

BPM TechShow

BPM Awards and Technology Showcase
February 25-27, 2008 • Nashville Downtown Sheraton



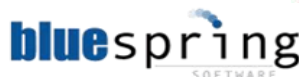
The Only Event of its Kind, Focused on Accelerating Decision-Making About BPM Software and Initiatives

- ◆ The Only Expert-Designed BPM Software Assessment Framework
- ◆ Analyst-Reviewed Presentations by Leading BPM Vendors
- ◆ Insight and Key Learnings From Validated BPM Initiatives
- ◆ Industry Case Studies Picked by BPM Experts, Not Vendors
- ◆ Intensive, Half-Day Workshops on Process Modeling and BPM
- ◆ The Opportunity to Meet Firsthand With Leading BPM Vendors
- ◆ Networking Opportunities for Peer-to-Peer knowledge Exchange

The BPM Awards and Technology Showcase is a low-cost, "must see" event for anyone considering an investment in BPM. Your best source for BPM project risk management Supported by:



With Presentations by Leading BPM Vendors Including:





If you are considering an **investment in business process management** in 2008, **spend 3 days** with us and **save hundreds of hours** and **thousands of dollars** on your project cost.

About the BPM Awards and Technology Showcase

Now in its sixth year, this unique event was **designed by leading independent consultants** and industry analysts in the field of BPM. The BPM Awards and Technology Showcase is the only event of its kind, designed to go **from introduction to evaluation of BPM software**. This event program was designed for organizations to **minimize risk and accelerate decision-making** around BPM. Based around an assessment framework and onsite introductions to the leading BPM vendors, it provides an opportunity to **fast track your BPM projects and technology assessments**.

Our team has worked for over 15 years as trusted advisors, **assisting governments and commercial enterprises developing business process management initiatives** and deploying BPM software.

Day One provides the foundation for how to most successfully leverage BPM. The program begins with a keynote from **Connie Moore, Forrester's Vice President and Research Director**. Next is a series of expert-validated case studies selected from dozens of entries, followed by a lunch reception presenting the **Global Awards for Excellence in BPM and Workflow**.

After lunch participants will learn the **BPM Assessment Framework** followed by a series of intensive "How-To" workshops **on process modeling, understanding BPM software, and setting up a successful BPM program**.

On Day Two and Day Three, participants will have the opportunity to **validate their requirements with industry experts** and **engage BPM vendors firsthand** through their **educational showcase presentations** and **one-on-one meetings**.

In addition, the Technology Showcase will culminate in a **"product shootout and bake-off"** where participating vendors are invited to build out a working application using their technology based on a supplied business scenario.

"The practical workshop format was extremely useful, allowing me to gain an in depth understanding of what the products had to offer"

B. Aleman, CIO Financial Services Organization
(previous attendee)



Learn From the Experts

You will learn from the leading analysts and practitioners on ensuring BPM project success and process modeling, hear a series of expert-reviewed case studies on actual BPM implementations, and have the opportunity to engage in meaningful conversations about BPM product assessment and selection, away from the chaos and confusion of noisy tradeshow.

Program Highlights:

- **Expert-validated case studies** selected from dozens of entries
- Industry leading education on **BPM readiness and requirements development**
- Analyst briefings on **market parameters and areas of differentiation**
- **BPM Assessment Framework** developed by leading BPM analysts, enabling informed decisions on product selection
- Technology Showcase featuring **analyst-reviewed presentations** by leading BPM vendors on specific product capabilities and orientation
- Proven format for facilitating **meaningful discussions and expedited evaluations**
- **BPM “product shootout”** featuring leading BPM software vendors

Why You Should Attend

- Develop a **clear understanding** of BPM **technologies and implementation strategy**
- Gain ideas and perspectives that will assist you in **defining process architecture and implementation tactics**
- Participate in **collaborative networking sessions** to engage with peers and other industry players
- Evaluate the leading BPM products in a forum designed to **speed decision-making**
- Benefit from the **expert-designed BPM Assessment Framework**, providing comprehensive guidance on which technologies and products are most relevant to your specific requirements
- **Engage with vendors directly** on a level playing field
- Discuss important issues with the **key BPM analysts and consultants**

“The opportunity to compare and contrast tools by having all the key suppliers together at one time was of great benefit to me and our project as a whole”

P. Swinburn, Program Director, Leading Consultancy
(previous attendee)



Program Format and Details

Following a full day of education on Ensuring BPM Project Success and Process Modeling, participants will engage with BPM vendors in the Technology Showcase. This portion of the event is presented in parallel tracks, with each vendor presenting twice on each day, allowing participants to attend those sessions that are of most interest to them.

