

# Gartner Business Process Management Summit 2013

13 – 14 May 2013

Hilton Hotel, Sydney, Australia

[gartner.com/ap/bpm](http://gartner.com/ap/bpm)



## HOT TOPICS

- *Making BPM part of the strategic plan*
- *How BPM can enable transformational change*
- *The convergence of cloud, mobile, social and information with BPM*
- *How to establish process ownership and effective governance*
- *Process intelligence and the role of the iBPMS*



# Aspire, Challenge, Transform: Driving Break

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Breaking free of small scale iterative improvements to truly game-changing business transformation is a significant challenge to many. But without the aspiration for greater things, without being able to challenge the status quo, breakthrough performance and business transformation will never happen.

So **how** do you:

- Change in an environment resistant to change?
- Identify the next generation of technologies that will transform your BPM initiatives?
- Measure your impact and business performance?
- Reduce costs while maintaining or improving business performance?
- Close the gap between what the CEO wants and what BPM delivers?
- Ensure that you deliver the competitive advantage and organizational agility desperately needed by your enterprise?

The Gartner Business Process Management Summit will present you with new possibilities, allowing you to **aspire** to more. It will ensure that you have the tools, tactics and techniques to **challenge** the status quo, overcome the organizational barriers and allow you to **transform** your enterprise performance.

The promise of BPM is great but the challenges of BPM are often greater. The Gartner Business Process Management Summit will help you to advance your knowledge base and skills, show you the best practices and real world examples of how to overcome your challenges and most importantly, how to achieve dramatic business performance improvements.



**Bruce Robertson**  
VP Distinguished  
Analyst and Summit  
Chair, Gartner



**Simone Hulse**  
Director, Program  
Management,  
Gartner Events



Designed with both business and IT professionals in mind, this is the region's most important annual gathering of the business process management community.

## through Business Performance

### Attending for the First Time?

- Establish where to start a BPM program, what to do first and how to deliver value right from the beginning
- Understand how to make the business case for BPM investment and sell BPM to the C-Suite
- Establish the key capabilities needed to drive transformational change within and across your organization
- Plan to overcome political challenges and accelerate change
- Learn how to build the skills and roles necessary to advance your BPM efforts
- Understand how BPM-enabling technologies can change the way your business manages work
- Network with Gartner analysts, your peers and the leading providers to share experiences and best practices
- Hear Gartner's objective view of the key BPM vendors, their offerings and the future of BPM technologies

### Why Return?

This year's event will feature new content that will enable you to:

- Understand what you need to do to lead a revolution that delivers value, transparency and accountability to your business
- Gain new practical tips on how BPM can help you to further reduce costs
- Develop effective business process governance
- Gain insight into "next generation BPM", including the impact of cloud, social, mobile and information
- Enable your business process centers of excellence to work effectively with other CoEs
- Learn how to make your processes smarter with Intelligent business operations (IBO)
- Bring analytics insight to BPM
- Use BPM to improve your Customer Experience Management initiatives

### WHO SHOULD ATTEND?

- Business Process Owners
- IT Leaders Involved in Managing and Improving Processes
- Chief Information Officers and IT Directors
- Chief Process Officers
- BPM Project Managers
- Enterprise Architects
- Business Analysts, System Analysts, Project Managers
- Chief Operating Officers
- Governance, Risk and Compliance Leaders
- Strategy, Operations, Finance and Compliance Leaders
- Quality Management and QA Officers
- Sales Operations, Marketing and Customer Relations Leaders

The **Gartner BPM Excellence Awards** are the perfect platform to showcase real success stories and best practices. Nominations can be submitted online at [gartner.com/ap/bpm](http://gartner.com/ap/bpm)

Gartner

**BPM  
Excellence Awards**



## **A** **Aspire — Building a Strong BPM Foundation (Beginner to Intermediate)**

Targeted at those early on their BPM journey, this track will answer; where should I start, what should I do first and how can I ensure I deliver demonstrable value right from the beginning? These sessions introduce the core BPM disciplines — modeling, analysis and measurement of operational processes. With a strong foundation, attendees will be able to apply this learning to their first process improvement projects and immediately demonstrate business value.

## **B** **Challenge — Growing Key Capabilities to Enable Change (Intermediate to Advanced)**

This track focuses on establishing the key capabilities needed to drive transformational change within and across your organization. Learn how to apply proven techniques, frameworks and approaches; learn how to win political battles without engaging in process warfare and develop a culture of accountability, flexibility and collaboration across your value chain. Whether you are focused on cost reduction, product innovation, revenue growth or significant organizational change, this track will provide pragmatic insights, based on real-world examples that will enable you to overcome the status quo and deliver breakthrough results.

