

The banner features a group of business professionals in a meeting. The text on the banner includes the event title, dates, key themes, and a registration button.

BrainStorm New York NOVEMBER 1-4
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BrainStorm New York - Workshop Descriptions:

Monday – November 1, 2010

9:00AM-12:00PM

INNOVATION WORKSHOP: CLOUD COMPUTING - REALIZING OPPORTUNITIES & OVERCOMING CHALLENGES

Enterprises large and small are drawn by the advantages of cloud computing – pay-for-use, self-service, elastic scalability and the elimination of hardware management – resulting in very low barriers to entry and exit and high agility. Significant innovations in virtualization and distributed computing, as well as improved access to high-speed Internet and a weak economy, have accelerated interest in cloud computing. This workshop will use presentations, demonstrations and case studies to explore technology, research, implementation experiences from various industries, the legal aspects of privacy and compliance, security and management concerns, and new business models.

12:00PM-1:30PM

EXECUTIVE LUNCHEON: PROVEN STEPS TO BPM SUCCESS

This presentation will share how an organization is using BPM software to improve organizational performance, deliver better customer solutions, and establish the company as a leader in today's world of extreme competition.

2:00PM-5:00PM

INNOVATION WORKSHOP: USING BPMS TECHNOLOGY TO REALIZE THE BPM VALUE PROPOSITION

Participants will learn, how BPM solutions are architected, what are the key requirements to keep in mind for an enterprise class BPMS. They will see a detailed demo on how the process based applications are modeled, deployed and improved. They will also have an opportunity to learn from the real life case studies on how BPMS has helped various government organizations.

Demonstrations will be given on automated process discovery and complex process management.

Tuesday – November 2, 2010

8:15AM-9:00AM

OPENING KEYNOTE: ENABLING THE PROCESS-CENTRIC AGILE ENTERPRISE

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

In these times of significant uncertainty about future revenues, companies are asking senior executives to examine current processes and suggest ways of streamlining operations and reducing waste. Businesses are examining ways to improve operational efficiency by paying more attention to process management and improvement. BPMInstitute.org has observed an increased interest in introducing the concepts and principles of business process management to the company's office workforce.

9:00AM-12:00PM

INNOVATION WORKSHOP: THE NEXT PHASE IN BPM

Hosted by: Progress Software

9am-10am – Responsive Process Management, The Next Phase in BPM

10am-11am - Progress RPM Demonstration

11am-12pm - Case Studies from Bleeding Edge

Participants will learn about the latest advancements in BPM technology and applications. They will see how Progress Savvion RPM (Responsive Process Management) will enable them to take control of their business, respond to

situations as they happen, and positively impact business success. They will see a demonstration of RPM and gain an understanding of how organizations are using RPM in innovative ways.

12:00PM-1:30PM

EXECUTIVE LUNCHEON: CASE MANAGEMENT STRATEGIES AND BEST PRACTICES

This presentation will show how Case Management approaches are changing how companies look at typical BPMS solutions. Case Management is not new but can have an immediate positive impact on your company, your employees and your financial bottom-line.

2:00PM-5:00PM

INNOVATION WORKSHOP: APPLYING BPM TO TRANSFORM YOUR BUSINESS: MAXIMIZE YOUR BPM CAPABILITIES FOR COMPANY-WIDE SUCCESS

Hosted by: Lombardi, An IBM Company

9:00am-9:30am – Why Companies Choose Lombardi
9:30am-10:30am - An Introduction to the Technology of BPM
10:30am-10:45am - Break
10:45am-11:45am - 11 Habits of Highly Successful BPM Programs
11:45am-12:00pm - Question & Answer

The question is always how do you get to great -- in this case, great BPM that can deliver levels of transparency, productivity and accountability across your business. This starts with understanding the actionable, practical and proven steps for process improvement success. Join Lombardi, an IBM company, as we discuss BPM technology, methodologies for adoption and real-world best practices from successful companies that will leave you with a formula for BPM success to implement at your company.

5:00PM-5:45PM

FOUNDER CLOSING KEYNOTE: REFLECTIONS FROM 2010; OUTLOOK FOR 2011

Featuring: Gregg V. Rock, President & Founder, BrainStorm Group, Inc

A review of the activities and progress achieved in 2010 and a forecast of the activities to be pursued in 2011. Mr. Rock will review the progress made in the Social Networking website.

Wednesday – November 3, 2010

8:15AM-9:00AM

OPENING KEYNOTE: BUSINESS ARCHITECTURE: STATE OF THE ART / STATE OF THE PRACTICE

Featuring: William Ulrich, President, TSG, INC.

Business architecture is emerging as a key focus for organizations seeking to optimize business environments and governance structures. This presentation provides an overview of business architecture visualization and alignment concepts. The session also examines the current state of business architecture in practice along with commonly deployed approaches. Finally, the session looks at industry frameworks, emerging standards and the importance of business / IT architecture alignment.

