Build a Solid BPM Foundation to Improve Business Outcomes

If your client or prospect is working on or is struggling with ...

- Introducing and promoting BPM as a way of driving higher business performance results
- Standardizing processes to reduce costs and improve efficiency or to create shared services
- Improving workforce productivity
- Demonstrating the relevance of your BPM initiative to senior management by quantifying impact on business performance results
- Getting started with BPM and delivering clear business value quickly
- Understanding how the BPM competency center should work with other centers of excellence
- Determining whether the organization needs workflow or BPM (and understanding the difference!)
- How to document, model and analyze business processes to create shared understanding

... Gartner BPM Summit will deliver on those needs with:

1. Demonstrating how BPM can boost the organization's overall business performance outcomes
   - A3. Connect the Dots: Align Business Process Improvement Scenarios and Types of Change Responses

2. Understanding what Big Change is and how to succeed at it
   - W6. Workshop: The Foundational Skills of an Effective Change Agent and Leader
   - B1. The Digital Disruption: Orchestrating ‘Big Change’
   - A3. Connect the Dots: Align Business Process Improvement Scenarios and Types of Change Responses
   - AUR2. Roundtable: Dealing With the Change-Weary Enterprise
   - AUR3. Roundtable: Taking an Agile Approach to Change
   - A5. BPM Shift: Obliterate What You Know About BPM for Digital Business
   - TTP2. To the Point: ‘Big Change’ Requires Small Change — Why Change Is Hard and What to Do About It

3. How and where to start with BPM and how to demonstrate that BPM delivers business value
   - W9. Workshop: Metrics
   - W1. Workshop: The Art of Improving Business Outcomes
   - AUR1. Roundtable: Dealing With the Dark Side of Organizational Politics
Rethinking BPM in order to get ready for digital business

A5. BPM Shift: Obliterate What You Know About BPM for Digital Business
T1. Tutorial: The Digital Business Scenario — Building a Digital Business Future
A7. What Does It Mean to Digitalize a Process?
W1. Workshop: The Art of Improving Business Outcomes
C5. Smart Machine Disruption Will Dominate This Decade

Track B

Lead Organizational Change to Exploit New Opportunities

If your client or prospect is working on or is struggling with …

• Overcoming organizational politics that inhibit BPM adoption and create barriers to breakthrough enterprise performance results
• Challenging the status quo and innovating (not just improving) processes
• Broadening the scope of process improvement and re-engineering projects beyond functional silos and beyond the back office; shifting the focus to front office, customer-facing processes and growth
• How to make process ownership work and deliver results
• The relationship of BPM to other major enterprise initiatives, such as social or customer experience management
• How to organize for BPM, how the business process competency center (BPCC) relates to other centers of excellence and their roles and responsibilities
• The relationship of BPM to enterprise content management (ECM)
• Promoting BPM to the C-suite
… Gartner BPM Summit delivers on those needs with:

1. Determining the skills required to do BPM projects well
   - W6. Workshop: The Foundational Skills of an Effective Change Agent and Leader
   - IS1. BPM Institute Seminar: BPM 101
   - IS2. BPM Institute Seminar: Process Modeling, Analysis and Design — As Is, to Be
   - C6. Enterprise-Level Agile Architecture: Tetris on a Big Scale
   - A2. Starting Up the Business Process Competency Center
   - W8. Workshop: Critical Success Factors That Drive Adoption and Results
   - B2. Optimize People: Designing the Brain-Aware Enterprise
   - AUR4. Roundtable: Negotiating Non-Functional Requirements

2. Showing how to deal with constant disruptions to business operations and how to enable big changes to business operations
   - B1. The Digital Disruption: Orchestrating ‘Big Change’
   - K5. Gartner Keynote: Riding the Tide of Change
   - W8. Workshop: Critical Success Factors That Drive Adoption and Results
   - T1. Tutorial: The Digital Business Scenario — Building a Digital Business Future
   - A3. Connect the Dots: Align Business Process Improvement Scenarios and Types of Change Responses

3. Creating new digital business models to enhance customer experiences
   - B3. Innovative Customer Engagement in a Digital World
   - W5. Workshop: Customer Experience Vision and Strategy
   - AUR6. Roundtable: How Can BPM Play a Role in the Customer Experience
   - B5. 50 Ways to Transform Business Processes With Big Data
   - B6. Maverick Session: Get Ready to Industrialize Non-Routine Work (Hint: There Are No Unstructured Processes)

4. Exemplifying ways to motivate process owners to optimize end-to-end process performance outcomes
   - TTP2. To the Point: ‘Big Change’ Requires Small Change — Why Change Is Hard and What to Do About It
   - B7. Leveraging Business Capability Modeling to Drive Investment Decisions
   - AUR5. Roundtable: Organizational Politics for Women
   - AUR1. Roundtable: Dealing With the Dark Side of Organizational Politics
   - W9. Workshop: Metrics
   - B6. Maverick Session: Get Ready to Industrialize Non-Routine Work (Hint: There Are No Unstructured Processes)
   - AUR4. Roundtable: Negotiating Non-Functional Requirements

5. Showing how to convince people to change their behavior — and thus their processes
   - B2. Optimize People: Designing the Brain-Aware Enterprise
   - AUR2. Roundtable: Dealing With the Change-Weary Enterprise
   - W8. Workshop: Critical Success Factors That Drive Adoption and Results
   - TH4. Gartner Theater Presentation: Five Common Mistakes in Real-Time Operational Business Intelligence
   - B1. The Digital Disruption: Orchestrating ‘Big Change’

6. Increasing innovation in order to drive growth
   - B5. 50 Ways to Transform Business Processes With Big Data
   - B3. Innovative Customer Engagement in a Digital World
   - T1. Tutorial: The Digital Business Scenario — Building a Digital Business Future

