

Gartner Business Process Management Summit 2007

EARLY BIRD EXTENDED!
Register by July 27, 2007
and save \$200

SEPTEMBER 17-19
PRE-SUMMIT WORKSHOP & TUTORIALS: SEPTEMBER 16
JW MARRIOTT GRANDE LAKES ORLANDO, FL



ALIGNING, INNOVATING AND BUILDING FOR OPERATIONAL EXCELLENCE

Take the proven path to BPM excellence.

Our 2.5 day agenda features over 25 BPM sessions and topics hand-selected by our analysts and previous attendees for their currency, relevance and proven business value.

GUEST SPEAKERS



Paul Harmon
Founder, Executive
Editor and Analyst,
BPTrends



Jeffrey M. Hiatt
Prosci Research



Nathaniel G. Palmer
President,
Transformation+Innovation
and Executive Director,
Workflow Management
Coalition



Bruce Silver
Principal Analyst,
BPMS Watch



Watts Wacker
CEO, Futurist,
FirstMatter LLC

Create new business value

Gartner Business Process Management Summit 2007

SEPTEMBER 17-19
PRE-SUMMIT WORKSHOP & TUTORIALS: SEPTEMBER 16TH
JW MARRIOTT GRANDE LAKES ORLANDO, FL



Do you want your business
to compete, succeed and grow?
Of course you do.

Make it happen with Gartner's "best of the best" BPM download.



Dear Colleague,

Suddenly, Business Process Management is on everyone's radar — because becoming truly "process-centric" sets the stage for enterprise innovation, transformation and growth.

How do you get started? Attend the Gartner Business Process Management Summit this fall. It's two days of today's hottest BPM issues and answers — presented by the industry's most respected BPM analysts. It's time spent in "how to" workshops and meaningful interaction with your peers. Lessons learned from early BPM adopters. And a rare opportunity to facilitate collaboration between your business and IT leadership.

BPM's time has come — and you can't afford to get left behind. Your colleagues and competitors who attended the spring Summit are well on their way to process-centricity. Now it's your turn: reserve your place now at this exceptional event.

Sincerely,



David McCoy
Managing VP & Gartner Fellow
Conference co-chair
Gartner



Bill Rosser
VP & Distinguished Analyst
Conference co-chair
Gartner



Daryl Plummer
GVP
Conference Co-chair
Gartner

PS: Take your BPM expertise to the next level — plan to stay in Orlando on September 19-21 for the all-new **Gartner Event Processing Summit**. Transform your business processes into real time agility and rapid response to changing business conditions, threats and opportunities. Check out gartner.com/us/processing for details!

Build a process-centric enterprise

Three focused tracks reveal the how, why, what and when of Business Process Management. All in two and a half days.

A

Creating a Process-Rich Strategy

Awakening to the strategic opportunities of a process-rich business strategy needs to happen sooner rather than later for your organization. Crafting a compelling case for BPM, identifying customer-facing metrics and assigning process ownership are just a few of the challenges you will face. This track will focus on best practices and recommendations from Gartner analysts — lessons learned from leading organizations that have worked through many crucial business alignment challenges.

B

Building the Process-Aware Organization

Technology alone will not bring about the process-aware organization. Management wisdom, organizational changes, cultural re-alignment, new skills and competencies, and a deep commitment to the softer issues of BPM will be the factors most likely to make or break your organization's process-awareness. This track will give you a solid understanding of governance, roles, responsibilities, skills, change management, cultural fit and other deep challenges of BPM.

C

Applying BPM-Enabling Technology

Business Process Management is a discipline supported by a broad family of technologies. From modeling and workflow tools to integration platforms, BPM-enabling technologies add a wide variety of perspectives and capabilities to the mix. This track will examine the technical side of BPM, and guide your selection of the core process-enabling technologies, products and vendors you need to build an agile, process-aware organization.

What's in it for you?

The Gartner Business Process Management Summit is more than an intensive BPM download. More than objective, field-tested advice. Here's what really sets a Gartner event apart: peer-to-peer networking, real-world case studies, analyst interaction, special guest speakers, a hands-on Solutions Showcase, and more.

Biz-Tech Team-Up

The best way to align IT and business? Bring a team that includes both business and IT decision makers and you'll enjoy a special Biz-Tech Team Up discount: pay for two attendees and the third comes free! Be among the first 10 to register a team and benefit from a special one hour team up session with a Gartner analyst.

Come for BPM. Stay for EP.

Make the most of your trip to Orlando by combining two important Gartner Summits. Simply stay through the week and add the Gartner Event Processing Summit, September 19-21, to your itinerary. By attending both, you can take advantage of special discount pricing for each event.

“Business and IT attending together makes for a great shared learning experience.”

Karen Kenyon, Moss Adams LLP

WHO SHOULD ATTEND

- IT and business executives responsible for BPM initiatives
- Business and systems analysts
- Chief process officers and BPM project managers
- Business process owners
- Strategy, operations, finance, and compliance leaders
- Quality management and QA officers
- HR and change management executives

Apply core BPM technologies

Guest Speakers

Paul Harmon
Founder, Executive Editor and Analyst, *BPTrends*



Paul is a Co-Founder, Executive Editor and Market Analyst at *Business Process Trends*, the most trusted source of information and analysis on trends, directions and best practices in business process management. His BP work dates back to the late 60's when he worked with Geary Rummler managing the overall development and

delivery of performance improvement programs. He is an acknowledged BPM thought leader and noted consultant, educator, author and market analyst concerned with applying new technologies and methodologies to real-world business problems.

