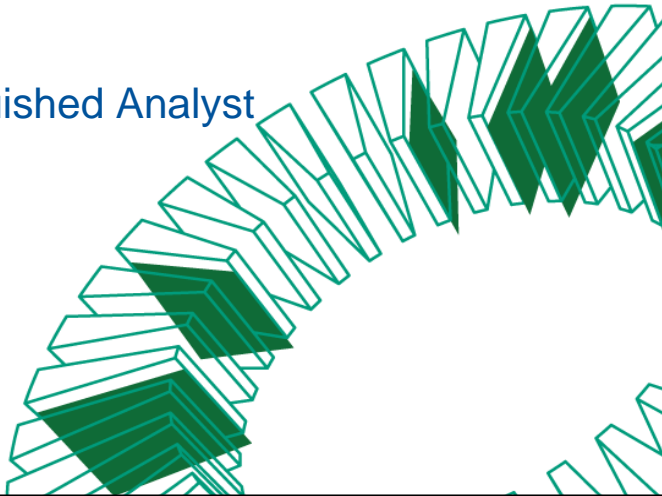


Gartner Business Process Management Summit 2015

Janelle Hill
VP & Distinguished Analyst

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Event Overview

- 9-11 September, 2015
- 14th Year
- Gaylord National Resort, National Harbor, MD
- Agenda, Registration, Hotel booking www.gartner.com/us/bpm
- Pricing: Standard US \$2,695; Public Sector Price* US \$2,225



Event Theme, 2015

Transforming Business Through Strategic Process Management

Organizations are undergoing **major transformations** – to **shift to digital business, become more customer-centric, and keep pace with regulatory changes**. Any transformation impacts business processes, often requiring dramatic changes to how people work.

Yet over **70%** of transformation initiatives **fail to deliver desired outcomes**.

Standardized processes that drive efficiencies are table-stakes; **Strategic BPM focuses on growth**, customer-centricity and a great customer experience.

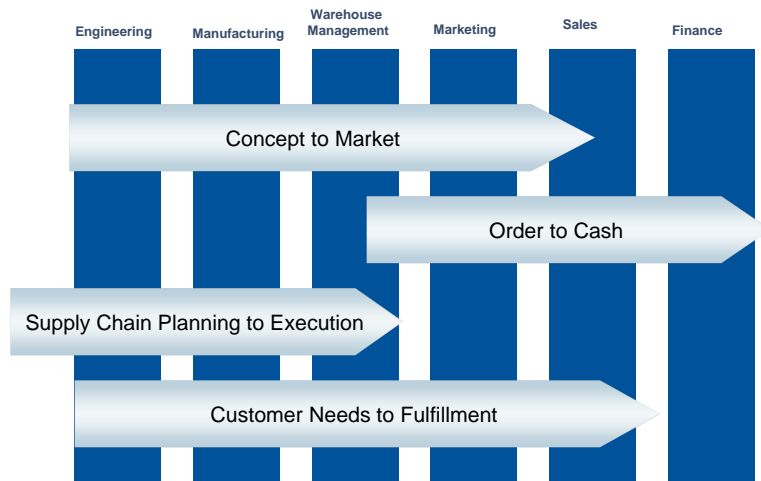
Process management practitioners can **defy these odds**, directly contributing to the success of their organization's transformation **by applying the latest process and change management thinking, techniques and technologies** to innovate business operations, insure workforce adoption of the changes and grow business outcomes.

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What's the *value* of doing BPM?

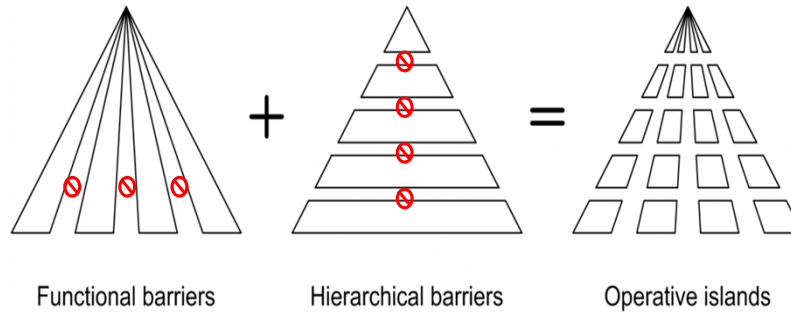
Optimize *Enterprise* Performance Results



