

Gartner Business Transformation & Process Management Summit 2016

16 – 17 March | London, UK | gartner.com/eu/btpm



Transforming Business Through Strategic Process Management

VIRTUAL TRACK: Customer Excellence



“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**

Gartner Analysts



Rajesh Kandaswamy
Research Director



Marc Kerremans
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Brian Manusama
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David Norton
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Bruce Robertson
VP Distinguished Analyst



Don Scheibenreif
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Julie Short
Research Director

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

3 Ways to Register

Web: gartner.com/eu/btpm

Email: emea.registration@gartner.com

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#GartnerBPM

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