Jeffrey M. Hiatt
CEO, Prosci Research



Jeffrey M. Hiatt is the author of *Change Management: The People Side of Change* and the new book *ADKAR: A Model for Change in Business, Government and Our Community*. Prosci is the worldwide leader in change management research with data from more than 900 organizations worldwide. As the founder of the Change

Management Learning Center, Mr. Hiatt has led benchmarking projects with more than 1700 companies on change management and business process design. Prosci's product and benchmarking reach extends to more than 59 countries, with registered tutorial members of Prosci's online learning centers exceeding 80,000 professionals worldwide. Customers include Fortune 500 companies, United States Department of Defense and the United Nations. Mr. Hiatt has also authored *The Perfect Change* and *The Employee's Survival Guide to Change*, and is co-author of *Winning with Quality*.

Nathaniel G. Palmer
President, Transformation+Innovation and Executive Director, Workflow Management Coalition



Nathaniel Palmer is President of Transformation+Innovation and Executive Director of the Workflow Management Coalition (WfMC). Previously (2003-2005) he was Director, Business Consulting for Perot Systems Corp, and prior to that spent over a decade with Delphi Group serving as Vice President and Chief Analyst. At Delphi Group

he led the business process management practice, as well as built one of the fastest growing and best performing business units, which helped lead to the transformation of a small IT services provider into a global enterprise with offices across five continents.

Bruce Silver
Principal Analyst, BPMS Watch



Dr. Bruce Silver is an independent industry analyst and consultant focused on business process management tools and technology. He provides training for business analysts and architects on Process Modeling with BPMN, as well as custom consulting on BPM suite evaluation and product selection. He is the author of the 2006 BPMS Report

series, evaluations of leading BPM suites, available for free through BPMInstitute.org, and the BPMS Watch blog at www.brsilver.com/wordpress, which includes numerous other reports and white papers.

Watts Wacker
CEO, Futurist, FirstMatter LLC



Watts Wacker is one of the most celebrated and influential minds in modern business. Mr. Wacker — lecturer, best-selling author, political commentator and social critic — is one of the world's most respected futurists. His uncommon versatility and vision has allowed him to help the world's top corporations and organizations navigate the sea of change

that is taking hold in the new millennium. He has been the futurist at SRI International, the legendary Menlo Park think tank, and spent ten years as the resident futurist at the pre-eminent social research organization, Yankelovich Partners.

Analysts

For over 25 years, Gartner analysts (now 700 worldwide) have been the trusted advisors of many of the world's largest and most demanding enterprises. No one sees the implications of technology so clearly. Gartner analysts draw constantly from the real-life problems and solutions experienced by more than 45,000 Gartner clients worldwide. The value of this resource, combined with our deep analysis of technology vendors, is unrivaled. Gartner's Financial Services Technology Summit brings this experience and expertise directly to you. You simply can't get the same quality of observation and advice anywhere else.



Focus Areas: Software Markets,
Application Development & Integration



Focus Areas: Data Management &
Integration, Business Intelligence



Focus Areas: ERP & Supply
Chain Management



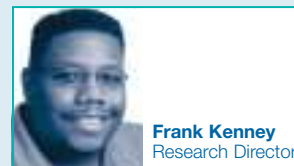
Focus Area: IT Management



Focus Areas: High Performance
Workplace, Emerging Trends
& Technologies



Focus Areas: Application Development
& Integration, Business Process
Management, Web Services



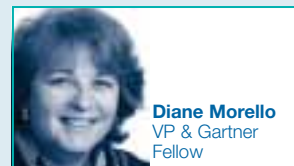
Focus Area: Application
Development & Integration



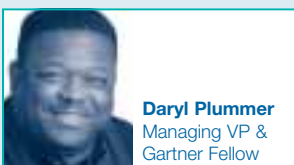
Focus Area: Business Process
Management



Focus Area: Application
Development & Integration



Focus Area: IT Management



Focus Area: Application Development
& Integration, Emerging Trends &
Technologies



Focus Area: Business Process
Management



Focus Area: IT Management

At a Glance

Sunday, September 16, 2007

2:00pm	Pre-Registration
3:00pm	Pre-Conference Workshop: BPM in Practice: Understanding and Implementing BPM Nathaniel Palmer, Founder & President, Transformation + Innovation (Paid Workshop) Pre-Conference Tutorials:
4:00pm	T1. BPM: The Discipline Bill Rosser, VP & Distinguished Analyst, Gartner
5:15pm	T2. BPM Technology: From Best-of-Breed Tools to Process Marc Kerremans, Research Director, Gartner