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Operational Islands Sub Optimize Enterprise Performance Outcomes



The Classic “White Space” Problem

⊘ = White space, where no one is responsible

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BPM Initiatives Vary in Scope and Scale

	Quick-Win Process Improvement Projects	Process Redesign / Reengineering Projects	Business Transformation Initiative
Level of Change	Incremental	Significant	Sweeping, radical
Typical Scope	Narrow, within a function	Across multiple functions and systems	Cross-organization, cross-platform and systems
Time Required	Less than three months	Three to 12 months	More than one year
Governance	Executive sponsor or business process analyst	Process owner	Steering committee
Projects			Program

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New Trends in BPM

- **Interest in enhancing High Impact Performers' Work**
 - "Knowledge Worker Productivity"
 - Creating a "Digital Workplace"
- **Recognition of unstructured process styles**
 - Collaborative work
 - Case-centric work
 - Situational work (Checklists)
- **"Process" is just work**
 - Interactions
 - Tasks
 - Decisions
 - Events
- **Digitalizing work**

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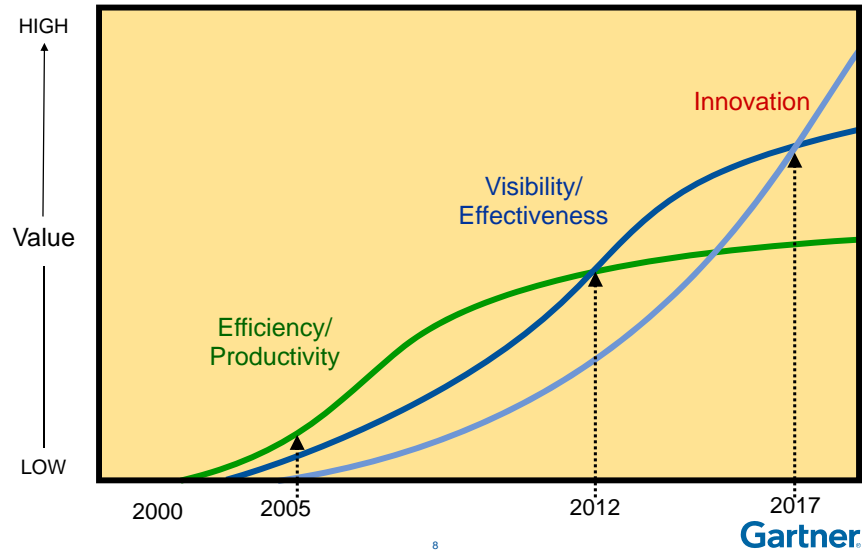
Mission Critical Priorities Addressed at BPM Summit 2015

- Transforming to a digital business
- Transforming the customer / constituent experience
- Modernizing legacy systems to better support business needs
- Breaking down organizational as well as system silos
- Increasing adoption of new ways of working
- Cost optimization

