Gartner Business Process Management Summit 2015

1 – 2 June | Sydney, Australia | gartner.com/ap/bpm

BPM Shift — From Improving Process to Delivering Big Change

Key Benefits

Build a solid BPM foundation to deliver dramatic results

Leverage peer insights to develop practical solutions to real-world challenges

Lead organizational change and enable your organization to “change faster”

Harness digital technologies to uncover new growth opportunities
BPM Shift — From Improving Process to Delivering Big Change

What you need to look out for to be successful in BPM

Organizations must reinvent BPM — rethink business models and transform how they operate in response to the shifts that the digital economy will bring. At the Gartner Business Process Management Summit 2015, business and IT leaders will come together to learn about new methods, behaviors, mindsets and technologies for making “big changes” in business operations.

Equipped with insights on how to tackle digital business and the accompanying changes, you can plan when, where and how to embrace the risks and opportunities of the digital economy as the business focus shifts away from standardization and toward the mass personalization of goods and services.

Experience how BPM continues to increase efficiencies and reduce costs as it evolves to help you reinvent processes to drive growth and innovation. I invite you to be part of the community that moves BPM into the digital age. This year’s agenda is built around the theme “BPM Shift — From Improving Process to Delivering Big Change”, exploring the following:

• Practical Approaches to Real World Challenges — Technology and Methods
• Using BPM Projects to Drive Growth and Sustain Advantage
• Building the Strategies to Exploit New Digital Business Opportunities

Elise Olding
Research Director and Summit Chair,
Gartner
What’s new for 2015

Expanded agenda to address the new digital age:

- Lead the BPM Shift — leap from incremental improvement to business redefinition
- Introduce “Big Change” — instill the capabilities to deal with uncertainty and disruption
- Harness Digital — identify new opportunities and realise growth
- Build a “Change Fit” Organization — communicate value with the language of change

Assembling expert analysts with a wider coverage, such as:

- Big Change
- Business Transformation
- Digital Business
- Organisational Change
- Enterprise Architecture
- The Language of Change
- Digital Humanism
- Analytics and Metrics

Gartner Business Process Management Summit will help you to:

- Understand what your organization needs to do to be successful in a business transformation effort
- Enhance the skills needed to establish yourself as a change leader
- Shift investments toward projects that promote growth while continuing to reduce costs
- Demonstrate the relevance of your BPM initiatives to senior management by quantifying impact on results
- Gain buy-in and accelerate adoption of organizational changes

Adapt to the new digital reality. Gain practical steps for making a measurable difference in your organization’s performance.

Who should attend

- Business Process Owners
- IT Leaders involved in implementing new technologies
- Business Transformation Leaders
- Project and Program Managers
- BPM Directors
- IT Solution Architects and Developers
- Business and Enterprise Architects
- Business and System Analysts
- Quality Management Leaders
- Digital Business Strategists and Planners
- Business Relationship Managers

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Keynotes

Guest keynotes

**Guest Keynote: Growing Profitability Through Building a High Performance Culture**

Hear proven approaches to building culture and changing organizations DNA. This presentation will help you shift your focus, drive organizational change, increase stakeholder engagement and deliver business improvements.

**Guest Keynote: Driving Adoption: The ROI of Change Management**

Successful change outcomes depend on employee adoption and usage of new technologies and processes: this is the essence of change management. The charge for seasoned change professionals is to move away from describing your activities (analysis, assessments, communications) and toward defining the value you bring to projects (sustained results through adoption and usage). This session explores conceptual foundations and tactical tools to shift focus toward employee adoption and usage of new technologies and processes, and their unique and quantifiable contribution to overall project results, outcomes and ROI.

Gartner keynotes

**Gartner Opening Keynote: BPM Shift: From Process Improvement to Big Change**

Organizations around the world are transforming their business operations for the Digital Industrial Era. Operational agility will enable organizations to further accelerate their business cycles and capitalize on business moments for competitive advantage. In the digital age, every customer expects unique treatment and smart machines will continue to encroach on middle and front office work — augmenting, if not replacing, people. How can we balance control and freedom, enabling effective work practices, to deliver the desired growth in operational performance results?