Monday, September 17, 2007

7:30am – 6:30pm	Registration																								
7:30am	General Breakfast																								
8:45am	Welcome Address																								
9:00am	K1. Keynote: Business Processes — The Foundation Linking Business and IT Simon Hayward, VP & Gartner Fellow, Gartner																								
	<table border="1"> <thead> <tr> <th>Track A Creating a Process-Rich Strategy</th> <th>Track B Building the Process-Aware Organization</th> <th>Track C Applying BPM-Enabling Technology</th> </tr> </thead> <tbody> <tr> <td>A1. Analyst Panel: Creating a Process-Rich Strategy</td> <td>B1. Analyst Panel: BPM as a Management Discipline</td> <td>C1. Process Modeling for Profit</td> </tr> <tr> <td>11:30am</td> <td colspan="2">Solution Provider Sessions</td> </tr> <tr> <td>12:30pm</td> <td colspan="2">Attendee Lunch & Solution Showcase Dessert Reception</td> </tr> <tr> <td>2:30pm</td> <td>A2. Case Study: Driving Business Value through IT Process</td> <td>B2. New Roles and Competencies: Blurring Boundaries</td> </tr> <tr> <td>3:45pm</td> <td colspan="2">Solution Provider Sessions</td> </tr> <tr> <td>5:00pm</td> <td colspan="2">K2. Keynote: BPM Tames the SOA Beast: Keys to Success Daryl Plummer, Managing VP & Gartner Fellow, Gartner</td> </tr> <tr> <td>6:00pm</td> <td colspan="2">Solution Showcase Reception</td> </tr> </tbody> </table>	Track A Creating a Process-Rich Strategy	Track B Building the Process-Aware Organization	Track C Applying BPM-Enabling Technology	A1. Analyst Panel: Creating a Process-Rich Strategy	B1. Analyst Panel: BPM as a Management Discipline	C1. Process Modeling for Profit	11:30am	Solution Provider Sessions		12:30pm	Attendee Lunch & Solution Showcase Dessert Reception		2:30pm	A2. Case Study: Driving Business Value through IT Process	B2. New Roles and Competencies: Blurring Boundaries	3:45pm	Solution Provider Sessions		5:00pm	K2. Keynote: BPM Tames the SOA Beast: Keys to Success Daryl Plummer, Managing VP & Gartner Fellow, Gartner		6:00pm	Solution Showcase Reception	
Track A Creating a Process-Rich Strategy	Track B Building the Process-Aware Organization	Track C Applying BPM-Enabling Technology																							
A1. Analyst Panel: Creating a Process-Rich Strategy	B1. Analyst Panel: BPM as a Management Discipline	C1. Process Modeling for Profit																							
11:30am	Solution Provider Sessions																								
12:30pm	Attendee Lunch & Solution Showcase Dessert Reception																								
2:30pm	A2. Case Study: Driving Business Value through IT Process	B2. New Roles and Competencies: Blurring Boundaries																							
3:45pm	Solution Provider Sessions																								
5:00pm	K2. Keynote: BPM Tames the SOA Beast: Keys to Success Daryl Plummer, Managing VP & Gartner Fellow, Gartner																								
6:00pm	Solution Showcase Reception																								

Tuesday, September 18, 2007

7:30am – 6:30pm	Registration	
7:30am	Breakfast with the Analysts	
	PB1. Power Breakfast: Process Innovation Leads to Profits Paul Harmon, Founder, Executive Editor and Analyst, BPTrends	
8:30am	K3. Business Keynote: Change Management: A Roadmap for Managing the People Side of Change Jeff Hiatt, Founder Change Management Learning Center, President, Prosci Research	
	K4. Technology Keynote: Business Applications Through 2010: Major Changes Will Affect Your Process Environment Yvonne Genovese, VP & Distinguished Analyst, Gartner	
9:45am	A3. Agility: The Goal of BPM	
	B3. Key Roles That Enable a Process-Managed Organization	
	C3. Measuring Processes in Real Time	
11:00am	Solution Provider Sessions	
12:00pm	Attendee Lunch & Solution Showcase Dessert Reception	
1:30pm	A4. Case Study Panel: Creating a Process-Rich Strategy	
	B4. Customer Panel: BPM as a Management Discipline	
	C4. Integration: What's Lurking Below the BPM Waterline?	
2:45pm	Solution Provider Sessions	
4:00pm	A5. Aligning Business Processes With Strategy: How Performance Metrics Make This Happen	
	B5. Establishing Process Governance: Process Owners, Councils	
	C5. Business Rule Management: State of the Art	
5:15pm	K5. Keynote: Looking at a 20 Year Horizon Watts Wacker, Futurist, CEO, FirstMatter LLC	
6:15pm	Hospitality Suites	

Wednesday, September 19, 2007

7:30am	Vertical Networking Breakfast	
	PB2. Power Breakfast: The BPMS Market – Key Players, Trends Michelle Cantara	
8:30am	A6. "How to" Workshop — Managing the People Side of Change: Getting Started with Change Management	
	B6. "How to" Workshop — Managing the Process-Centric Organization	
	C6. "How to" Workshop — Process Modeling with BPMN	
10:20am	A7. Crafting a Process Vision and Execution Plan	
	B7. Next Steps in the Unavoidable Transition: Critical Decisions in 2007 for Every IT Organization	
	C7. Rules, Policies and SOA Governance	
11:30am	K6. Keynote: Gartner Predicts — An Open Research Meeting Moderated by Daryl Plummer	
12:30pm	Conference adjourns	

AS OF JUNE 29, 2007 AND SUBJECT TO CHANGE.

