

# Gartner Business Process Management Summit 2009

23-25 February 2009 | Royal Lancaster Hotel, London

Using BPM to Survive, Thrive and Capitalize



## Day 3 Applying Knowledge and Delivering Results

Following two days of advice and updates on the latest process management strategies, tactics and technologies, we dive deeper into the best practices of restoring stability and value. We bring you one indispensable keynote, an Open research meeting giving you an opportunity to see first hand how Gartner research comes about and be part of this plus a range of analyst sessions and practical interactive workshops. This is an intensive day that will provide you with action points for immediate implementation when you are back in the office, plus ideas and knowledge that you can use for the year ahead.

### Workshops

#### Workshop: Aligning BPM Initiatives With Your Applications Portfolio

Most organizations find their BPM initiatives disconnect from their existing business application portfolio and strategy, particularly when it comes to package business applications. In this workshop you will:

- explore the possibilities for improved alignment while limiting disruption to package application projects and implementations.
- discuss the BPM content and capabilities of your existing portfolio
- evaluate BPM-enabled packaged business application deployment
- discover how to use BPMS in your applications development strategy.

**Philip Allega and Jim Sinur, Gartner**

#### Workshop: BPM & Modeling

Process models are business assets – a tool for communication, supporting a reference architecture that drives business and IT closer together. This workshop will:

- focus on BPMN (Business Process Modeling Notation)
- touch on other modeling techniques including Role Activity Diagrams and Business Capability/Services Modeling.
- address what is BPMN – and its fundamental capabilities, strengths and weaknesses
- explore how BPMN is applied in Tools today
- investigate if there is consistency in the adoption in BPMN tools
- cover how to build simple BPMN models (BPMN Basics).

**Derek Miers, CEO, BPM Focus**

#### Workshop: Best Practices for Evaluating BPMSs (End Users Only)

Clients continually mention that they can't distinguish one BPMS from another, that they all look the same. In this interactive workshop you will:

- Learn how you can make a better selection of a product to meet your needs
- Find out about use-case based method for evaluating BPMSs
- discover what are the top usage scenarios for a BPMS

**Michele Cantara, Janelle Hill and Marc Kerremans, Gartner**

#### Workshop: Process Architecture

Understanding process modeling is one thing, but it doesn't help identify and design the relationships between processes. In this workshop you will:

- look at defining and designing an appropriate Process Architecture
- find out what are the traditional approaches to Process Architecture
- discover where they excel and where the deficiencies are
- focus on the different levels of Process Maturity and how they relate to the architecture in use
- learn about the techniques for Process Architecture including black magic and Case Handling design pattern together with RIVA – using the Unit of Work Analysis to define the essential processes.

**Derek Miers, CEO, BPM Focus**

#### Workshop: Practical Steps BPI Leaders Need to Take in the First 100 Days

This how-to workshop is appropriate for those in the early stages of launching a BPM effort as well as those moving from BPM projects to a program view. It will:

- guide you through the steps you need to take to get your BPM program running.
- explore the work you need to do
- discover how to document your activities in the BPM strategic plan.

**Philip Allega, Marc Kerremans, Elise Olding and Bill Rosser, Gartner**

#### Workshop: BPM Game – The Greatest Move

This BPM simulation workshop is an interactive and realistic way to experience the essentials and the benefits of Business Process Management. In the simulation workshop you:

- will be confronted with situations that you will recognize from your own working environment
- are able to distance yourself from your own business environment and processes
- can experience and oversee the key aspects of BPM in action.

**Eddie Janssen and his Team at Ideas@Work and Marc Kerremans, Gartner**

### How to Register for Day 3

Gartner Clients can use their Summit tickets as payment for the first two days of the Summit, 23 – 24 February 2009. To attend the Best Practices and Implementation day on 25th February 2009, an upgrade of a Summit ticket or payment of €510 + VAT is required.



**Gartner**  
Business Process  
Management  
Summit 2009

23–25 February | London

Register today

**1** Online:  
europe.gartner.com/bpm

**2** Tel:  
+44 (0)20 8879 2430

**3** Email:  
emea.registration@gartner.com

# Day 3 Best Practices and Implementation Day

## Gartner Sessions

### Communications Enable Your Business Processes

The integration of unified communications with business applications is redefining business processes and workflows, enabling significant opportunity for competitive differentiation. This session will review case studies, identify opportunities, and define how to integrate IP-PBXs, e-mail, presence, instant messaging, mobility and conferencing platforms with horizontal and vertical business applications.

**Key Issues:**

- What are the communication components of communications-enabled business processes (CEBPs)?
- What are examples of CEBP implementations today?

### Staff Smart: The Ultimate Organization Chart for the Collaborative Process-Driven Enterprise

Determine the skills and roles necessary to support your business process management, portal, and content management efforts. Get proper job descriptions and discover strategies you'll need - such as a competency center and specific training in information management - to get those people working productively to advance your efforts.

### Using Process Management Skills to Improve Web Analytics Initiatives

Web sites produce better results when relevant processes are managed, no matter if the site's purpose is commerce, customer service, lead generation, product delivery or branding. Why do some organizations succeed while others fail? This presentation explains how to attract the proper visitors and optimize their behavior and experience while there.

### Unconscious Incompetence and Organizational Change in the Application Organization

Most applications organizations want to be something "different." They want to be more agile, they want to be more consistent and they want to provide more value. They're also very bad at changing their processes. We present a framework for becoming consciously competent at organizational change within the applications organization, and a process by which continuous improvement can be attained.

**Key Issues:**

- How do application organizations currently manage change, and why doesn't it work?
- What fundamental processes must be in place to ensure successful application organizational change?
- What are the key success and failure factors to consider when becoming competent at application organization change?

## Plenary Sessions

### The Fight for the BPM World Cup

There are lots of opportunities, even in the current economic crisis, to improve your business with BPM. You can consolidate processes, remove time-consuming and costly process steps. But where do you start? How can you surgically remove wasteful steps without killing the patient - in this case your business process. In this session, senior BPM analysts vigorously debate whether it's best to concentrate on reducing costs or identify redundant and wasteful processes.

### Gartner Open Research Meeting

Gartner Open Research Meetings are lively affairs, with exchanges of ideas and perspectives. In this special session, we invite you to participate in an open discussion with Gartner analysts and other delegates as we explore the highlights and key takeaways from the conference experience, what assumptions were validated and what assumptions were not. Don't be surprised if the interactive dialog opens a few eyes, bringing new and important ideas to the forefront, building possible new strategic assumptions around BPM topics.

## Analyst/User Roundtable Session

### Creating a Unified SOA and BPM Strategy (pre-registration required) - go online click on the "Register" button or visit the One-on-One booking desk on-site

Many organizations are embarking on a SOA strategy and have not fully utilized BPM. Attend this roundtable to discuss opportunities to more tightly couple these two disciplines.



**\*You must be registered as a "Day 3" attendee to attend the sessions on Wednesday 25 February.** If you have any questions about your registration status or would like to upgrade, please contact the Gartner Registration team on +44 (0)208 8792430, or [emea.registration@gartner.com](mailto:emea.registration@gartner.com). Alternatively, please visit the Registration Desk in the Nine Kings Foyer on-site.



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## Register today

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