Mastermind conversation

**Transforming Your Business**

Gartner has hand selected these senior executives from end-user companies for their expertise, insights, passion and vision in how to transform their business. These mastermind individuals come from different industries, play different roles in their organizations and have leading edge ideas to share with attendees. Be inspired to follow in their footsteps.

“This is an excellent Summit, providing innovative and practical advice, tips and methods on BPM. A great experience and I look forward to applying what I learned back in the workplace.”

Michelle Bentley, Director Business Process Design, Australian Dept. of Human Services
Meet the analysts

Engage with our team of Gartner analysts through track presentations, a complimentary one-on-one meeting, analyst-facilitated workshops, roundtables and more.

**Ian Bertram**
Managing VP

Business analytics competency centre; analytics strategy; BI strategy

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**Darryl Carlton**
Research Director

Competitive advantage and business transformation; IT strategic planning; increasing organizational agility; business value of IT

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**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

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**Rob Dunie**
Research Director

BPM software markets; BPM consulting; BPM and cloud; BPM and SOA; case management

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**Carol Hardcastle**
Research VP

ERP and business applications; ERP strategy/implementation/governance/operation; organizational change in business application projects; application benefits realization; business applications competency centers

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**Janelle Hill**
VP Distinguished Analyst

Business process management disciplines; BPM-enabling technologies and market dynamics; case management; social BPM; IBO, advancing BPM maturity, IBPMS

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**Olive Huang**
Research Director

Customer strategy and experience management; CRM; customer service and support and its impact to your organization

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**Marc Kerremans**
Research Director

Business process improvement leaders; business transformation and process management, BPM-enabling technologies, process styles

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**Elise Olding**
Research Director

Digital business, business transformation, organizational change; communication; employee engagement; big change, cultural change, gaining buy-in and adoption, practitioner day-to-day challenges

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**Bard Papegaaij**
Research Director

Emotional intelligence; leadership skills; branding; cultural change; culture innovation; transformation; stakeholder engagement; digital disruption of everything; rehumanization of business and IT

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**Brian Prentice**
Research VP

Innovation management; UX; application development; mobile enterprise strategy; open source strategy; digital humanism

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**Bruce Robertson**
VP Distinguished Analyst

BPM value, metrics, best practices; BPM roles and business process competency centers (BPCCs); business and process architecture; mobile BPM

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Our community of more than 1,000 analysts engaged in over 215,000 one-to-one client interactions in the past year. Benefit from the collective wisdom of the attending analysts to develop your strategy and implement flawlessly.

Visit gartner.com/ap/bpm or call for updates and to register!
Plan your experience

Agenda tracks

A. Practical Approaches to Real World Challenges — Technology and Methods
Understand the methods, technologies and strategies that fuel the best BPM results. Tackling the big issues, these sessions will give you the tools to rise above organizational politics, increase project engagement, create the metrics, and help you become an effective change agent. Build your skill set and BPM toolkit to return to the office with an arsenal of ideas.

B. Using BPM Projects to Drive Growth and Sustain Advantage
Go beyond the foundational frameworks and understand what really works and what doesn’t. This stream has been designed to provide the ‘real world insights’ to help shape your BPM strategies. A collection of case studies from analysts and industry leaders will allow you to leverage what works and identify potential challenges. Analysts sessions will be case study rich and provide insights that will steer your next project to success.

C. Building the Strategies to Exploit New Digital Business Opportunities
Business Process Management goes beyond IT and implementation software. Understand BPM’s place in your major transformations as you shift towards an agile, responsive and dynamic digital business. Build the business case to accelerate change. Transform your use of BPM from efficiency gains shaving a few thousand dollars here and there, to an integral driver in wholesale redefinition of your business, its offerings and delivery.

Customize your agenda

Gartner Events Navigator
Gartner Events Navigator helps you organize, view and custom-create an agenda based on:
- Date and time
- Track
- Analyst/speaker profiles
- Session descriptions
- Key initiatives
- Vertical industries

Visit gartner.com/ap/bpm and click the "agenda" tab or download the Gartner Events mobile app (iPhone®, iPad® and Android™ compatible)

Applied Learning — The Methodologies and Tools to Succeed with BPM
These highly interactive workshops and roundtables provide opportunities to engage with peers and analysts in practical, hands-on learning sessions that will address real world challenges. Step out of the theory, engage in lively debate and arm yourself with tools for your success.