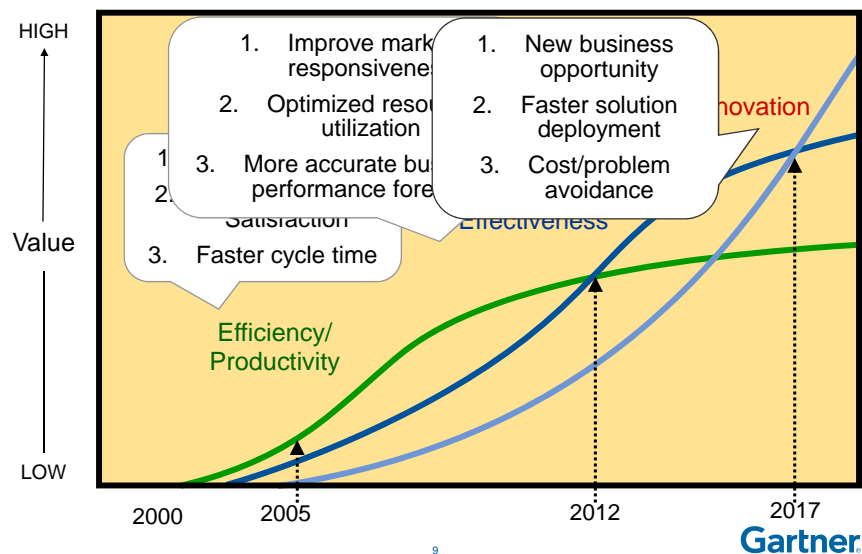
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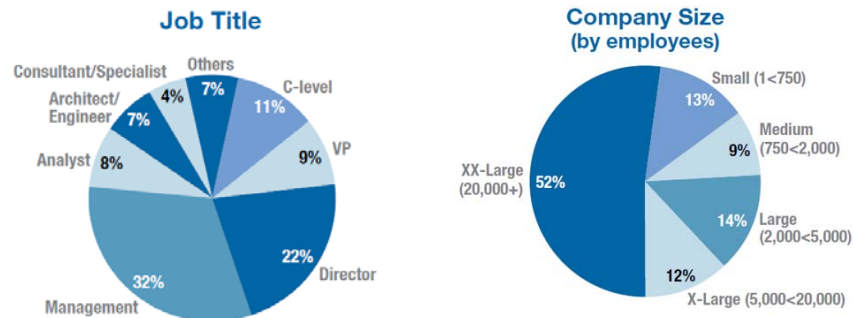
Digital Business & Innovation is Happening Now



Fact: BPM Disciplines Improve Business Outcomes



Audience Demographics



**based on 2014 registered attendees*

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Who Should Attend? IT & Business Leaders As A Team

IT Leaders (in priority order)

1. CIOs
2. Enterprise Architects / Business Architects
3. Directors of BPM/ BPI or Quality
4. Digital Business Strategist, Planner
5. CTO, Chief Innovation Officer
6. Business Analysts / Business Relationship Mgrs
7. Application Developers
8. Project/Program Managers

Business Leaders (in priority order)

1. VP of Business Transformation
2. Chief Operating Officer
3. Business Operations Managers sponsoring IT projects
4. Digital Business Strategist, Planner
5. Chief Innovation Officer
6. HR and change management leaders

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Event Fast Facts

Fast Facts

- More than 15 Gartner analysts onsite available for 1:1s and AURs
- 4 tracks with more than 30 sessions and workshops
- Pre-conference training with BPM Institute and EA Seminar by Gartner
- Guest speakers:
 - Michael Massimino, Former NASA Astronaut, Columbia University Engineering Professor
 - Keith Ferrazzi, Founder & CEO, Ferrazzi Greenlight
 - Tim Creasey, Chief Development Officer, Prosci
- Industry Insights:
 - Targeted content for the government, banking, insurance and healthcare payer sectors
- Mastermind Conversations:
 - Advanced practitioners
 - Thought leaders in technology

What's New?

- New content, new speakers, new advice, new approaches, new workshops
 - Emphasis on transforming to a digital business and customer-centricity
 - Shift to *Strategic BPM* to go beyond the efficiency and deliver growth
 - New "Maverick" research – "Ethics and Business Innovation", "The Brain Aware Enterprise" and "When Things Become Customers"
 - Emphasis on organizational change
- Industry Insights programming that targets 4 industry verticals (Gov, Banking, Insurance, Healthcare)
- More emphasis on peer networking

Resources: Event site: www.gartner.com/us/bpm

Brochure: <http://viewer.zmags.com/publication/64e112e3>

Conf Chair: Janelle.hill@gartner.com

Event Marketing: Kelly.cingari@gartner.com

BPM Institute Webinar attendee discount: BPMP3

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Track A: Improving Business Process Efficiencies

Key Issues	Description	Key Benefits
<ul style="list-style-type: none"> • Delivering quick wins • Getting started with BPM • Improving business outcomes • Key BPM concepts, methods and technologies 	<p>This track is geared towards those new to BPM, introducing key concepts, techniques, methodologies and technologies that improve business results and deliver better business outcomes.</p>	<ul style="list-style-type: none"> • Early-stage benefits of BPM are primarily around increased efficiencies and lower costs • A strong foundation is critical to establishing BPM as an ongoing program that fosters adoption of new approaches and behavior among affected workers and continually improves business outcomes • This is what makes BPM strategic