The BPM Technology Showcase provides a unique opportunity to develop your knowledge about the current market, recent developments in product architectures and capabilities, as well as an overall understanding of what is possible with BPM. Session presentations will case study and use case examples that demonstrate a specific approach. They will be reviewed and validated by our team in advance to ensure each session provides the opportunity to develop every participant's own skills and understanding of the variety of approaches and technologies that are used to support BPM initiatives. Participating vendors each present four educational sessions of 45 minutes and (on average) 25 participants will attend each session. This provides ample opportunity for interaction and to engage vendors directly. In addition, all participating vendors will be on site to arrange private one-on-one meetings and consultations.

This program structure has been refined over the course of a decade's working with organizations on ensuring BPM project success, as well as assisting BPMS requirements and procurement. It is by design the antidote to the traditional tradeshow, where attendees often leave with more questions than when they arrived.

Profile of Participating BPM Vendors

Participating vendors are invited based on the advanced nature and sophistication of their products. The approaches presented cover a number of disciplines with participating vendors from a variety of sectors and vertical markets. Our intention is not to present every participating vendor in a given category – it is to help attendees understand the breadth of technologies and approaches available.

- BPM Modeling, Repository & Simulation Tools
- BPM Support – Full Lifecycle BPMS Environments
- Web Services and SOA support
- Business Rules
- System Integration and Consultancies

Profile of Participants

Participants are composed of Enterprise Architects, IT department leaders, Project Managers as well as BPM and Transformation team members from medium to large businesses. We encourage teams of 3 or more – in the past many organizations sent several representatives to optimize knowledge transfer and ensure that all sessions are covered.

At previous events, attendees represented a wide range of industries. The reception area provides an excellent opportunity to meet fellow attendees during refreshment breaks. In addition, there is set of Round Table discussions and an informal evening reception on the Tuesday for participating vendors and attendees to meet, discuss and exchange ideas and experiences.

“Great opportunities for networking with other practitioners. Plenty of useful contacts and informal discussions”

R. McDonald, Major Telecoms Provider
(previous attendee)

Program Agenda & Details

Three-Day Agenda

Monday, February 25th

8:00 – 8:30	Registration
8:30 – 9:30	Analyst Keynote: Connie Moore, Forrester Research
9:30 – 10:20	Case Study #1
10:20 – 10:40	Coffee Break & Networking Session
10:40 – 11:30	Case Study #2
11:30 – 12:20	Case Study #3
12:20 – 1:45	Lunch & Global Excellence Awards
1:45 – 2:30	Analyst Keynote: Understanding the BPM Assessment Framework
2:30 – 5:30	1) A Structured Approach for BPM Project Success
Workshop Sessions	2) BPM Process Modeling Fundamentals
	3) BPM in Practice

Tuesday, February 26th

8:00 – 8:30	Registration
9:00 - 9:30	Opening Keynote and Plenary Session
9:30 - 12:00	Technology Showcase Sessions
12:00 - 1:00	Lunch and Birds-of-a-Feather Networking
1:00-2:00	Round Table Sessions
2:00 - 4:30	Technology Showcase Sessions
5:00	Evening Reception

Wednesday, February 27th

8:00 – 8:30	Registration
9:00 - 9:30	Opening Keynote and Plenary Session
9:30 - 12:00	Technology Showcase Sessions
12:00 - 1:00	Lunch and Birds-of-a-Feather Networking
1:00 – 3:30	Technology Showcase Sessions
3:30 – 5:00	Technology Shoot-Out
5:00 – 5:30	Wrap-up Q&A

An expert introduction at the beginning of each day provides a short overview of the BPM landscape, as well as the product architectures demonstrated by participating vendors. This format is designed to equip participants with an understanding of which sessions are likely to benefit them most.