## **C** **Transform — Accelerating Business Performance Results With Technology**

This track is designed to help attendees move beyond “traditional BPM” (which has largely focused on incremental improvements) to “next generation BPM”, which aims to transform the way your business operates. The nexus of forces — cloud, mobile, social, and information — are fundamental to transforming how business operations will run and how people can better collaborate to drive higher business performance. Tomorrow’s processes will provide more visibility, be more dynamic and be a lot smarter. Learn how to select and adopt these technologies to transform organizational culture and behavior and dramatically differentiate your company.

### **‘How To’ Track — BPM in Practice: Workshops and Roundtables**

This highly interactive track will enable you to talk to and engage with peers and analysts in practical learning sessions that will address real world challenges. Step out of the theory and engage in lively debate.

## **KEYNOTES**

### **Gartner Opening Keynote: BPM — It’s All About Power**



The most successful BPM efforts improve enterprise business performance results – business outcomes. Yet organizational politics – fundamental power struggles – continue to be the biggest obstacle to success. Even with 100 years of management science in BPM, most organizations have not realized the full potential of BPM to consistently deliver high value for their customers and constituents. This keynote shares a new view of BPM that gives first class treatment to the power relationships and work context that most affect business outcomes.

*Janelle B. Hill, VP Distinguished Analyst, Gartner*

### **Guest Keynote: Transformative BPM — How Australian Organizations Have Capitalised on Process Change**



Professor Michael Rosemann will host guests from leading enterprise organizations to showcase how to capitalize transformative business change successfully. Dr Rosemann is Professor and Head of the School of Information Systems at Queensland University of Technology, Brisbane, Australia. This School received the highest ranking in this area of research in Australia and includes QUT’s Business Process Management Group, one of the largest BPM research groups in the world. His research projects received funding from industry partners such as Accenture, Brisbane Airport, Infosys, Rio Tinto, Queensland Government, SAP, Suncorp and Woolworths. Michael regularly provides advice to organisations from diverse industries including telco, banking, insurance, utility, retail, public sector, logistics and the film industry.

*Professor Michael Rosemann, PhD, Queensland University of Technology*

### **Mystery Keynote: Teaming to Win — Leadership and Collaboration Best Practices in Sport, Work and Life**



Teamwork is critical to great success, in life, in sport and in our work lives as well. Hear business-relevant lessons from the field with one of Australia’s leading sporting captains on how to help both individuals and teams improve their performance, keep up the momentum of change through thick and thin, and deliver repeatable critical results.

### **Closing Keynote: Beyond Words: How to Read the Room and Communicate Better**



Many BPM projects require getting multiple constituency viewpoints and indeed individual views sorted into a consensus for change and an agreement on the future state. Getting there can be difficult and key communication skills include much that isn’t verbal. In this session, Dr. Mahler will demonstrate and teach new techniques to enhance your meeting results and secure agreement on change.

*Dr. Louise Mahler, Vocal Intelligence*

# MEET THE ANALYSTS

Gartner analysts draw on the real-life challenges and solutions experienced by clients from 12,400 distinct organizations worldwide

## Ian A. Bertram

Managing VP, Business Intelligence and Information Management



Business Intelligence Competency Center; Business Analytics Framework; BI Strategy; Collaborative Decision Making

## Michelle Cantara

Research VP



Business Process Management Software Markets; BPM Consulting; BPM and Cloud; BPM and Outsourcing

## John Dixon

Managing VP



Getting started with BPM; BPM Roles and Organization; BPM Methodologies (ITIL, Six-Sigma, Lean); Gaining BPM Buy-in; Value and Performance Management/Metrics

## Janelle B. Hill

VP Distinguished Analyst



Business Process Management Disciplines; BPM-Enabling Technologies and Market Dynamics; BPM and Enterprise Architecture; Case Management; Social BPM and Advancing BPM Maturity

## Teresa Jones

Principal Research Analyst



BPM-Enabling Technologies; BPMS Selection and BPM Market Dynamics; Business Rules

## David Norton

Research Director



Application Development and Integration; BPA Tools; Process Modelling; Analysis and Benchmarking; Agile Methods

## Elise Olding

Research Director



Organizational Change; Communication; Employee Engagement; Competency Center (BPCC); Gamification; BPM Program/Project Management; Practitioner Day-to-Day Challenges

## Bruce Robertson

VP Distinguished Analyst



BPM Business Cases and Metrics; BPM Roles and Business Process Competency Centers (BPCCs); Business and Process Architecture; BPM Best Practices

## Samantha Searle

Research Analyst



Getting Started with BPM; BPM Roles and Organization; Business Process Governance; Advancing BPM Maturity

## Ed Thompson

VP Distinguished Analyst



Customer Experience; Management; CRM Strategy and Implementation; CRM Deployments; CRM Vendors; Feedback Management

## Lee Weldon

Research Director



IT Strategic Planning; Competitive Advantage and Business Transformation; IT Governance; IT Organizational Design; Business Value of IT

## MEET ONE-ON-ONE WITH A GARTNER ANALYST

Many attendees tell us that a one-on-one session is worth the price of admission all by itself. Roll up your sleeves with a Gartner analyst and explore the best ways to move your strategy forward.

