

..... **Tuesday > April 15 > DAY 1**

8:30AM-9:15AM

MASTER MIND SESSION: ENABLING THE PROCESS-CENTRIC AGILE ENTERPRISE



MODERATED BY: Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org

FEATURING: Brett Champlin, CCP, CDMP, President, ABPMP.org; Mike Rosen, Editorial Director, SOAInstitute.org; Larry Goldberg, Managing Partner, Knowledge Partners International; Bruce Silver, Principal, Bruce Silver Associates; William Ulrich, President, Tactical Strategy Group & Shelley Sweet, President, I-4 Process Consulting

BrainStorm Group prides itself on providing education and programs on the issues most important to business and IT executives. This is done through a collaborative process with the thought leaders from each community we serve (i.e. BPM, SOA, BA, BDM and OP). And while these areas of concentration were once thought to be disparate islands - the lines have blurred. Join us for what promises to be a most entertaining and informative Round Table featuring the Co-Chairs (aka Gurus) from our Business Process Management Conference, Service-Oriented Architecture Conference, Business Architecture Conference, Business Decision Management Symposium and Organizational Performance Symposium Series.

9:20AM-10:05AM

BEST PRACTICES KEYNOTE: HOW ALLSTATE IS CREATING AGILITY THROUGH IT



FEATURING: Mike Jackowski, Vice President, Claim Technology Services, Allstate Insurance Company

Filing an insurance claim with some insurers can be frustrating. Allstate believes it shouldn't be this way. Already a leader in the management of claims, Allstate continues to revolutionize the industry with new ways of doing business. In an illustration of this commitment to continuous improvement, the company is undertaking a challenging new project called Next Generation Claim Systems that will change people (the organization), process (the operations), information (the data), and the underlying technology to redesign the entire claims process—while still conducting everyday business.

4:25PM-5:10PM

CLOSING KEYNOTE: ARCHITECTURE FOR THE AGILE ENTERPRISE



FEATURING: Michael Hugos, CIO at Large, Center for Systems Innovation

Business in the 21st Century now happens in a global, real-time economy. As profit margins are relentlessly squeezed and products are rapidly commoditized, agility is what differentiates companies and enables them to compete and prosper. Agility is enabled by systems architecture composed of legacy IT combined with SOA, server virtualization, grid computing, software-as-a-service and consumer electronics. A business case study is presented along with lessons learned that illustrate the concepts of business and IT agility.

..... **Wednesday > April 16 > DAY 2**

8:30AM-9:15AM

OPENING KEYNOTE: BPM GOVERNANCE & SUSTAINABILITY



FEATURING: Andrew Spanyi, Author of *More for Less: The Power of Process Management & Business Process Management is a Team Sport: Play it to Win!*

This presentation will present highlights of recent research including the following:

- What is BPM Governance?
- How do leading firms develop governance for BPM?
- How does BPM governance enable the improvement and management of cross-functional business processes?
- What are some of the major obstacles to overcome?
- Why is accountability for end-to-end processes so critical?
- Why is BPM governance essential to sustainability?

9:20AM-10:05AM

BEST PRACTICES KEYNOTE: RETHINKING DESIGN THINKING



FEATURING: Jeremy Alexis, Assistant Professor, IIT Institute of Design

Recently, the idea of “design thinking,” originally defined as the problem-solving approach of a designer, has been used to describe a broader approach to innovation and creativity. Companies like Target and P&G, as well as design firms like IDEO and Continuum, are currently applying design thinking to problems that were once the domain of purely analytical thinkers, but, as in many disciplines, there is little agreement on its exact definition and whether or not it creates value for businesses. This talk will define design thinking, present case studies of effective (and not so effective) applications, and outline the elements of the approach most useful for business process innovation.