“By 2017, 70% of successful digital business models will rely on deliberately unstable processes designed to shift as customer needs shift.”

Do you want to transform your customer excellence and see how this can be aligned with your internal business operations? Join us for best practices sessions to gain great insight on the customer journey and on how to use customer journey analytics to improve your business operations. Learn about the case management perspective where a customer can be considered a ‘case’, how smart machines and new technology can help in the customer alignment, and what happens if ‘things’ become customers.

Day 1: 16 March 2016
13:15 – 14:00 Does Your Customer’s Process Matter?  Bruce Robertson
14:15 – 15:00 Different Perspectives on Business Operations  Marc Kerremans
16:15 – 17:00 The Use of Customer Journey Analytics Driving Your Business Processes  Brian Manusama
17:15 – 18:00 What Business Transformation Leaders Should Know About Service Providers Doing Business Model Reinvention  Julie Short

Day 2: 17 March 2016
11:30 – 12:00 To the Point: Maverick: The Thing is Always Right — What Happens When Things Become Customers  Don Scheibenreif
13:30 – 14:15 Dealing with Complexity in a Bimodal World  David Norton
14:30 – 15:15 Financial Services: Fintech and Smart Machines can Have a Large Impact, if you Look at Processes Differently  Rajesh Kandaswamy

Key Benefits of Attending
Attend the Gartner Business Transformation & Process Management Summit to understand:

- How to move beyond “traditional BPM” to reinvent processes that support business transformation initiatives and have a major impact on operational processes
- How to enhance customer-facing processes and customer experiences
- How to exploit the forces of digital business to improve your organization’s business performance
- How to drive innovation within your enterprise
- Shift investments towards strategic projects that will drive growth while continuing to reduce costs and drive efficiencies
- Demonstrate the relevance of your BPM initiative to senior management by quantifying impact on business performance results

Pricing and Registration
Pricing
Early-bird Price: €2,225 + VAT
Save €325 before 22 January
Standard Price: €2,550 + VAT
Public Sector Price: €1,950 + VAT
(€2,025 + VAT from 1 January)
Please note: Team discounts are available

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