Private 30-minute consultations with a Gartner analyst provide targeted, personalized advice to help you plan proactively and invest wisely (pre-registration required).



# AGENDA AT A GLANCE

## MONDAY 13 MAY

07:30 – 20:00	Registration, Information and Refreshments		
08:45 – 08:55	<b>Welcome Address</b> <i>Bruce Robertson</i>		
08:55 – 09:45	<b>Gartner Opening Keynote: BPM — It's All About Power</b> <i>Janelle B. Hill</i>		
09:45 – 10:00	<b>Presentation of the Gartner Business Process Management Excellence Awards</b> <i>Bruce Robertson and Samantha Searle</i>		
10:00 – 10:30	Refreshment Break in the Solution Showcase		
	<b>A</b> Aspire — Building a Strong BPM Foundation	<b>B</b> Challenge — Growing Key Capabilities to Enable Change	<b>C</b> Transform — Accelerating Business Performance Results With Technology
10:30 – 11:30	<b>Guest Case Study Keynote: Transformative BPM — How Australian Organizations Have Capitalised on Process Change</b> <i>Professor Michael Rosemann</i>		
11:30 – 12:00	<b>Premier Sponsor Panel Discussion: Driving Breakthrough Business Performance</b>		
12:00 – 13:00	Lunch in the Solution Showcase		
13:00 – 14:00	BPM the Management Discipline — The Big Picture <i>John Dixon</i>	Bridge the Gap Between Strategic Vision and Operational Execution with Business Architecture <i>Lee Weldon</i>	Five Ways Cloud Can Help You Transform Your Business <i>Michele Cantara</i>
14:15 – 14:45	Solution Provider Session	Solution Provider Session	Solution Provider Session
14:45 – 15:15	Refreshment Break in the Solution Showcase		
15:15 – 16:15	Getting Started With Modelling, Analysis and Improvement <i>David Norton</i>	Stop Tinkering, Start Innovating <i>Elise Olding</i>	Bringing Analytics to BPM <i>Ian A. Bertram</i>
16:30 – 17:00	To the Point: Introduction to BPM Enabling Technologies <i>Teresa Jones</i>	To the Point: Making Governance and Ownership Work <i>Samantha Searle</i>	To the Point: Technologies for Today and Tomorrow's BPM Usage Scenarios <i>Janelle B. Hill</i>
17:15 – 18:00	<b>Mystery Keynote: Teaming to Win — Leadership and Collaboration Best Practices in Sport, Work and Life</b>		
18:00 – 20:00	Networking Reception in the Solution Showcase		

## TUESDAY 14 MAY

07:30 – 16:30	Registration, Information and Refreshments		
08:00 – 09:00	Building the Skills and Roles Necessary to Advance Your BPM Efforts <i>Bruce Robertson</i>	Customer Experience Management: How BPM Fits Into the Bigger Picture <i>Ed Thompson</i>	Get Smart With Intelligent Business Operations <i>Janelle B. Hill</i>
09:15 – 09:45	Solution Provider Session	Solution Provider Session	Solution Provider Session
09:45 – 10:30	Refreshment Break		
10:30 – 11:30	Selling BPM to the C-Suite <i>John Dixon</i>	Making Your Centers of Excellence Work Together for a Bigger 'Bang Per Buck' <i>Bruce Robertson</i>	The Quest for Engagement — A Gamification Challenge <i>Elise Olding</i>
11:45 – 12:15	Solution Provider Session	Solution Provider Session	Solution Provider Session
12:15 – 13:15	Lunch in the Solution Showcase		
13:15 – 14:15	Selecting and Scoping Your First BPM Project <i>Teresa Jones</i>	Overcoming Political Landmines to Accelerate Change <i>Lee Weldon</i>	Mobile BPM: Taking Process Out of the Office
14:30 – 15:00	To The Point: Successfully Marketing Your BPM Program <i>Michele Cantara</i>	To the Point: Business Process Analysis: Pictures or Decisioning? <i>David Norton</i>	To the Point: Process and Nexus: The Missing Link <i>Janelle B. Hill</i>
15:00 – 15:30	Refreshment Break		
15:30 – 16:30	<b>Closing Keynote: Beyond Words: How to Read the Room and Communicate Better</b> <i>Dr. Louise Mahler, Vocal Intelligence</i>		
16:30 – 16:35	Summit Close <i>Bruce Robertson</i>		

At the Summit, please refer to the agenda in the event guide provided, for the most up to date session and location information