9:00AM-12:00PM

INNOVATION WORKSHOP: THE BUSINESS RULES ADVANTAGE FOR PROCESS IMPROVEMENT

Hosted by: IBM Corporation

As organizations look to become more efficient and make their critical processes adaptive to evolving business needs, they need look no further than implementing a business rule management system (BRMS). Join IBM at this session to see the WebSphere ILOG BRMS in action, hear how customers are using it to improve the decisions which drive their processes, and learn how it integrates with BPM technologies to bring end-to-end process improvement.

9am-10:15am - Introduction to the WebSphere ILOG Business Rule Management System

A business rule management system (BRMS) allows organizations to automate high-value decisions required by critical business systems. During this introduction you will see a demonstration of the technical development and business user rule management environments of the WebSphere ILOG BRMS, with a focus on how it enables IT-

Business alignment in the management and governance of automated decision log to facilitate the implementation/deployment of rule changes that affect processes and applications across the enterprise.

10:30am-11:15am - Customer Case Study - Hotwire

Gain insight from Hotwire's use of the WebSphere ILOG BRMS to provide more personalized client interactions, improving their ability to provide travel reservation pricing decisions with increased precision based on a complex combination of search and inventory factors. In addition, you will learn how Hotwire has been able to dramatically reduce the time required to implement new offerings and changes to pricing options.

11:15am-12pm - Understanding the Synergies for Business Rules and Business Process Management

Learn how business rules and business process management solutions complement each other in process improvement initiatives, and why a coupled BRMS - BPM approach increases the accuracy and flexibility of business systems. This portion of the workshop will include a demonstration of how the WebSphere ILOG BRMS integrates with IBM WebSphere BPM technology.

12:00PM-1:30PM

EXECUTIVE LUNCHEON: A TRULY BUSINESS-FRIENDLY APPROACH TO BPM AND BRM

This presentation will teach how to dramatically reduce a company's cost - and risk - while building agile, dynamic applications, managed directly by the business with significantly fewer IT constraints. In the context of real-world customer examples, it will explain how BPMS/BRMS technology can deliver the lowest TCO and best management visibility.

2:00PM-5:00PM

INNOVATION WORKSHOP: USING BUSINESS DECISION MANAGEMENT TO IMPROVE BUSINESS PROCESSES

Hosted by: Knowledge Partners International

Business Decision Management provides great opportunities for improving processes. The first part of this workshop dives into the opportunities and methods for improving Business Processes. This will part includes:

- Comparing processes before and after the implementation of the Business Decision Management
- Decision Model Primer
- Implementation details

The second part of this workshop is a case study describing my experience with using BPM and BDM to automate complex regulations and enterprise policies across a large global enterprise.

After gathering requirements from across the globe, we selected a BPM vendor and hired their best consultants to ensure good results. However, life is not that easy. We lacked the ability to present complex rules in a format that the business and IT understood. We implemented BDM during a major upgrade. This resulted in a 10% to 25% reduction in development time, plus many other benefits.

Thursday – November 4, 2010

9:00AM-12:00PM

INNOVATION WORKSHOP: SPECIFYING THE APPROPRIATE DISCIPLINES AND TECHNOLOGIES TO IMPROVE ORGANIZATIONAL PERFORMANCE

Hosted by: BPMInstitute.org, SOAInstitute.org and BusinessArchitectureInstitute.org

The unforgiving challenge facing most senior professionals and mid-level executives is to make quality decisions faster. Many of those decisions include making key investments in IT – doing the right things and doing things right. Each of these breakthrough concepts – BPM, BDM, SOA, BA and OP – are significantly inter-related and must form a foundation for a holistic approach to the building of an agile infrastructure to support an agile enterprise. Using presentations, customer-delivered case studies and moderated panels, this session will address the complete spectrum of activities required to specify this holistic solution.

12:00PM-1:30PM

BIRDS OF A FEATHER LUNCHEON

Hosted by: BPMInstitute.org, SOAInstitute.org and BusinessArchitectureInstitute.org

The Birds-of-a-Feather luncheon enables you to sit at a theme-based table to participate in a discussion with your peers on a topic of interest. Share similar concerns and issues and learn what others are doing.

2:00PM-5:00PM**INNOVATION WORKSHOP: DESIGNING AND IMPLEMENTING AN ORGANIZATIONAL PERFORMANCE IMPROVEMENT PROGRAM**

Hosted by: BPMInstitute.org, SOAInstitute.org and BusinessArchitectureInstitute.org

Building on the morning session, this workshop will translate the specifications to a roadmap and actionable plan. It will answer questions such as:

- How do I invest both tactically and strategically?
- What business case methodology should I use to justify and measure the benefits of these investments?
- Do best practices exist for undertaking each of these initiatives?
- How do I get started and what realistic objectives should I set in year 1, 2, and 3?

Using presentations, customer-delivered case studies and moderated panels, this session will address the challenges to be met when delivering a holistic solution.

*Subject to change