Session Descriptions

Pre-Conference Tutorials

T1. BPM: The Discipline

This tutorial session is designed to provide an overview of BPM as a management discipline. BPM is more than a technology. A proper understanding of BPM requires one to consider new roles, responsibilities, cultures and practices. This presentation presents BPM in this refined light and will include tips on how to gain and maintain traction with BPM in your organization.

Bill Rosser, Gartner

T2. BPM Technology: From Best-of-Breed Tools to Process

This tutorial session will provide an overview of the core technologies associated with BPM. From the modeling tools to the run-time engines such as the Business Process Management Suite (BPMS), this primer will help business and technical professionals understand the core and contributing BPM-enabling technologies and how they tie together to support business process improvement efforts.

Marc Kerremans, Gartner

Keynote Sessions

K1. Business Processes: The Foundation Linking Business and IT

Business process management (BPM) is a management discipline that requires organizations to shift to process-centric thinking, and to reduce their reliance on traditional territorial and functional structures. BPM requires and enables organizations to manage the complete revision cycles of their processes, from process design to monitoring and optimization, and to change them more frequently to adjust to changing circumstances. Such rapid change is impractical while processes are embedded in conventional applications. The development of BPM technologies is enabling business managers to abstract process flows and rules from the underlying applications and infrastructure, and to change them directly. BPM is an IT-enabled management discipline, and represents a fundamental change in how businesses manage and run their operational processes. Key issues:

- BPM: What does it mean as a management discipline?
- BPM: What does it mean as a technology foundation?
- BPM: What should you be doing?

Simon Hayward, Gartner

K2. BPM Tames the SOA Beast: Keys to Success

Service Oriented Architecture horror stories are starting to appear as organizations run into problems realizing productivity and cost gains from SOA. However, BPM offers a set of technologies and a discipline that can make SOA more consistent in value. This presentation examines how to govern services, to model behavior, and to use process to revolutionize the development methodologies of the future. Key Issues:

- What is the relationship of BPM to SOA?
- How can BPM be used to both govern and to evolve an SOA?
- What technologies, vendors, and practices are the most effective to build SOA success?

Daryl Plummer, Gartner

K3. Business Keynote: Change Management: A Roadmap for Managing the People Side of Change

Changes to processes, systems and tools require people to change how they do their jobs. Your BPM projects will ultimately depend on people. Yet, employee resistance to change remains the number one obstacle to successful transformations. In this keynote, a roadmap will be revealed that enables you to take charge of the people side of your project. Join Jeff Hiatt, CEO of Prosci Research, as he reveals the science of effectively managing the people side of change, including research results, practical tools and easy-to-use models.

Jeff Hiatt, Founder Change Management Learning Center, President, Prosci Research

K4. Technology Keynote: Business Applications Through 2010: Major Changes Will Affect Your Process Environment

Major market forces are affecting how users will receive value from process driven IT solutions in the future. The way we define process is changing: business applications as well as the market that supports them are also changing. The coming collision and merging of technologies to support process will have a profound effect on your IT environment. This keynote will discuss:

- What are the major changes occurring within business applications?
- How will these changes impact current thinking around delivering solutions?
- What new role will business applications play in the process-driven organization?

Yvonne Genovese, Gartner

K5. Looking at a 20 Year Horizon

During this keynote, we'll explore how the next generation of work environments will be shaped by social changes, technological influences, personal dynamics and world pressures.

- Just how much will work change when we have four generations in the workforce?
- When connectivity allows for you to be in multiple places at the same time?
- When intellectual property drives business success?

Watts Wacker, CEO, Futurist, FirstMatter LLC

K6. Gartner Predicts — An Open Research Meeting

Gartner research meetings are lively affairs, with an open exchange of ideas and many perspectives. In this special keynote session, we invite you to participate in an open research meeting with Gartner analysts and other conference delegates as we explore several important ideas and build new strategic assumptions around those topics. Don't miss the fun, interactive discussions as delegates and analysts alike engage each other in spirited exchanges. Let the games begin!

Moderator: Daryl Plummer, Gartner

Session Descriptions

Workshops and Power Breakfast Sessions

Paid Workshop: BPM in Practice: Understanding and Implementing BPM

Presented by the leadership team and standards architects of the Workflow Management Coalition (WfMC), this intensive workshop covers the benefits and business impact of BPM, as well as the relevant industry standards including Wf-XML, XPD, BPMN and BPEL. The topics range from general overview of the BPM market, to specific detailed presentations on standards. The course is designed for both beginners and those who are already familiar with BPM and need to know more about the leading BPM standards and their impact on software design and implementation.

Participants will gain a detailed understanding of how to approach BPM initiatives, as well as the role of Business Process Modeling Notation (BPMN) and XML Process Definition Language (XPDL) and Business Process Execution Language (BPEL). All participants will receive an XPDL Implementer's Kit with details and preparation for XPDL certification.