Interactive Workshops	Roundtables
	<p><b>10:30 – 11:30</b> Roundtable: Experiences Mixing Agile and Lean: Are We Getting Thinner and Faster Yet? <i>David Norton and John Dixon</i></p> <p><b>10:30 – 11:30</b> Ask The Analyst: Do I Need Workflow or BPMS? <i>Teresa Jones</i></p>
<b>12:30 – 12:50</b> Magic Quadrant presentation on the showfloor	
<p><b>13:00 – 14:30</b> Workshop: Building the Business Case for BPM <i>Bruce Robertson</i></p>	<p>Excellence Awards Roundtable: Best Business Outcome Driven by BPM <i>Winner of the Excellence Award</i> <i>Samantha Searle</i></p>
<p><b>15:15 – 16:45</b> Workshop: Best Practices in Evaluating and Selecting Consulting and System Integration Vendors for BPM <i>Michele Cantara</i></p>	<p>Excellence Awards Roundtable: Best BPM Organization <i>Winner of the Excellence Award</i> <i>Bruce Robertson</i></p>
<b>08:00 – 09:45</b> Workshop: Using Business Capability Modeling for Performance and Process Change <i>Lee Waldon</i>	
<b>10:30 – 12:00</b> Workshop: Using the Gartner BPM Maturity Model to Accelerate Business Results <i>Janelle B. Hill</i>	
<b>13:15 – 15:00</b> Workshop: Making Metrics Work <i>John Dixon</i>	

## AGENDA GUIDANCE

To help you navigate the Summit agenda, we've identified track sessions that match your experience level and information needs. Specific categories include:

### MATURITY LEVEL

- F Foundational:** If you are at the early stages of your initiative, or are a newcomer to this space, these sessions will give you the necessary understanding and first steps.
- A Advanced:** If you are an advanced practitioner, these sessions are designed to take your initiative, or understanding, to the next level.

### FOCUS

- T Tactical:** Sessions providing tactical information that can be used straight away, with a focus on "how to", dos and don'ts, and best practices.
- S Strategic:** Sessions focusing on the strategic insight supporting the development and implementation of your action plan.
- V Visionary:** Sessions focusing on emerging trends, concepts, or technologies that will help you with your future planning and decisions.

### PERSPECTIVE

- B Business:** Sessions geared toward business leaders, or IT professionals who need to understand the challenges and opportunities from a business, organizational, or cultural perspective.
- IT Technology:** Sessions that address technical concepts, details, and analysis.

Agenda correct as of 20 January 2013

## BPM the Management Discipline — The Big Picture

Getting to grips with the terminology and approaches for BPM can be a challenge. Understanding the fundamentals is critical to success. This session will introduce you to what BPM can do, the key terms and approaches, the role of metrics and the importance of change management.

- What are the fundamentals of BPM?
- How critical are metrics and methodologies in BPM?
- What are some critical success factors?

John Dixon



## Getting Started With Modelling, Analysis and Improvement

Understanding how to model and analyze processes and behaviours, and collect and measure data before, during and after the project to deploy the right improvements for the problem being solved is a minefield for the uninitiated. This session will explain these core disciplines, the relevant tools and the cost/revenue benefits of BPM as an overall approach to driving higher business outcomes.

- Where should you begin with modelling?
- What are the key components of analysis?
- What are the critical success factors for improvement?

David Norton



## To the Point: Introduction to BPM Enabling Technologies

Increasing business pressures in a global economy make it critical for managers and employees to have better visibility and control over daily operations. Adjusting work based on yesterday's reports isn't good enough. BPM-enabling technologies (BPMT) enable a proactive approach to achieving desired results. This session introduces key BPMTs.

- What are BPM-enabling technologies?
- How do BPM-enabling technologies change the way you manage and work?
- What benefits have others realized?

Teresa Jones



## Building the Skills and Roles Necessary to Advance Your BPM Efforts

Following a few quick wins, expect to be asked to expand your efforts and take on larger process challenges. This is the time to formalize BPM roles and skills, considering which are appropriate to hire or contract and whether to establish a Business Process Competency Center.

- What are the skills necessary to deliver successful projects?
- What roles (in-house or contract) are critical to BPM success?
- Why should you establish a BPCC?

Bruce Robertson



## Selecting and Scoping Your First BPM Project

Choosing the right first project for BPM is often critical to success. Much is based on your current level of competence and credibility with the business. Attend this session to get insight into making the right choices based on your capabilities and what the business really wants.

- Which processes should you target first?
- What are the characteristics of a "quick win"?
- Do you have to buy BPM technology?

Teresa Jones



## Selling BPM to the C-Suite

The C-Suite wants to increase sales, attract customers and reduce costs. While BPM can help deliver these goals, it is often seen as low level, tactical and not strategic in value. This session will concentrate on what is important to C-level executives, how BPM can help and how you can communicate the value of BPM to your senior team.