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Track B: Redesigning & Modernizing Processes for Greater Value

Key Issues	Description	Key Benefits
<ul style="list-style-type: none"> Breaking down application silos Improving the customer experience Enabling operational intelligence Increasing business agility 	<p>This intermediate-level track explores the latest methodologies, design principles, architectures and technologies that support the process management life cycle, from discovery and design to implementation and ongoing monitoring and enhancement</p>	<ul style="list-style-type: none"> Reimagine, redesign and modernize existing processes Extend and significantly upgrade capabilities to address new use cases and new process participants, such as customers and partners Explore BPM technologies that can complement existing investments

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Track C: Reimagining Work to Transform Business Operations

Key Issues	Key Message	Key Benefits
<ul style="list-style-type: none"> Transforming for digital business and customer-centricity Robotics and Internet of Things Driving innovation Organizational change 	<p>This advanced track helps attendees move well beyond traditional BPM to reimagine work in support of business transformation and innovation initiatives.</p> <p>Sessions explore emerging technologies, such as 3D printing, robotics and the Internet of Things and new thinking and approaches around 'process' itself.</p>	<ul style="list-style-type: none"> Augment and support the most creative, improvisational and situational work Leading-edge methods on organizational change to drive adoption of new behaviors and transition the corporate culture

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Track D: Applied Learning: Practical Approaches to Real Challenges

Key Issues	Key Message	Key Benefits
<ul style="list-style-type: none">• Socially-centered leadership skills• Aligning BPM maturity with desired business goals• Overcoming resistance to change	<p>This is our workshops and roundtables track.</p> <p>Get the opportunity to engage with peers and analysts through practical, hands-on exercises in interactive workshop sessions to address your real-world challenges</p>	<ul style="list-style-type: none">• Step out of the theory and engage in meaningful debate• Arm yourself with tools for change• Get answers specific to your needs

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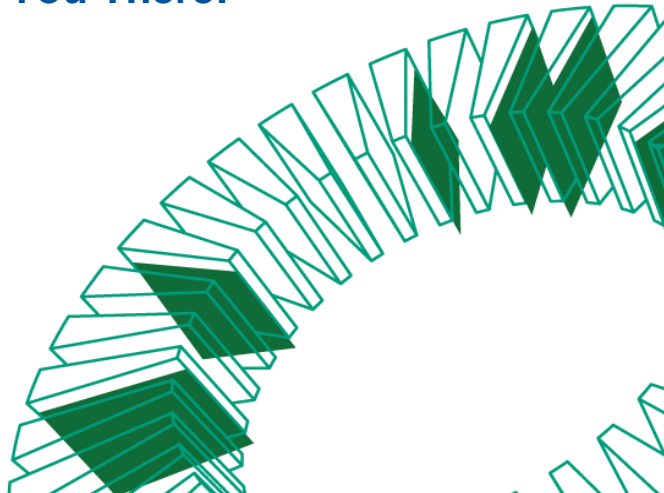
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THANK YOU

Hope to See You There!



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Business Process Management Skills for Transformation Success

Gregg V. Rock
Editor & Founder
2015

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Overview

- Largest BPM Community in the World - with over 50,000 Members Worldwide
- Growing at over 1,000 new Members per month
- Corporate Membership Program – 500+ Companies
- Authority in BPM Training and Certification
- Sister Communities include:
 - **BA**Institute.org
 - **SOA**Institute.org
- Over 80% of Fortune 250 are currently Members

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- Align Processes with Business Strategy
- Discover and Model Processes
- Measure Processes
- Analyze and Benchmark Processes
- Harvest Policies and Rules
- Improve Processes
- Manage Changing of a Culture
- Governance—decision making
- Deploy Technology

2015 Highlights:

Significant updates to role-based Learning Paths that map to your career path

- 30+ Courses Updated
- 20+ On-Demand courses
- On-Demand
- New Courses
 - Customer Experience
 - Agile Development
 - Business Architecture
 - Case Management
 - Cloud Computing
 - Decision Management