Presented by Nathaniel Palmer, President of Transformation+ Innovation and Executive Director of the Workflow Management Coalition (WfMC)

PB1: Process Innovation Leads to Profits

There are lots of ways to approach process change. The most powerful approach requires that senior executives re-conceptualize their processes and undertake innovations that create significant new opportunities for productivity and profits. Paul Harmon, Founder, Executive Editor and Analyst of *BPTrends* will discuss some of the ways companies have redesigned processes to achieve significant competitive advantages through innovation.

Paul Harmon, Founder, Executive Editor and Analyst, *BPTrends*

PB2: Power Breakfast: The BPMS Market — Key Players & Trends

The BPM market has attracted numerous vendors from a variety of backgrounds. Merger and acquisition activity has been increasing as vendors respond to the latest technology developments and economic pressures. The emergence of the Business Process Management Suite (BPMS) has added a new competitive dynamic to this market. This presentation will examine the key forces shaping the BPM market, highlighting the challenges and opportunities these changes represent for vendors and end-users. Key issues:

- What is the size of the BPMS market and how will it evolve over the next five years?
- Who are the Key Players in the BPMS Market?
- What are the key growth opportunities; what is the impact?

Michele Cantara, Gartner

Track A: Creating a Process-Rich Strategy

A1. Analyst Panel: Creating a Process-Rich Strategy

Key analysts will give their insights on creating a process-rich strategy, drawing from their research and client experiences. Attendees will leave with a good understanding of the importance of creating and maintaining a process-rich strategy and will gain insight into the speakers and topics that will dominate this track. Key Issues:

- What is the value of a process-rich strategy?
- How hard is it to align a vision for process with a business strategy?
- What are the important topics one needs to master when creating a process-rich strategy

Moderator: Daryl Plummer, Gartner

A2. Case Study: Driving Business Value through IT Process

Need help realizing the ROI of IT process refinement? Learn how industry leaders are reaping the benefits of improved IT and business services delivery through IT Service Management and develop realistic ROI. In this case study session, you will discover how leading organizations have methodically refined their processes to deliver effective services.

- What strategy, tools and methods were used?
- What worked and what didn't?

Shafqat Azim, Gartner

A3. Agility: The Goal of BPM

Agility needs to become a core competency. One option for building this is to use Business Process Management as a discipline in defining and refining agile processes. This requirement originates from a long history of business needs and is only part of a set of demands that currently are encouraging increasingly rapid change. To deal with such change, each enterprise must decide how it will achieve enough agility to compete in a world in which instant gratification has taken on a key meaning. This presentation discusses agility in the context of

the business of IT and process management.

- What strategic and technological imperatives will drive agility during the next five years?
- How can Business Process Management refine what it means to be agile?
- What technology and social frameworks will best support rapid change and agility during the next five years?

Daryl Plummer, Gartner

A4. Customer Panel: Creating a Process-Rich Strategy

In this case study, participants will present real-world insight on delivering process-rich strategies: what works, what doesn't; what was expected and what was a bit of a shock. By balancing the analytic perspective with customer stories, attendees will walk away with a '360-degree' perspective for blending a process view and the business strategy effort.

- What is the value of a process-rich strategy?
- How hard is it to align a vision for process with a business strategy?
- What are the important topics one needs to master when creating a process-rich strategy

Moderator: Michael Smith, Gartner

A5. Aligning Business Processes with Strategy: How Performance Metrics Make This Happen

In this presentation we will cover our research on the effective use of business metrics for on-going business process improvements. What follows are guidelines, principles and examples of how to select and use business metrics to construct, model and align business processes with key organizational goals.

- How can we translate vision to action?
- How can performance management help drive business process optimization?
- What business metrics should we focus on?

Michael Smith, Gartner

A6. "How to" Workshop — Managing the People Side of Change: Getting Started with Change Management

In this session you will learn how to apply a systematic process and model for managing the people-side of change. This workshop will provide insight into Prosci's research-based change management model and how to make this model work with your technology changes and process improvement projects. The model and tools provide a framework for managing change at all levels from top executives to front-line employees. Topics will include:

- Psychology of change
- ADKAR model
- Preparing for change
- Managing change
- Reinforcing change

Jeff Hiatt, Founder Change Management Learning Center, President, Prosci Research

A7. Crafting a Process Vision and Execution Plan

Crafting a vision, building awareness, and gaining buy-in, represents some of the main challenges the Business Process Director faces. Gartner developed the Business Process Management Maturity and Adoption Model as a means to prepare the pragmatic vision and plan for the challenge of becoming process-managed.

- How does a good BPM plan integrate with the whole enterprise?
- What are the multiple roles a planning process must satisfy?
- What future changes in BPM planning are anticipated or needed?

Bill Rosser, Gartner

Track B: Building the Process-Aware Organization

B1. Analyst Panel: BPM as a Management Discipline

In this session, key analysts will give their insights on approaching BPM as a management discipline (and not just a new technology buzzword), drawing from their research and client experiences. You will hear Gartner's dialectic view of BPM — a management discipline enabled by key technological innovations — and will gain insight into the speakers and topics that will dominate this track.