- Why should the C-Suite care about BPM?
- How to communicate with the C-Suite about innovative process based transformation
- How to close the gap between what the C-Suite want and what BPM delivers

John Dixon



## To The Point: Successfully Marketing Your BPM Program

Inevitably, questions arise about the roles, responsibilities and mission of the Business Process Competency Center relative to other organizational groups (such as the PMO). Often, these groups, and even line of business managers, don't know how and when to engage with the BPCC. This session will help you to publicize the services of a new BPCC or reinvigorate interest in an established BPCC.

- How, when and why should business leaders engage the BPM services offered by your BPCC?
- How to craft a simple call to action to get them to engage

Michele Cantara



“ The event was a complete revelation! I haven't begun to digest the time and effort an event like this could save me in my quest for a BPMS solution. ”

Enterprise Architect, BAE Systems

## Bridge the Gap Between Strategic Vision and Operational Execution with Business Architecture

Business architecture (BA) is critical to successfully driving business process change and delivering innovation. Learn how leading organizations use business architecture by focusing on strategy, costs, people, process and investment to deliver high impact business results.

- How can BA be leveraged to drive performance and transformation?
- What can you learn from leading organizations?
- What should the BP director do to support a high-impact business architecture?

Lee Weldon



## Stop Tinkering, Start Innovating

BPM is NOT about doing one-off improvement projects. It's a capability that needs to permeate every corner of your enterprise. Come to this presentation and learn what you need to do to lead a revolution that delivers value, transparency and accountability that will benefit your business for years.

- Why do you need to think of BPM as a program?
- How can you deliver project benefits while building enterprise capabilities?
- What are examples and techniques you can use to start the revolution?

Elise Olding



## To the Point: Making Governance and Ownership Work

Ineffective business process governance and process ownership reduces business performance results and can cause BPM programs to fail. This can be avoided through understanding how business process governance should fit within the organization, better education about the role of the process owner and ongoing process analysis support to business process owners.

- What is business process governance and can you make it effective?
- What role does business process ownership play?

Samantha Searle



## Customer Experience Management: How BPM Fits Into the Bigger Picture

The customer experience is one of the few differentiators that are still hard to imitate. Executives see it as a critical competitive battleground. Customers have more choice and power than ever before. This presentation examines the importance and future of customer experience management, while outlining the many possible project types.

- What defines a customer experience, and its management?
- Which projects deliver the most positive customer experiences?
- How will CEM evolve through 2020?

Ed Thompson



## Making Your Centers of Excellence Work Together for a Bigger 'Bang Per Buck'

Business Process Competency Centers (BPCCs) cannot be successful without mutually beneficial planning, governing and project execution relationships with other Centers of Excellence (CoEs). To improve business outcomes, BPCCs must integrate with other CoEs, defining specific activities, models and technologies to be shared and skills to leverage.

This session examines how the BPCC can integrate effectively with:

- Program and Project Management (PPM)
- Enterprise Architecture (EA)
- Data Analytics and Business Intelligence (BI)

Bruce Robertson



## Overcoming Political Landmines to Accelerate Change

Those who seek to lead change will encounter political challenges. Often the success of a project or initiative is dependent upon the ability of the leader to navigate these political land mines. This keynote focuses on defining politics, the key political land mines and providing BPM leaders with specific tactics for dealing with each landmine.

- Why is understanding politics an important part of leading change?
- What are the four political landmines BPM leaders will encounter?
- How can they best deal with the landmines to help accelerate change?

Lee Weldon



## To the Point: Business Process Analysis: Pictures or Decisioning?

Business process analysis (BPA) is often the first step in a BPM program. The need for analysis morphs over time and with the maturity of the BPM initiative — from simple pictorial representations of the process, through analysis and finally to full decision support. This session will explain the role of BPA using the new BPA Magic Quadrant as a guide.

- What type of BPA should I deploy and when?
- What types of tools can support me?
- What are the benefits of BPA?

David Norton



## Five Ways Cloud Can Help You Transform Your Business

Cloud computing provides business process directors and business process improvement practitioners with a bewildering array of options: SaaS, BPaaS, PaaS, Hybrid Cloud, Cloud Service Brokerage. This session identifies the most critical cloud concepts and best practices for successfully using cloud services to achieve business process improvement outcomes.

- How can cloud help you better manage your processes and reduce costs?
- What cloud capabilities will you need at each level of BPM maturity to deliver business outcomes?
- How should you evaluate cloud offerings?

Michele Cantara



## Bringing Analytics to BPM

Analytics are needed to align organizations with consistent and insightful measurement and decision support systems (DCS) that enable business roles to answer questions such as: what happened, why did it happen and what will happen? This session examines how IT and business leaders can lead transformational analytics programs and deliver real business benefit.

