OF THE CLOUD IN TODAY'S BUSINESS STRATEGIES AND EVER CHANGING OPERATING MODELS?**

As businesses transform and change to meet the ever changing demand to remain competitive, what role does the Cloud have in the new operating models? Using a Business Architecture Framework enables organizations to identify which capabilities will benefit from Cloud strategies and which capabilities can be differentiated through internal technology development.

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

#### **INNOVATION WORKSHOP: CLOUD COMPUTING - REALIZING OPPORTUNITIES & OVERCOMING CHALLENGES**

Enterprises large and small are drawn by the advantages of cloud computing – pay-for-use, self-service, elastic scalability and the elimination of hardware management – resulting in very low barriers to entry and exit and high agility. Significant innovations in virtualization and distributed computing, as well as improved access to high-speed Internet and a weak economy, have accelerated interest in cloud computing. This workshop will use presentations, demonstrations and case studies to explore technology, research, implementation experiences from various industries, the legal aspects of privacy and compliance, security and management concerns, and new business models.

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

#### **EXECUTIVE LUNCHEON: PROVEN STEPS TO BPM SUCCESS**

This presentation will share how an organization is using BPM software to improve organizational performance, deliver better customer solutions, and establish the company as a leader in today's world of extreme competition.

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

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

Participants will learn, how BPM solutions are architected, what are the key requirements to keep in mind for an enterprise class BPMS. They will see a detailed demo on how the process based applications are modeled, deployed and improved. They will also have an opportunity to learn from the real life case studies on how BPMS has helped various government organizations.

Demonstrations will be given on automated process discovery and complex process management.

## Thursday – July 1, 2010

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

#### **OPENING KEYNOTE: ENABLING THE PROCESS-CENTRIC AGILE ENTERPRISE**

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

In these times of significant uncertainty about future revenues, companies are asking senior executives to examine current processes and suggest ways of streamlining operations and reducing waste. Businesses are examining ways to improve operational efficiency by paying more attention to process management and improvement. BPMInstitute.org has observed an increased interest in introducing the concepts and principles of business process management to the company's office workforce.

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

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

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

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

#### **BIRDS OF A FEATHER LUNCHEON**

The Birds-of-a-Feather luncheon enables you to sit at a theme-based table to participate in a discussion with your peers on a topic of interest. Share similar concerns and issues and learn what others are doing.

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

#### **INNOVATION WORKSHOP: DESIGNING AND IMPLEMENTING AN ORGANIZATIONAL PERFORMANCE IMPROVEMENT PROGRAM**

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