7. Homing on the way to focus BPM efforts on non-traditional work
   - B6. Maverick Session: Get Ready to Industrialize Non-Routine Work (Hint: There Are No Unstructured Processes)
   - C5. Smart Machine Disruption Will Dominate This Decade
   - A5. BPM Shift: Obliterate What You Know About BPM for Digital Business
   - TTP3. To the Point: Adaptive Case Management — Myth, Marketing or Maverick?
Harness Digital Technologies to Create New Value, Drive Growth and Sustain Advantage

If your client or prospect is working on or is struggling with …

- Looking to transform how they operate — in response to industry and regulatory changes, digital business strategy or simply because they want to innovate their products and services relative to their competition
- Understanding how disruptive forces will impact BPM projects and programs
- Deciding on whether to invest in analytics and big data rather than in BPM
- Leveraging various technology initiatives, such as cloud and mobility, relative to their BPM focus
- Understanding what is “intelligent business operations,” and whether there is a need for it
- How to select BPM technology and services providers
- How to advance BPM efforts to deliver greater value

... Gartner BPM Summit delivers on those needs with:

1. Implementing intelligent business operations and delivering better outcomes through predictive analysis, visibility
   - C3. Use Predictive Analytics to Help You Capitalize on Business Moments
   - C7. Use Event Processing to Build Better Digital Business Processes
   - AA6. Ask the Analyst: When Is BPM PaaS the Best Implementation Option?
   - C1. Decision Management for Digital Business

2. Creating more intelligent processes in the digital age
   - C7. Use Event Processing to Build Better Digital Business Processes
   - K1. Gartner Opening Keynote: Everything About Digital Business I Learned From Television
   - C2. BPM and Application Rationalization: Transform IT Decision Making, Root and Branch
   - AA8. Ask the Analyst Session: What’s Your Process IQ?

3. Deciphering how new and emerging technologies will drive Big Change
   - C4. Top 10 Strategic Predictions: Digital Business Is Driving ‘Big Change’
   - C5. Smart Machine Disruption Will Dominate This Decade
   - PR2. Peer Roundtable: Leveraging Agents for Business Outcomes
   - B6. Maverick Session: Get Ready to Industrialize Non-Routine Work (Hint: There Are No Unstructured Processes)

4. Creating an effective applications rationalization program that works and prepares you for digitalization
   - C2. BPM and Application Rationalization: Transform IT Decision Making, Root and Branch
   - AUR4. Roundtable: Negotiating Non-Functional Requirements
   - W3. Real-World Process Modeling and Mining for ‘Big Change’

5. Distinguishing BPM technologies (which can be expensive) to identify the best products to fit their budget
   - TTP1. To the Point: Rightsizing Your BPM Platform Choice
   - TTP3. To the Point: Adaptive Case Management — Myth, Marketing or Maverick?
   - AA6. Ask the Analyst: When Is BPM PaaS the Best Implementation Option?

6. Teaching those who are not very mature with BPM how to advance, and explaining what benefits will be derived
   - IS2. BPM Institute Seminar: Process Modeling, Analysis and Design — As Is, to Be
   - W9. Workshop: Metrics
   - W1. Workshop: The Art of Improving Business Outcomes
   - W7. Workshop: Building the Business Case for BPM

7. Creating a successful agile architecture
   - C6. Enterprise-Level Agile Architecture: Tetris on a Big Scale

8. Applying BPM techniques and technologies to increase efficiencies and control costs
   - B7. Leveraging Business Capability Modeling to Drive Investment Decisions
   - B6. Maverick Session: Get Ready to Industrialize Non-Routine Work (Hint: There Are No Unstructured Processes)
   - W1. Workshop: The Art of Improving Business Outcomes
   - W7. Workshop: Building the Business Case for BPM
Applied Learning: Practical Approaches to Real Challenges

If your client or prospect is working on or is struggling with …

• How to advance BPM maturity and realize greater value from BPM
• Understanding what the business case is for BPM
• Determining which metrics are appropriate to measure and to benchmark process performance gains
• Breaking down organizational silos and improve collaboration among process participants
• Improving employee productivity and collaboration
• Linking BPM to our strategic vision

... Gartner BPM Summit delivers on those needs with:

1 Illuminating what to do to advance BPM and gain more value from BPM efforts
   W1. Workshop: The Art of Improving Business Outcomes
   W9. Workshop: Metrics
   AUR1. Roundtable: Dealing With the Dark Side of Organizational Politics
   AUR5. Roundtable: Organizational Politics for Women
   B7. Leveraging Business Capability Modeling to Drive Investment Decisions

2 Best practices for measuring and benchmarking operational process performance in terms of business outcomes
   W9. Workshop: Metrics
   W1. Workshop: The Art of Improving Business Outcomes

3 Advising on how to deal with organizational politics and other barriers to expanding BPM efforts to cross-functional processes
   AUR1. Roundtable: Dealing With the Dark Side of Organizational Politics
   W2. Workshop: Collaborating for a Purpose — What’s Yours?
   AUR2. Roundtable: Dealing With the Change-Weary Enterprise
   AUR5. Roundtable: Organizational Politics for Women
   W4. Workshop: How to Write a Business Case for Applying Change Management
   W8. Workshop: Critical Success Factors That Drive Adoption and Results

4 Reinventing your processes to make them ready for the digital age
   AA6. Ask the Analyst: When Is BPM PaaS the Best Implementation Option?
   AA7. Ask the Analyst: Mobile Work
   A7. What Does It Mean to Digitalize a Process?

5 Using business process modeling to enhance BPM efforts
   W3. Real-World Process Modeling and Mining for ‘Big Change’
   IS2. BPM Institute Seminar: Process Modeling, Analysis and Design — As Is, to Be