PLEASE NOTE: these sessions are for end-user organizations only and pre-registration is required. First come first served basis.
“Fantastic opportunity to collaborate on real business challenges and how IT can support and instigate change for optimization”

Tony Dalwood, Deputy Director: Information Strategy, University of South Australia

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**Analyst interaction**

- **Analyst one-on-one meeting***
  Complimentary consulting with a Gartner analyst of your choice

- **Analyst-user roundtables***
  Moderated by Gartner analysts for exchanging ideas and best practices with your peers

- **Ask the analyst roundtables***
  Debate with the analysts directly and learn from the questions posed by your peers

- **Workshops***
  Small-scale and interactive; drill down on specific topics with a how-to focus

*Space is limited and preregistration is required. Limited to end-user organizations only.

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**Network with peers**

- **End-user case studies**
  Learn about recent implementations firsthand, with an opportunity for Q&A with the IT and business executives leading the initiative

- **Solution Showcase reception**
  Connect with peers in similar roles who face similar challenges, at the networking reception on the Solution Showcase designed to build relationships and facilitate the meaningful exchange of ideas and information

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**Meet solution providers**

- **Solution Showcase**
  Explore cutting-edge IT solutions from top providers

- **Solution provider sessions**
  Exhibitors share their insights on the latest products and services

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Visit gartner.com/ap/bpm or call for updates and to register!
## Agenda at a glance

### Monday 1 June 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:30 – 18:30</td>
<td>Registration</td>
</tr>
<tr>
<td>08:15 – 09:00</td>
<td>Tutorial: BPM Essentials <strong>Marc Kerremans</strong></td>
</tr>
<tr>
<td>09:15 – 10:00</td>
<td>Gartner Opening Keynote: BPM Shift: From Process Improvement to Big Change <strong>John Dixon and Janelle Hill</strong></td>
</tr>
<tr>
<td>10:00 – 10:15</td>
<td>Gartner Welcome Remarks <strong>Elise Olding</strong></td>
</tr>
<tr>
<td>10:15 – 10:45</td>
<td>Refreshment Break in the Solution Showcase</td>
</tr>
<tr>
<td>10:45 – 11:30</td>
<td>Guest Keynote: Growing Profitability Through Building a High Performance Culture <strong>Peter Bush, Chairman of Pacific Brands and former CEO, McDonald’s</strong></td>
</tr>
<tr>
<td>11:30 – 12:00</td>
<td>Industry Panel Discussion</td>
</tr>
<tr>
<td>12:00 – 13:00</td>
<td>Networking Lunch in the Solution Showcase</td>
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</tbody>
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### TRACKS

#### A. Practical Approaches to Real World Challenges – Technology and Methods

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:00 – 13:45</td>
<td>Gaining Buy-In for BPM With a Great Business Case <strong>John Dixon</strong></td>
</tr>
<tr>
<td>14:00 – 14:45</td>
<td>What Does It Mean to Digitalize a Process? <strong>Janelle Hill</strong></td>
</tr>
<tr>
<td>14:45 – 15:15</td>
<td>Refreshment Break in the Solution Showcase</td>
</tr>
<tr>
<td>15:15 – 16:00</td>
<td>Introduction to Process Modeling and Analysis <strong>Darryl Carlton</strong></td>
</tr>
<tr>
<td>16:15 – 16:45</td>
<td>Solution Provider Sessions</td>
</tr>
<tr>
<td>17:00 – 17:45</td>
<td>Dealing with the Dark Side of Organizational Politics <strong>Carol Hardcastle</strong></td>
</tr>
<tr>
<td>17:45 – 19:15</td>
<td>Networking Reception in the Solution Showcase</td>
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#### B. Use BPM Projects to Drive Growth and Sustain Advantage

<table>
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<tr>
<th>Time</th>
<th>Topic</th>
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<tbody>
<tr>
<td>09:30 – 11:00</td>
<td>Must Have Practices and Pitfalls for Successful Organizational Change <strong>Elise Olding</strong></td>
</tr>
<tr>
<td>13:00 – 14:30</td>
<td>Using Real-time Analytics To Transform Business Operations <strong>Ian Bertram</strong></td>
</tr>
</tbody>
</table>