Learning Paths

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Business Analyst	Business Process Analyst	Business Process Manager	Business Process Designer	Business Decision Analyst	Business Architect	IT Professional
BPM 101					BA 101	SOA 101
Process Modeling, Analysis and Design: As Is, To Be					Building a Business Architecture	SOA for Architects
Process Measurement and Metrics					Practice Based Business Architecture	Service Oriented Integration
Establishing Business Process Governance and Centers of Excellence					Business Architecture 101 Architecture Alignment	Designing Service Oriented Solutions
Business Analyst	Business Process Analyst	Business Process Manager	Business Process Designer	Business Decision Analyst	Business Architect	IT Professional
Managing Requirements Gathering	Business Rules and BPM 101	Modeling and Approaches for BPM	Modeling and Approaches for BPM	Business Rules and BPM 101	Business Information Services & Rules	Process Modeling, Analysis and Design As Is, To Be
Advanced Facilitation Skills	Advanced Facilitation Skills	Managing Process Change	Using BPM/Cloudline with SOA Signa & Lean Intelligence	Business Rules Driven Requirements	BPM 101	Business Information Services & Rules
Process Modeling with BPM 101 2-Day Course	Process Modeling with BPM 101 2-Day Course	Process Modeling with BPM 101 2-Day Course	Process Modeling with BPM 101 2-Day Course	Process Modeling with BPM 101 2-Day Course	Process Modeling, Analysis and Design As Is, To Be	Process Modeling with BPM 101 2-Day Course
Requirements Gathering and Analysis for Agile 2-Day Course	Process Modeling Analysis and Design 2-Day Course	Organizational Change Management	Business Information Services & Rules	Business Decision Mastery Model	Organizational Change Management	Process Modeling Analysis and Design As Is, To Be
OPTIONAL ELECTIVE	Customer Experience Modeling & Design	The Business Process Perspective on Business Architecture	Cloud Computing	Moving Up the BPM Maturity Curve	Advanced Process Management Principles	
OPTIONAL CERTIFICATION	Six Sigma Yellow Belt 2-Day Program		Six Sigma Green Belt 2-Day Program		Six Sigma Black Belt 2-Day Program	

How can I attend training?

- We offer flexible delivery options:
 - Face-to-Face
 - Live Online
 - Private Live Online
 - On-Demand
 - Custom and/or In-House Training
- Training is offered virtually every week of the year
- Take a combination of Live Online, Face-to-Face and On-Demand, Custom/In-House

On Demand

Complete your BPM Certificate 100% online. Choose from our most popular On Demand courses available 24/7/365 from your PC, phone or tablet.

Live Online Package

Instructor-Led Online Courses. Live online courses allow you to interact with instructors and fellow students. You may also choose to take On Demand courses.

Face-to-Face Events

Our most flexible package. Register for any delivery method you wish. Attend any of our face-to-face events as well as register for eLearning courses as it fits your schedule.

Group Training

Customized Training for Your Team. Group Training available both In-House and Online. Known for our customization capabilities, each course customized for your needs.

What is the Certificate of Training?

- 8-Course, 16-credit program
- 4 recommended courses
- 4 elective courses
- 5 Convenient Ways
 - Take courses online and in person
- Take up to 2 years to complete
- Professional Membership for two years



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Certification

Certified Business Process Management Professional

Set yourself apart

Let everybody know you've achieved that mastery by becoming a Certified Business Process Management Professional



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Packages include:

- All 8-Courses required for BPMP Certificate
- BPM Certification Exam
- Flexible Delivery Methods
 - Face To Face
 - Live Online
 - On-Demand
- Professional Membership for two years
- Take up to 2 years to complete

Pre-Purchase Packages

On Demand Package



Cost: \$3,995.00
Complete your BPM Certificate 100% online. Choose from our most popular On Demand courses available 24/7/365 from your PC, phone or tablet.

Delivery methods:

- On Demand

eLearning Package



Cost: \$4,995.00
Attend Live Online courses - they allow you to interact with instructors and fellow students. You may also choose to take On Demand courses.