- What does it mean for BPM to be a management discipline?
- What are the organizational and cultural challenges to mastering BPM?
- What are the important topics one needs to master to treat BPM as a management discipline?

Moderator: Diane Morello, Gartner

B2. New Roles and Competencies: Blurring Boundaries

Here Gartner lays out a roadmap for the types of competencies, roles and skills that will serve as common ground for workforce selection, development and deployment. The roadmap will improve the IT organization's workforce prowess.

- What trends and forces will have the greatest impact on the workforce?
- What roles, competencies and capabilities will optimize organizational models and structures?
- How will enterprises select, develop and deploy their workforce?

Diane Morello, Gartner

B3. Key Roles That Enable a Process-Managed Organization

The growing focus on operational excellence has led business leadership to explore process orientation as an alternative to functional orientation. However, becoming process-driven has far-reaching effects on organizational staffing, roles and responsibilities, governance, skills, methods and disciplines. In this

presentation we explore emerging roles that enable organizations to accelerate their process maturity.

- Why do roles need to change?
- What new roles are emerging?
- What are best practices for transforming to a process-managed organization?

Janelle Hill, Gartner

B4. Customer Panel: BPM as a Management Discipline

Case study participants will present real-world insight on BPM as a management discipline: change management, organizational design, cultural impact, best practices, etc. By balancing the analytic perspective with customer stories, attendees will walk away with a '360-degree' perspective for blending a process view and the business strategy effort.

- What does it mean for BPM to be a management discipline?
- What are the organizational and cultural challenges to mastering BPM?
- What are the important topics one needs to master to treat BPM as a management discipline?

Moderator: Janelle Hill, Gartner

B5. Establishing Process Governance: Process Owners, Councils

Creating relevant and transparent accountability, decision-making, and reward processes to guide actions across the enterprise is critical to process orientation. Naming process owners, setting up process councils, and establishing a process office represent the foundation of success.

- How do you determine process owners?
- What does (should) a process council debate over?
- How do you push decision-making down into the organization?

Michael Gerrard, Gartner

B6."How to" Workshop: Managing the Process-Centric Organization

In this Workshop, Paul Harmon, Founder, and Chief Methodologist of BPTrends Associates will review the BPTrends Associates BPM enterprise methodology and discuss how companies can use a business process architecture to organize their corporate performance measurement system, and their process governance systems, while simultaneously aligning a variety of IT and HR resources. This session will include a step-by-step approach and case studies. Topics will include:

- Defining a business architecture with a BP framework
- Aligning strategy and process
- Defining performance scorecards for the organization and for process managers
- Organizing process management
- Using a BPM Center of Excellence to prioritize and maintain change

Paul Harmon, Founder, Executive Editor and Analyst – BPTrends

B7. Next Steps in the Unavoidable Transition: Critical Decisions for Every IT Organization

Some organizations are already transforming to business change agents dealing with business processes and information. Others are re-evaluating their boundaries and roles as brokers of multi-sourced service delivery. This presentation outlines the main choices, the next steps and the critical transition decisions you need to make in 2007 and beyond.

- What are the destinations and roadmaps for IT organization transition over the next 5 years?
- What are the critical transition decisions to make in 2007?
- How do the style of the overall enterprise and the role of IT within it affect these transition choices?

Diane Morello, Gartner

Session Descriptions

Track C: Applying BPM-Enabling Technology

C1. Process Modeling for Profit

Process Modeling is one of the more effective ways to complete process discovery. Even when the obvious opportunities for process improvement have been mined, process modeling can be leveraged to dig deeper for additional improvements. It is important how we approach the process modeling activities, so this session will concentrate on the most productive ways of modeling for profit.

- What Does Process Modeling Really Deliver?
- What are Some of the Best Practices for Process Modeling?
- How Does the Modeling Stay Involved During the Continuous Improvement Cycle?

Marc Kerremans, Gartner

C2. BPMS: A Change from Business as Usual

Business Process Management promises real, profound change to the way your business operates. Yet there are too many vendors (many with more marketecture than product!), not enough quantified proof points, and most of all not enough information to make an informed decision on how best to leverage its disciplines and technology in your organization.

- What is really new in BPM and BPM technologies?
- How will BPMSs change the way our company operates?
- What are the most appropriate and proven use cases for investing in BPM?

Janelle Hill, Gartner

C3. Measuring Processes in Real Time

Business activity monitoring presents a real-time measurement of how processes are performing, and provides additional time to manage threats or opportunities. This has value for business process analysts, line of business owners, and the business operations staff, but requires a change in culture.

- How does real-time process monitoring work?
- Where is the value and challenges in real-time process monitoring?
- Which technologies are available to monitor processes in real-time?

Bill Gassman, Gartner

C4. Integration: What's Lurking Below the BPM Waterline?

After business processes are modeled they need to be deployed. In many cases process is deployed across a combination of application logic, business process management tools and various platform and integration middleware. Mapping all of your process definitions to IT infrastructure will require flexibility — and an understanding of what lurks below the BPM waterline.