#### C. Building the Strategies to Exploit New Digital Business Opportunities

<table>
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<th>Time</th>
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<tbody>
<tr>
<td>15:30 – 17:00</td>
<td>Applying the Digital Human Manifesto to the Digital Workplace <strong>Brian Prentice</strong></td>
</tr>
<tr>
<td>10:00 – 11:30</td>
<td>Big Change Needs Rebel Change Agents <strong>Elise Olding</strong></td>
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### Tuesday 2 June 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>07:30 – 16:45</td>
<td>Registration</td>
</tr>
<tr>
<td>08:15 – 08:35</td>
<td>Breakfast Briefing: Evaluating iBPMSs Using Gartner’s Magic Quadrant <strong>Rob Dunie</strong></td>
</tr>
<tr>
<td>08:45 – 09:30</td>
<td>Keynote: Mastermind Conversation: Transforming Your Business <strong>Bruce Robertson</strong></td>
</tr>
<tr>
<td>09:45 – 10:15</td>
<td>To the Point: Selecting a BPM Platform <strong>Rob Dunie</strong></td>
</tr>
<tr>
<td>10:45 – 11:30</td>
<td>Top Digital Business Predictions for Asia Pacific <strong>Brian Prentice</strong></td>
</tr>
<tr>
<td>11:45 – 12:15</td>
<td>Solution Provider Sessions</td>
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<td>12:15 – 13:15</td>
<td>Networking Lunch in the Solution Showcase</td>
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<tr>
<td>13:15 – 14:00</td>
<td>Automated Business Process Discovery — a Tool You Need <strong>Marc Kerremans</strong></td>
</tr>
<tr>
<td>14:15 – 15:00</td>
<td>What Does ‘Big Change’ Look Like and Who is Doing It? <strong>John Dixon</strong></td>
</tr>
<tr>
<td>15:00 – 15:30</td>
<td>Refreshment Break in the Solution Showcase</td>
</tr>
<tr>
<td>15:30 – 16:15</td>
<td>Guest Keynote: Driving Adoption: The ROI of Change Management <strong>Tim Creasey, Chief Development Officer, Prosci</strong></td>
</tr>
<tr>
<td>16:15 – 16:45</td>
<td>Gartner Closing Keynote: The Last Word <strong>Elise Olding</strong></td>
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</tbody>
</table>
At the Gartner BPM Summit, event attendees will learn from my peer organizations and industry research. The breakfast forum, Magic Quadrants and case studies were quite useful.”

Murali Ramakrishnan,
Process Integration Specialist,
Suncorp
Solution Showcase

Explore cutting-edge IT solutions from top providers. Participate in solution provider sessions, networking receptions and more.

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Email: mark.dunne@gartner.com

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**Early-bird price:** A$2,475 exc. GST
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Conference venue

**Sofitel Sydney Wentworth**
61-101 Phillip Street
Sydney NSW 2000, Australia
Phone: +61 2 9228 9188
sofitelsydney.com.au

**Gartner hotel room rate:**
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Gartner events deliver what you need

In addition to three tracks of the latest Gartner analyst research, keynote speakers and case studies, your Summit registration fee includes complimentary access to these special features:

- One analyst one-on-one meeting
- Analyst-user roundtables
- Workshops
- Solution Showcase
- Networking breakfasts, lunches and receptions

*Online pre-registration is required for one-on-one meetings, workshops and roundtables.

Reserve your place early, as space is limited.

Group Rate Discount

Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

**Complimentary registrations**

- 1 for every 3 paid registrations
- 2 for every 5 paid registrations
- 3 for every 7 paid registrations

For more information, email apac.registration@gartner.com or contact your Gartner account manager.

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Early-bird discount expires 27 March

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Gartner Business Process Management (Xchange)

Business Process Management around the globe
Gartner Business Process Management Summit
18 – 19 March 2015 | London, UK

Gartner Business Process Management Summit
9 – 11 September 2015 | National Harbour, MD, USA