- How will information management change to support analytics?
- Which analytic capabilities provide the most powerful insight?
- Which types of DCS will augment performance measurement systems?

Ian A. Bertram



## To the Point: Technologies for Today and Tomorrow's BPM Usage Scenarios

BPM-enabling technologies can be very effective throughout the process creation and execution lifecycle. This session concentrates on both today and tomorrow's usage scenarios and highlights what features of a BPMS/iBPMS are needed to support each scenario. Each case will be explained in light of typical business outcomes.

- What are the most common BPM usage scenarios?
- What are the business outcomes desired in each usage scenario?
- What are the features of a BPMS/iBPMS that support each usage scenario?

Janelle B. Hill



## The Quest for Engagement — A Gamification Challenge

Gamification hype is rampant, and the uses inside the enterprise are still emerging. This presentation highlights opportunities, and pitfalls, for using gamification to make employees' work more interesting, deliver continuous improvement and contribute to bottom-line results. This session examines:

- Why gamification? Why now?
- How gamification can deliver better engagement for redesigned processes
- Examples and pitfalls of gamification — and your next steps

Elise Olding



## Mobile BPM: Taking Work Out of the Office?

Many organizations must enable work outside of primary office locations for employees without much more than a smart phone carried along. BPM vendors are pushing multiple approaches to make this more model driven. Do these built-in approaches work, or must separate mobile user

interfaces be developed? Does BPM provide a better approach to mobile, given its clarity on user and action modeling?

- Analyze existing BPMS offering mobile support
- Describe great cases in mobile work enablement
- Develop best practices for mobile process support

## Get Smart With Intelligent Business Operations

Organizations are looking beyond efficiency and towards improving operational effectiveness. Intelligent business operations (IBO) is about making processes smarter. It is where real-time analytic and decision management technologies are integrated into activities that run the business, closing the loop between operational insight and action.

- Where are the opportunities for creating more intelligent processes?
- How will operations change with the advent of near real time operational insight?
- What kind of technology does it take to enable IBO?

Janelle B. Hill



## To the Point: Process and Nexus: The Missing Link

The Nexus of Forces (cloud, mobile, social, and information) creates new opportunities and challenges for businesses. Placing the Nexus in the context of process puts the focus on business value rather than technology adoption. This session examines:

- How should Nexus and process play together?
- What are the potential benefits?

Janelle B. Hill



# 'HOW TO' TRACK: WORKSHOPS

## Limited Availability – Book Early

Workshops are restricted to a limited number of participants and are available to end-users only. Attendees will be accepted on a first-come, first-served basis. Reservations can be made through the online Agenda Builder tool.

### Workshop: Building the Business Case for BPM

Putting together a business case for buying technology is very different from building one that establishes a new organizational capability like BPM. Understanding what needs to be included and the ways of structuring this can be a challenge. This workshop will provide you with the tools you need to help you define the business case for “doing BPM”.

- What is a good structure for a business case?
- Who are your stakeholders?
- What benefits should you communicate? e.g. cost reduction

*Bruce Robertson*



### Workshop: Best Practices in Evaluating and Selecting Consulting and System Integration Vendors for BPM

Many organizations lack the skills and resources to staff BPM projects and programs. Using cases modelled on common BPM scenarios, participants of this workshop will identify the roles and skills needed, do a skills gap analysis, and select one or more consulting or systems integration of vendors (C&SIs).

- What are the most common BPM scenarios and the roles/skills required by each?
- What types of C&SIs provide this expertise?
- What steps should you take when selecting a CSI for BPM?

*Michele Cantara*



### Workshop: Using Business Capability Modeling (BCM) for Performance and Process Change

Integrating business strategy and vision is critical for driving business performance and transformation. In this workshop, we'll help you advance your BPM maturity by creating and exploring specific business scenarios, introducing the business capability map and understanding the implications and actions of using business capability modelling.

- How can business capabilities help BPM integrate with strategy?
- How can BCM be used to uncover threats and opportunities?
- How can BPM practitioners develop BCM at appropriate levels of detail?

*Lee Waldon*



### Workshop: Using the Gartner BPM Maturity Model to Accelerate Business Results

Having realized clear benefits from initial BPM projects, many BPM leaders are challenged to expand their efforts and establish a comprehensive, strategic BPM program to accelerate business performance results. Gartner's ITScore for BPM Maturity is an online diagnostic tool to help guide BPM efforts. Workshop attendees will use the tool to self-assess their organization's BPM maturity and then work with peers to identify appropriate next investments to advance their BPM program.

