TRIP REPORT

The Gartner Business Process Management Summit 2013 was held April 2 – 4, at the Gaylord National Hotel in National Harbor, MD. This report summarizes and provides highlights from the event.

Overview

The BPM world as we knew it is has fundamentally changed. For two and a half days in National Harbor, Gartner Business Process Management Summit 2013 showcased how the next generation of BPM goes beyond incremental efficiency gains and cost savings, enabling leaders to visualize and analyze business operations in real time, and take immediate, intelligent actions to execute on key business strategies.

Four distinct agenda tracks to accommodate any role or BPM maturity level, analyst-led roundtables, hands-on workshops, vendor showcases … If you were one of the more than 500 attendees, then you undoubtedly walked away with a wealth of ideas that can be put into action today to make your business processes smarter, more agile and better able to respond to constantly changing operational and customer dynamics.
Key take-aways

1. Don’t ignore the political realities of a BPM deployment. Recognize the four key political landmines — resource, control, status, belief — and avoid or take sound tactics to defuse them.

2. BPM roles and skills are not static and must be constantly refined. Start with communication and process modeling, then advance [add] methodology, technical, and soft skills over time. Consider a business process competency center (BPCC) to accelerate adoption and impact for your BPM efforts.

3. Start with your stakeholders and what they care about for process modeling and analysis efforts. Validate that the questions you answer have business value, and identify the important questions you’re not answering.

4. Embed business-supporting process models in the organization, market their value, incentivize their use, and celebrate the successes.

5. Keep in mind the 3C's when selecting BPM projects, settling on those that are a right-fit for your competence, confidence, and credibility. Look for projects that deliver near-term, incremental value.

6. The collision between big data and SharePoint is imminent, with implementations becoming more multinational and functionally diverse. Planning for big SharePoint implementations is critical for success.

7. To really drive business outcomes, BPCCs must integrate with other CoEs, defining specific activities, models and technologies to be shared and skills to leverage.

8. Get outside the box and rethink BPM. STOP driving efficiency only, START driving operational effectiveness, STOP tinkering, START innovating. STOP mapping all processes, START defining outcomes.

9. Success in today’s dynamic marketplace is a function of your ability to proactively out execute your competition. Intelligent BPM suites (iBPMS) enable proactive behavior to drive business outcomes.

10. BPMS/IBPMs are most appropriate for long running processes, where success depends on the close coordination of human efforts, systematized actions, and information flows.

“The insight provided by the Gartner analyst was very helpful. I plan to take the ideas and concepts presented at the conference to take our BPM program to the next level.”

Tim Lavelle, Development Manager, ADP
Keynote sessions

Gartner Opening Keynote: Overcoming Political Landmines to Accelerate Change
Tina Nunno, Vice President and Distinguished Analyst

Tina opened Day 1 of the summit with a great keynote on organizational politics. Politics is a term that has many negative connotations associated with it. Few business school courses address the subject, and even fewer organizations discuss politics openly. This keynote focused on defining politics, the key political land mines and providing BPM leaders with specific tactics for dealing with each landmine:

• Be aware of the four political land mines — resource, control, status, belief — and avoid them when possible
• When you cannot avoid the land mines, employ sound political tactics to defuse them
• Continuously test for political integrity in yourself and your team
• Remember that politics is a dynamic process — What is decided today can be different tomorrow
• Always balance IT performance and political savviness — The objective is political success

The Neuroscience of Organizational Change
Dr. David Rock, Founder and CEO, NeuroLeadership Group

Dr. David Rock talked about how organizations that develop a greater capacity to adapt and change will find strategic advantage. Until recently we’ve used change models that explained the stages that occur when change happens. New research is uncovering more active models that leaders of organizational change can use to better enable change to occur. Attendees learned about the emerging science of NeuroLeadership, and discovered how they can better help their organization adapt to changing times.

• How is organizational change tied to neural change?
• How does the brain change?
• What are the conditions for change in the brain?

Finding Balance: Have You Bitten Off More Than You Can Chew With BPM?
Daryl C. Plummer, Managing Vice President and Gartner Fellow

BPM/BPI projects are growing! Daryl discussed how BPM leadership means breaking through these barriers by harnessing the power of information, mobility, social media and the cloud to deliver enterprise performance breakthroughs. This presentation examined the depth of change necessary to make BPM projects progress more smoothly and asked the final question, What can you do to make BPM more successful today? Attendees learned about IT trends that affect BPM planning, direction, and success.