Delivery methods:

- Live Online
- On Demand

Face-to-Face Package



Cost: \$5,995.00
Our most flexible package allows you to register for any delivery method you wish. Attend any of our face-to-face events as well as register for eLearning courses as it fits your schedule.

Delivery methods:

- Face-to-Face
- Live Online
- On Demand

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Self-Assessment

Test Your Current BPM Knowledge Across 6 Practice Areas

- Business Process Management Concepts
- Process Discovery and Modeling
- Process Improvement (Analysis & Design)
- Process Measurement
- Business Process Technologies
- Process-Oriented Enterprise

Results Include


- Coverage Area Descriptions
- Mapping to Courses
- Recommendations
- Helpful Resources

Your Self-Assessment Score:

150

Self Assessment taken by Tom Dwyer on 10/16/2013
 Congratulations! You scored a total of 150 out of a possible 150, which is excellent.

Your current BPM skill level across the six critical Practice Areas is at the EXPERT level. Your odds of obtaining a BPM Certification are high. We would still recommend that you review your score for each Practice Area below.



Practice Area	Score
Business Process Management Concepts	25
Process Discovery and Modeling	25
Process Improvement (Analysis & Design)	25
Process Measurement	25
Business Process Technologies	25
Process-Oriented Enterprise	25

Results

Business Process Management Concepts

- The fundamental skills and concepts of BPM
- BPM as a management discipline across a corporation
- The successful results achieved when working BPM
- How BPM can be used to improve performance, productivity, and customer satisfaction
- The importance of BPM in the current business environment
- The role of BPM in the current business environment

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Gartner and BPMInstitute.org Partner to bring BPM Training & Certification to Business Process Management Summits



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Tue, 8 Sep 2015 2:00 PM - 5:00 PM

▼ **BPM Institute Seminar: Establishing Business Process Governance & Centers of Excellence**

Add

As process improvements / innovations extend across organizational boundaries, a more transparent and data-driven decision making process for prioritizing projects is necessary for success. This seminar builds a comprehensive understanding of how to best address this need with a focus on developing a firm understanding of the roles of process owner, process council, and the process office. It shows attendees how to:

- Define the function of process governance in *his/her* organization
- Differentiate the various roles involved with supporting and making decisions
- Develop several practical approaches for overcoming resistance to change
- Construct a decision making process This seminar develops the essential elements that are needed to successfully justify, launch and to then evolve the process office in an organization. It describes the mission and charter for a BPM Center of Excellence (CoE) and how to build a CoE. The seminar is taught by the instructor with BPMInstitute.org, the largest practitioner community of BPM professionals in the world.

Tue, 8 Sep 2015 2:00 PM - 5:00 PM

▼ **BPM Institute Seminar: Process Modeling, Analysis and Design – As Is, To Be**

add

In this seminar graduate toward intermediate and advanced BPM attendees, we acquire a solid understanding of practical techniques for modeling analysis and design. The section of the lesson on modeling provides insight on how to depict business processes via maps and models in order to prepare for the analysis and improvement of business process performance. Attendees learn the significance of creating the right context for process modeling and the definition of clear boundaries. The section on analysis examines various perspectives for analysis, including a focus on time, quality and cost. From this, attendees learn the importance of concisely capturing process issues, methods of prioritization and the value of impact analysis. The section on design examines the properties of a good process, and outlines essential design principles so attendees understand the key components of a solid process design. The seminar is taught by a senior consultant with over 20 years of experience in the BPM field. The seminar is taught by a practicing with BPM Institute on the latest organizational concepts of BPM and responsible for the world's largest BPM consulting firm.

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Upcoming Activities

Training and Certification Exam @ Gartner BPM Summit

- National Harbor, MD: September 9 -11

SPECIAL OFFER: BPMInstitute.org members receive \$300 off registration.
Use code **BPMP3**

BrainStorm Events in 2015

- Chicago (April)
- Washington, DC (June)
- San Francisco (September)
- New York City (November)

Certified Business Process Management Professional Exam

- Available Globally in 2015

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More Information

Email me at: Grock@bpminstitute.org
or Certification@bpminstitute.org

Call the registrar at (508) 475-0475 x15
or email registrar@bpminstitute.org

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