*Janelle B. Hill*



### Workshop: Making Metrics Work

One of the most significant reasons for BPM project failure is a lack of demonstrable evidence to show value delivered. Metrics are fundamental to showing success but are often poorly thought through and executed. This workshop will help you explore the pitfalls and success of metrics design and show how to establish a meaningful metrics framework.

- What works and what doesn't when establishing metrics?
- How do you avoid gaming the metrics?
- How do you establish meaningful metrics?

*John Dixon*



# 'HOW TO' TRACK: ROUNDTABLES

These topic-driven end-user forums are moderated by Gartner analysts and the winners of the Gartner BPM Excellence Awards. Learn what your peers are doing around particular issues and across industries.

Roundtables are restricted to a limited number of participants and are available to end-users only. Attendees will be accepted on a first-come, first-served basis. Reservations can be made through the online Agenda Builder tool.

## Ask The Analyst

### Do I Need Workflow or a BPMS?

Business process improvement can be achieved in many different ways, and improving workflows is often a key element of improvement. However, choosing the right technology can be a challenge. This session is a roundtable discussion about workflow technology, how it can help, and when you might need to select a BPMS instead.

Teresa Jones



### Social BPM: Purpose or Pointless?

Social BPM is a transformative approach that treats social collaboration as integral to process improvement and to the more adaptable processes it produces. Social BPM evolves BPM by shifting the primary focus toward increasing adaptability by focusing on community engagement and empowerment. This roundtable will help you to:

- Understand where social BPM is required for process improvement
- Embrace a social framework for creating community collaboration
- Create a shared purpose to drive transformation

Elise Olding



## Roundtables

### Experiences Mixing Agile and Lean: Are We Getting Thinner and Faster Yet?

Many BPM practitioners are trying to mix lean methodologies with agile ones, which entails connecting BPM and application development constituencies in new ways. The question is: how is this working? Join Gartner analysts and your peers to discuss successes and failures and to fashion a path to improvement. Join the scrum!

David Norton and John Dixon

### How to Put Plans for Improving Customer Experience Into Practice

Many organizations have SharePoint in their product mix, but understanding how it can best be used in a BPM project or program can be a challenge. In this session, you will discuss with your peers the best practices for use, and some of the latest technologies to complement it.

Ed Thompson



## Excellence Awards

### Best BPM Organization

An opportunity to engage with, discuss and question the winner of the BPM Award for "Best BPM Organization".

Winner of the Excellence Award



### Best Business Outcome Driven by BPM

An opportunity to engage with, discuss and question the winner of the BPM Award for "Best Business Outcome Driven by BPM".

Winner of the Excellence Award



### Most Effective Use of BPM Technology

An opportunity to engage with, discuss and question the winner of the BPM Award for "Most Effective Use of BPM Technology".

Winner of the Excellence Award



- **Save Money** — Avoid costly mistakes and make the right investment decisions to derive maximum value from your BPM initiatives.
- **Save Time** — Learn, analyze, evaluate and decide your next steps, having gained insight and information into the future of BPM.
- **Gain Resources** — Access an unrivalled pool of Gartner analysts to gain timely advice about your BPM strategies and initiatives.
- **Gain Confidence** — Get insight into what leading organizations and your peers are doing to establish best practices for BPM

# MAXIMIZE YOUR SUMMIT EXPERIENCE

## Powerful tools to navigate, manage and decide

To get the most out of your Summit experience, we've created a range of tools to help you plan your agenda and manage your goals and objectives of attending.

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Get the information you need to help you decide to attend, as well as tools to get approval. Visit [gartner.com/ap/bpm](http://gartner.com/ap/bpm)



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Our Justification Toolkit makes it easy to demonstrate the value of your Summit experience. It includes a customizable letter to your manager, cost-benefit analysis, cost optimization highlights, top reasons to attend and more. Find it at [gartner.com/ap/bpm](http://gartner.com/ap/bpm)

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Time is a critical resource and managing it well throughout the event makes a huge difference. It makes sense to schedule and organize all your sessions and activities with Agenda Builder — your online conference organizer. Use it to create and customize your very own conference curriculum, in synch with your needs and interests. Agenda Builder gives you the ability to organize your time at the conference around these essential criteria:

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### GARTNER EVENTS NAVIGATOR



Manage your agenda using your mobile device. This app — compatible with iPhone, BlackBerry and Android devices — has all the Agenda Builder features to create your personal agenda. Plus, you can send and receive messages to attendees, access all social media channels, participate in session polling and view event announcements.

### GARTNER PREDICTS

By 2016 60% of BPM initiatives will fail unless they can demonstrate direct positive impact on the organizational strategy.

## About Gartner

Gartner is the world's leading information technology research and advisory company. We deliver the **technology-related insight and intelligence** necessary to make the right decisions, every day — from vendor selection and cost-of-ownership to forecasts on market demand and future predictions. Our rigorous and unbiased analysis is based on **proven methodologies** that push through market hype to get to the facts. We publish tens of thousands of pages of original research annually.