• Generate a plan to break the stalemate in BPM maturity
• Focus more attention on how you collaborate and less on how you do process
• Take the process by enhancing the way people work
• Don’t let “big” initiatives eat up all your time and energy
• Develop a more organic style of BPM adoption and give people the freedom to innovate with the BPM context
Conference Highlights

18 track sessions — some selected topics
• BPM: The Management Discipline — The Big Picture
• Bringing Analytics Insights to Business Processes
• Getting Started With Modeling, Analysis and Measurement
• Stop Tinkering, Start Innovating
• BPM and MDM: A Powerful Force in Business Performance Improvement
• Selecting and Scoping Your First BPM Project
• Get Smart With Intelligent Business Operations

3 Excellence Awards end-user case studies
• Excellence Awards Case Study — Banco Supervielle: Best Business Outcome Driven by BPM
• Excellence Award Case Study — San Joaquin County Justice Department: Best BPM Organization
• Excellence Award Case Study — Intel: Most Effective Use of BPM Technology

8 Roundtable discussions (Gartner-analyst-moderated)
• The Future of Enterprise Social Networking
• Bolstering Your Organization’s Advanced Analytics Capabilities
• Using Six Sigma Tools With Your BPM project
• Enabling BPM, BI and User Collaboration for Real-Time Analytics
• Using Gamification Technology and Techniques to Improve BPM
• Tackling Change Fatigue
• SharePoint and BPM: Better Together?
• Analyze Your Budget to Identify Savings Opportunities

“We are in the beginning stages of our BPM adventure. This summit was extremely educational for us and we will leave better prepared to continue and with a much greater prospect of success.”

Stephen Preston,
Project Manager,
Sabre Holdings
7 To the Point sessions

- Introduction to BPM Enabling Technologies
- Making Process Governance and Ownership Work
- Successfully Marketing Your BPM Program
- Shedding Light on Your Dark Processes for Profit and Compliance
- Technologies for Today and Tomorrow’s BPM Usage
- Empowering Business Roles for Dynamic BPM
- Business Process Analysis: Pictures or Decisioning?

7 Workshops

- Building the Business Case For BPM
- Software Negotiation Clinic: Follow These Steps to Protect Your Investment
- Using the Gartner Business Maturity Model to Accelerate Business Results
- Best Practices in Evaluating and Selecting Consulting and System Integration Vendors for BPM
- Making Metrics Work
- Using Business Capability Modeling (BCM) for Performance and Process Change
- Creating Your Social Media Vision and Strategy

Top 10 most-attended sessions

A3. Building the Skills and Roles Necessary to Advance Your BPM Efforts
Bruce Robertson, Vice President and Distinguished Analyst

A2. Getting Started With Modeling, Analysis and Measurement
David Norton, Director

A1. BPM: The Management Discipline — The Big Picture
John Dixon, Managing Vice President

B6. Power Politics for Business Process Improvement Leaders
Tina Nunno, Vice President and Distinguished Analyst

A4. Getting More Value From SharePoint
Mark R. Gilbert, Research Vice President

A5. Selecting and Scoping Your First BPM Project
Teresa Jones, Principal Research Analyst

Bruce Robertson, Vice President and Distinguished Analyst

B2. Stop Tinkering, Start Innovating
Elise Olding, Director

TTP1. To the Point: Introduction to BPM Enabling Technologies
Janelle B. Hill, Vice President and Distinguished Analyst

C4. BPM and MDM: A Powerful force in Business Performance Improvement
Andrew White, Vice President

I love Gartner because it gives our company the kick-start it needs to accomplish our goals.

Susan Branti, Sr. Business Analyst, KPMG
Snapshot of attendees
Who participated in the 2013 conference?

**Top 5 job titles**
- 28% Manager
- 16% Director
- 14% Vice President
- 8% Analyst
- 6% Consultant

**Top 5 job roles**
- 24% Business process improvement
- 7% Program and project management
- 7% Enterprise architecture
- 5% Application management
- 5% Consultant

**Top 5 industry sectors**
- 22% Banking, finance and insurance
- 17% Technology and telecom
- 14% Government
- 11% Services
- 9% Healthcare
- 8% Manufacturing

“Gartner BPM summit is very informative and transformational for every organization, irrespective of their maturity level of BPM. It provides a perfect balance of strategy, approach as well as available tools and technologies in the marketplace for BPM adoption.”

Sukhram Pal, Vice President, Architecture & Strategy, Fidelity Investments
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- OPENText
- Pega

**Platinum**

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- MicroPact
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**Silver**

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- BizFlow
- BP Logix
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The conference met all my expectations. The case studies provided valuable scenarios that are immediately in action in our current projects. I would highly recommend any organization engaged of thinking about BPM to attend.

Michael Campbell, Senior Project Manager BPM, Scripps Networks Interactive

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