- What is integration, and what is its relationship to business process execution, technology and infrastructure?
- What are common and emerging integration problems and solutions?
- What strategy should your company adopt to guide process integration deployment and infrastructure?

Benoit Lheureux, Gartner

C5. Business Rule Management: State of the Art

Business Rule Management (BRM) is a concept that has not yet been embraced by most enterprises. This presentation will examine the value that comes from the explicit management of business rules, policies and scenarios. We will examine the concept of BRM, the vendors and the technologies with a focus on how BRM supports enterprise decision making.

- What is Business Rule Management (BRM)?
- How does a Business Rule Management System (BRMS) add value to BRM?
- How can BRM transform enterprise decision making?

Eric Deibert, Gartner

C6. "How to" Workshop — Process Modeling with BPMN

In this session you will learn how to translate process knowledge gathered from interviews with subject matter experts into the OMG-standard Business Process Modeling Notation. You will learn all elements of the notation, as well as best practices for using BPMN both for basic process description and for rigorous analytical modeling. In addition, although it is not standardized in BPMN, you will learn how to use BPMN models for simulation analysis. Topics will include:

- Background of the standard
- Diagram elements and best practices
- Modeling flow and resources
- Modeling exception handling
- Simulation analysis

Bruce Silver, Principal Analyst, BPMS Watch

C7. Rules, Policies and SOA Governance

Governing Processes and Policies are a separate discipline from overall SOA Governance. Issues such as granularity, ownership, visibility and reuse are critical to any company embarking on an SOA or BPM project. Without proper governance there is a high probability your initiatives will fail. This presentation will focus on both the organizational and technical challenges and solutions of these governance concerns.

- What is the role of process governance within the broader context of SOA governance?
- What are the technologies of SOA and process governance?
- Which vendors understand SOA governance and are they same vendors that understand BPM?

Frank Kenney, Gartner

"Wonderfully focused with value in every session and breakout. Thank you!"

Chris Luetke, Business Practices Manager, Kraft Foods

Sponsors

PREMIER

Appian

Appian is a leading provider of business process management (BPM) technology that helps organizations design, manage, and optimize their business processes. Appian Enterprise has revolutionized process design with a modeling environment that is simple enough for business users yet powerful enough for IT. Appian is the first BPM vendor to combine collaboration and content management with process to create best practice business processes. Appian's patent-pending Active Optimization Technology, which analyzes the in-flight process data stream, not just stored data, helps companies stay ahead of the competition.

www.appian.com



Global 360, Inc. is a leading provider of Business Process Management and Optimization solutions for Global 2000 organizations. Global 360 is the only software and services company that combines the ability to optimize your most complex and challenging business processes, with best-in-class customer service and care, enabling the world's leading companies and organizations to create efficiencies, enhance revenue and ensure long-term process competitiveness.

www.global360.com



IBM WebSphere® Business Process Management (BPM) solutions enable organizations to streamline and integrate business processes more effectively and efficiently than ever before. The IBM solutions enable reusable business processes via a Services Oriented Architecture (SOA) IBM offers a comprehensive BPM suite that allows customers to model, assemble, deploy and manage their business process to maximize business effectiveness. To learn more about these products and their functionality, stop by the IBM booth or visit:

www.ibm.com/software/info/bpmsoa



Lombardi is a leader in business process management (BPM) software for Global 2000 companies and government agencies. We offer award-winning BPM technology, know-how and services to help our customers become Process-Driven. Lombardi products are built on open standards and provide ongoing prioritization, planning, visibility and control of business processes, increasing the speed and flexibility with which organizations can manage their business process activity and decision-making. For more information, visit:

www.lombardi.com



Pegasystems BPM technology is used by the world's most innovative organizations to guide interaction among people, systems and information. Only Pegasystems gives business people and IT departments the ability to use rules-based technology instead of sophisticated programming to manage, automate and optimize changing business processes. Headquartered in Cambridge, MA, Pegasystems has regional offices in North America, Europe and the Pacific Rim. For more information, visit:

www.pega.com

PLATINUM



BEA Systems, Inc. is a world leader in enterprise infrastructure software, delivering powerful standards-based platforms for building enterprise applications and managing Service-Oriented Architectures even in heterogeneous IT environments. Customers depend on BEA Tuxedo®, WebLogic®, and AquaLogic™ product lines to reduce IT complexity, leverage existing resources, and speed the delivery of new services. BEA's AquaLogic BPM Suite is a comprehensive business process management suite for assisting with the creation, execution and optimization of business processes.

www.bea.com/bpm



Documentum software from EMC Corporation includes enterprise content management solutions that enable organizations to unite teams, content, and associated business processes. With a single platform, EMC Documentum software enables people to collaboratively create, manage, deliver, and archive the content that drives business operations, from documents and discussions to e-mail, web pages, records, and rich media. With Documentum enterprise content management, organizations improve their competitive advantage by accelerating time to market, increasing customer satisfaction, and reducing operating costs. For more information, call 800.607.9546 (outside the U.S. +1.925.600.5802) or visit:

www.software.emc.com



The Fujitsu Interstage Suite is ranked as a leader in the Application Integration and Middleware market. We help companies define a standards-driven foundation for their enterprises' Service-Oriented Architecture (SOA). Businesses rely on the Fujitsu Interstage products to build solutions that bridge the gap between business and IT while delivering simplified and optimized business processes.