**Our pivotal advantage:** 1200 analysts and consultants who deliver independent thinking, actionable guidance and data analysis to more than 60,000 clients in 12,400 distinct organizations worldwide. (In fact, our analysts answer 319,000 client inquiries every year.) Experts in their chosen field, they are constantly focused on what will make the difference between success and failure in our clients' businesses.

Gartner Summits deliver a wealth of **new ideas, practical and relevant advice unavailable anywhere else**, and the confidence to make better decisions about your strategy and projects going forward.

## Have you been to this Summit before?

As an Alumnus, we recognize your ongoing commitment and loyalty to Gartner. There are a number of benefits available to our returning attendees:

- Personalized email communications and event discounts
- Gift bag on arrival
- Priority seating at keynote presentations
- Invitation to Alumni Champagne Lunch on Day 1

# SOLUTION SHOWCASE

Develop a shortlist of technology providers who can meet your particular needs. We offer you exclusive access to some of the world's leading technology and service solution providers in a variety of settings.

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For further information about sponsoring this event contact:

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## Solution Showcase Networking Reception

Get to know your fellow attendees, identify who has the same issues, and make new friends and relevant connections during the networking reception.



## Solution Provider Sessions

These valuable 30-minute sessions feature some of the market's most fascinating solutions, with real life stories about those who have deployed them successfully, including their strategies, challenges and results.

# REGISTRATION

## 3 easy ways to register

**Web:** [gartner.com/ap/bpm](http://gartner.com/ap/bpm)

**Email:** [apac.registration@gartner.com](mailto:apac.registration@gartner.com)

**Phone:** +61 2 8569 7622

## Pricing

**Early-Bird Price:** \$2,325 exc. GST (*offer ends 15 March 2013*)

**Standard Price:** \$2,725 exc. GST

**Public Sector Price:** \$2,225 exc. GST

## Gartner Event Tickets

A Gartner ticket covers both days of the Summit. Contact your Account Manager or e-mail [apac.events@gartner.com](mailto:apac.events@gartner.com) to register using a ticket.

## EARLY-BIRD OFFER

**Save \$400** and get access to an **additional 20 global BPM sessions online** when you register by 15 March 2013.



## THE TEAM ATTENDANCE EFFECT: LEVERAGE MORE VALUE ACROSS YOUR ORGANIZATION

Knowledge creates the capacity for effective action. Imagine the impact on your organization when knowledge multiplies: common vision, faster responses, smarter decisions. That's the Gartner Team Attendance effect. You'll realize it in full when you attend a Gartner event as a group. Maximize learning by participating together in relevant sessions. Split up to cover more ground, sharing your session take-aways later. Leverage the expertise of a Gartner analyst in a private group meeting.

### Team Benefits

- Team meeting with a Gartner analyst (end-users only)
- Role-based agendas
- On-site team contact: Work with a single point of contact for on-site team deliverables
- Complimentary registrations

### Complimentary Registrations

- 1 complimentary registration reward with 3 paid registrations
- 2 complimentary registration rewards with 5 paid registrations
- 3 complimentary registration rewards with 7 paid registrations

For team benefits and the full terms and conditions please refer to [gartner.com/ap/bpm](http://gartner.com/ap/bpm)

To register a team please email [apac.teamsend@gartner.com](mailto:apac.teamsend@gartner.com) or contact your Gartner Account Manager.

## MEDIA AND ASSOCIATION PARTNERS



If you have recently implemented a successful BPM program or project with resulting business impact, don't miss out on the opportunity to publicize this accomplishment and honor those responsible for its success. Whatever your industry, or government sector and no matter the focus of your BPM program or project we want to hear your story.

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## YOUR EVENT REMINDERS

- Register by 15 March 2013 to receive the early-bird offer!
- Build your own agenda online now
- Book a 30 minute one-on-one with your preferred Gartner analyst
- Join our online communities:



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## WHAT'S NEW IN 2013

- Move beyond small scale iterative improvements to BPM programs that **truly transform your organization**
- **The Nexus of Forces** — Learn how mobile, cloud, information and social brings new challenges and new opportunities for BPM
- Get new practical tactics for dealing with the **political obstacles** that make change difficult
- Explore how BPM can **reduce costs** and increase profitability in an uncertain economy
- Identify what is important to C-level executives, how BPM can help and how you can **communicate the value of BPM** to your senior team
- Understand the latest positioning of the **key BPM vendors** to help you with your technology selection decisions
- Get practical tips and techniques from **the most successful BPM projects in Asia Pacific** — The Gartner BPM Excellence Awards winners

Agenda designed for Business and IT Leaders —  
bring your colleague along!



## 3 EASY WAYS TO REGISTER

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