

Gartner Business Process Management Summit 2009

23-25 February 2009 | Royal Lancaster Hotel, London

Using BPM to Survive, Thrive and Capitalize



Gartner predicts: More than 50% of BPM programs will fail by 2011 due to lack of BPM disciplines. Gartner analysts will provide actionable advice at the **Business Process Management Summit 2009, 23-25 February** in London.

This event is the single smartest investment you can make all year – particularly in times of budget scrutiny. It examines the BPM solutions, strategies, cutting edge best practices, latest tools and technology that can help your business to act more intelligently and drive business performance. You'll leave with focused insight and concrete action plans to start investing on a short list of the most profitable strategic initiatives that will propel business forward and outpace your competitors.

Wherever you are on the BPM learning curve, the summit has three days of sessions and keynotes customized for your level of BPM experience – including **beginner**, **intermediate** and **advanced** tracks, empowering you with the specific information you need to transform your organisation.

1 Track 1: Survive: Establish the Foundation for Successful Process Improvement

Your organization's ability to weather the storm depends on your ability to cut costs and improve productivity. Building a solid foundation for a successful BPM program is a pre-requisite to enable you to equip your enterprise to deliver vital improvements to business processes. This track, aimed at those beginning BPM or those whose BPM efforts are stalled, focuses on getting your BPM program off to the right start by building in the agility your organization needs.

2 Track 2: Thrive: Deliver Results and Expand Capabilities

Once you have the BPM basics in play, it's time to deliver results by exploiting the process visibility that BPM brings to your organization. Learn how using key metrics and mining business intelligence sets the stage for business growth. This intermediate track focuses on building capabilities that sustain BPM efforts and reduce costs while improving key processes and opportunities to contribute to the bottom line.

3 Track 3: Capitalize: Pushing the Boundaries of Your Business with BPM

This track is filled with insights to synergize and integrate BPM into the fabric of your organization. Designed for more advanced practitioners, sessions focus on how BPM enables your enterprise to capitalize on opportunities in this economic climate.



Meet the Analysts

Don't miss out on the opportunity to spend 30 free minutes privately discussing a topic of your choice with a Gartner analyst who specializes in this area.



Solution Showcase

Meet innovative technology and service providers at the forefront of Business Process Management.



End User Case Studies

Excellent opportunity to tackle key issues with experts and peers alike.

Understand the True Value of BPM Summit



Budgets are tight and increasingly IT and business professionals must prove the value of educational conferences before attending. We have pulled together information that will help you demonstrate how attendance at the Gartner Business Process Management Summit supports your organizational goals. europe.gartner.com/bpm



Best Practices and Implementation Day – Wednesday 25 February 2009

'Hands-on' workshops – Roll up your sleeves and put into practice all the advice gained during the first two days of the Summit. With a focus on the practical implementation of lessons learned, the focus of day 3 of the Summit is on Interactive Workshops and Best Practices.

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

Agenda at a Glance

Day 1 and 2

Monday 23 and Tuesday 24 February 2009

Plenary Sessions

Executive Keynote: Process Mining: Beyond Business Intelligence |

Prof. dr. ir. Wil van der Aalst, Professor of Information Systems, **Technische Universiteit Eindhoven**

Gartner Keynote: Making the Case for BPM in a Time of Crisis | Janelle Hill, Research VP and Mark Raskino, VP & Gartner Fellow, **Gartner**

Gartner Keynote: Using BPM to Survive, Thrive, and Capitalize | Michele Cantara, Research VP, Elise Olding, Research Director and Jim Sinur, Research VP, **Gartner**. Moderated by: Daryl Plummer, Managing VP & Gartner Fellow, **Gartner**

Tailor Your Agenda
Get the most out of your 3 days: build your own agenda online. Download the sessions to your calendar or export as a PDF. Visit europe.gartner.com/bpm

TRACK 1: Thrive Establish the Foundation For Successful Process Improvement	TRACK 2: Survive Deliver Results and Expand Capabilities	TRACK 3: Capitalize Pushing the Boundaries of Your Business With BPM
Getting Started With Business Process Management	BPA, EA, BPM Modeling Tools – A Tool-Fitting Fluoroscope	Future of Business Applications in Managing End to End Processes
BPM Technology: Walk Before You Run	Measuring Business Performance of Your BPM Initiatives	Dynamic BPM versus Agility: The Competitive Differentiator
Key Roles That Enable a Process-Managed Organization	Employing Business Intelligence About and Within your Business Processes	The Future of Business Integration in a Post Web 2.0 World
EA + BPM: United, We Deliver the Business – Divided, We Miss the Mark	Building a Business Process Competency Center (BPCC)	Managing Business Processes in the Cloud
All Together Now? BPM and IT Governance	Intelligent Decision Management with Business Rules	The Evolving Market for BPM Technology
Eight Steps to Take If You Need Consulting and System Integration Help With Your BPM Projects	BPM's Role in E-Commerce and B2B Projects	BPM Optimization and Simulation – A Game Changer in Lean Times
Case Study: BPM Enabling Money Laundering & Tax Evasion Prevention Systems	Case Study: Zeus Creates a Unified Process Framework	Case Study: Rule Based Bill Audit Expert System
	Case Study: Organizational Readiness for Implementing BPM in a Global Chemical Company	Case Study: Transformation Enabled by BPM and BI

Day 3

Wednesday 25 February 2009

Best Practices and Implementation Day

Plenary Sessions

Gartner Keynote: The Fight for the BPM World Cup | Janelle Hill, Research VP and Marc Kerremans, Research Director, **Gartner**

Gartner Open Research Meeting: Gartner Open Research Meetings are lively affairs, with exchanges of ideas and perspectives | The BPM Analyst Team, **Gartner**. Moderated by: Mark Raskino, VP & Gartner Fellow, **Gartner**

Communications Enable Your Business Processes	Workshop: Aligning BPM Initiatives With Your Applications Portfolio	Workshop: BPM & Modeling
Staff Smart - The Ultimate Organization Chart for the Collaborative Process-Driven Enterprise	Workshop: Best Practices for Evaluating BPMSs	Workshop: Process Architecture
Using Process Management Skills to Improve Web Analytics Initiatives	Gartner Workshop: Practical Steps BPI Leaders Need to Take in the First 100 Days	Workshop: BPM Game - The Greatest Move
Unconscious Incompetence and Organizational Change in the Application Organization		

Make better BPM investment decisions, health check your plans and projects and get connected at the **Gartner Business Process Management Summit, 23-25 February** in London, the most relevant, timely and important conference.

Register today

1 Online:
europe.gartner.com/bpm

2 Tel:
+44 (0)20 8879 2430

3 Email:
emea.registration@gartner.com