www.fujitsu.com/global/services/software/interstage

ORACLE FUSION MIDDLEWARE

Designed to rapidly define and automate business processes, Oracle's comprehensive BPMS solution, part of Oracle Fusion Middleware, allows you to visually create business processes, and use powerful integration and human workflow capabilities along with a built-in rules engine and BAM capabilities to monitor active processes and business events in real-time.

www.oracle.com/technologies/bpm



With a focus on improving processes for greater innovation, agility, and governance, Metastorm leads the market in business process management (BPM) software and best practice methodologies. Going beyond basic modeling and automation, the Metastorm BPM® Suite addresses the complete process lifecycle, delivers fast results, and helps organizations achieve Enterprise Process Advantage®. For more information:

www.metastorm.com



Microsoft's Business Process Platform of BizTalk Server, Office, and .NET connect people and business processes spanning enterprises and organizations. With familiar tools for business users and developers, enterprises can realize real-world business process management (BPM) and business to business (B2B) solutions that work with existing IT investments.

www.microsoft.com



Savvion is the pioneer and leader in business process management (BPM) and provides software and services to the world's largest and most respected organizations. Our comprehensive BPM suite, Savvion BusinessManager, helps people in industry-leading organizations create innovative process solutions. These solutions make it easier for them to manage the mission critical processes which help them bring world class goods and services to market. As needs change, people can optimize these solutions based on real-world experiences, extending them across functional and trading partner boundaries. Savvion delivers high value and bottom line revenue impact to our clients, often delivering return on investment as high as 300%.

www.savvion.com



Software AG and webMethods have come together to create the world's largest independent provider of Business Infrastructure Software enabling customers to modernize and automate their IT systems and rapidly building new systems to meet growing business demands. Our product portfolio includes best-in-class solutions for managing data, enabling service oriented architecture, and improving business processes.

www.webMethods.com

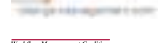
SILVER PLUS

Fair Isaac Corporation
IDATIX
TIBCO Software
Trouw Technologies

SILVER

Ascentn
FlowCentric Solutions
Pty (Ltd)
Haley Systems
iGrafx
InRule Technology
Proforma Corporation
Systar, Inc.
Workpoint

MEDIA PARTNERS



**Register by July 27
and save \$200 off
the registration fee**

Priority Code:

© 2007 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark

Gartner Business Process Management Summit 2007

**SEPTEMBER 17-19, 2007
PRE-SUMMIT WORKSHOP & TUTORIALS:
SEPTEMBER 16TH
JW MARRIOTT GRANDE LAKES
ORLANDO FL**

Get a full week of BPM and Event Processing

**Also attend our co-located, inaugural Event Processing Summit,
September 19-21.**

Event Processing will increasingly drive the intelligence behind your business applications — get a full download on topics including the ROI of Event Processing and Business Activity Monitoring, and get better, smarter, faster! Full details at gartner.com/us/processing

How to Register

5 Ways to Register

Web: gartner.com/us/bpm-fall
Telephone: +1 800 778 1997
or +1 203 316 6757
Fax: +1 866 778 1997
Email: gartner.events@gartner.com
Mail: Gartner Events
P.O. Box 911319
Dallas, TX 75391-1319

Registration Fees

Conference registration fee includes:
conference attendance, documentation and
planned functions.

Business Process Management Summit

Early Bird Price: \$1,695
(BY JULY 27, 2007 WITH CREDIT CARD PAYMENT)

Standard Price: \$1,895

**Paid Workshop — BPM in
Practice: Understanding and
Implementing BPM \$495**

Best Value — Combination Price:

**Business Process Management Summit
+ Event Processing Summit**

Early Bird Price \$2395
(BY JULY 27, 2007 WITH CREDIT CARD PAYMENT)
Standard Price: \$2695

Save Money

- **Early Bird Discount: Register by July 27, 2007 and receive \$200 off the standard registration fee**
- **Team Discount:**
Register five colleagues from the same company at the same time with payment and the fifth colleague attends free. (Discount invalid for Gartner ticket holder and special pricing options)
- **Low Hotel Rates:**
Only \$199 a night with a Gartner group rate if you reserve by August 27, 2007.

**For travel discount info, go to
gartner.com/us/bpm-fall and click on
Hotel/Travel**

Gartner Clients

We accept Gartner Theme tickets as full Summit payment. If you are a client with questions about tickets, please contact your sales representative or email gartner.events@gartner.com.

Interested in becoming a Gartner client?

E-mail: client.info@gartner.com
Phone: +1 203 316 1111

PRIVACY POLICY GO TO GARTNER.COM/PRIVACY



Hotel Information

Make your hotel reservations directly with the hotel at the same time you register for the conference.

JW Marriott Grande Lakes
4040 Central Florida Parkway
Orlando, FL 32837
Toll Free: +1 800 682 9956
Phone: +1 407 393 2300
Fax: +1 407 206 2301