This unique event provides a one-stop-shop to meet with the top players in the industry over the three days of intense education on BPM project success.

Program Agenda & Details

Workshop Details

#1 - A Structured Approach for BPM Project Success

Within an intimate workshop setting you will learn best practices in BPM, the likely pitfalls, the methods to ensure your organization's BPM success. Topics covered include securing organizational buy-in, setting up, planning and managing a BPM initiative within the organization. This workshop is based on the more extensive 3 day BPM Framework course, delivering a Structured and Repeatable Approach to BPM programs. Participants will receive a core actionable plan, a set of tools and a framework within which to apply them, and a range of best practices to observe and pitfalls to avoid on the journey. Areas covered include:

- Process Perspectives: Quick introduction to key principles of successful BPM
- Assessing organizational readiness and moving up the ladder of business process maturity
- BPM Project Framework: an extensible methodology from selecting the initial project, gaining executive buy-in, building the BPM team and realizing value for sustainable performance

#2 - BPM Process Modeling Fundamentals

This workshop provides a detailed introduction to the **Business Process Modeling Notation (BPMN)**. It is based on an extended BPMN Modeling course developed by leading experts Derek Miers and Stephen White of IBM, the main author of the BPMN specification. Whether novice or experienced, participants will benefit from expert-level guidance on process modeling methods and strategies. This course delivers an intimate knowledge of process modeling using the BPMN standard, enabling practitioners to handle the complexity associated with "real world" business scenarios, and knowing when to apply the correct modeling style for each unique environment and application.

As part of the course preparation, all participants will receive a detailed **BPMN Modeling Guidebook**, presenting the core materials of a forthcoming book by Miers and White. Previous participants have found this reference material invaluable to their on-going application of lessons learned. Each section of the course includes **detailed examples**, animations to demonstrate behavior, both individual and **group exercises**, and **how to avoid the most common errors committed in process modeling**.

#3 - BPM in Practice: Understanding and Implementing BPM and Workflow

Presented by the WfMC's leadership, including the lead architects and authors of the XPDL and other leading business process standards and software specifications, this intensive workshop provides an understanding and implementing BPM. Examined are the benefits and business impact of BPM, as well as the relevant industry standards including Wf-XML, XPDL, 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 BPM standards and architectures.

HOTEL RESERVATIONS



Sheraton Nashville Downtown Hotel

623 Union Street · Nashville, TN 37219
800-447-9825 or +1-615-259-2000

**Mention "BPM Showcase" to receive
the Group Rate of \$169/night**

PARTICIPATION FEES

Registration fees are kept deliberately low to encourage participation:

Standard Rate (until Feb 15th) - \$395

Late Registration Fee - \$595

The web site will handle both Credit Card and Purchase Orders (with invoicing generated automatically).

If you have any queries or have special needs, please email Derek Miers (miers@bpmfocus.org).

**For questions by phone call
+1-781-735-0525**

Cancellation Liability: In the event of a cancellation of the event for any reason, the organizer's liability is limited to the return of the registration fee.

Cancellations and No-shows: Provide written cancellation notice on or before February 15, 2008 for a 100% refund. Cancellations after February 15, 2008 and registrants who do not attend the event are liable for the full registration fee. Substitutions allowed any time.



REGISTRATION

Don't forget – space is limited!

Previous Showcase events sold so we recommend that you confirm your participation as quickly as possible to ensure your seat. Take advantage of pre-conference discount and save 33%.

Register online by clicking on [this link](#) or visit:

www.BPMTechShow.com

Or complete the form below and fax by to: 781-735-0491

Charge my (circle one): AMEX / MC / VISA / DISCOVER

CREDIT CARD ACCOUNT NUMBER

EXP DATE

NAME ON CARD

AUTHORIZED \$ AMOUNT

SIGNATURE

ATTENDEE NAME

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COMPANY

ADDRESS

CITY

STATE

ZIP / Country

TELEPHONE

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E-MAIL