

BrainStorm **SAN FRANCISCO** Conference Agenda-At-A-Glance

SEPTEMBER 29-OCTOBER 2, 2008 The Grand Hyatt SF

HALF-DAY PROCESS INNOVATION WORKSHOPS FOR LEVERAGING BPM, BDM & SOA

Monday, September 29, 2008

9am-12pm NIMBLE BANKING

9am-12pm COLLABORATIVE MANUFACTURING

2pm-5pm PERSONALIZED INSURANCE

2pm-5pm SMART RETAILING

Tuesday, September 30, 2008

| 8:15-8:30 | Welcome Gregg V. Rock, Editor & Founder, BPMInstitute.org & SOAInstitute.org | | | | | | | | | | | | | | | | |
|---|--|---|---|--|--|---|----------------------------|------------------------|------------------------------|-----|-----------------------|---|---|---|---|--|---|
| 8:30-9:15 | Master Mind Session: Enabling the Process-Centric Agile Enterprise Moderated by: Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org | | | | | | | | | | | | | | | | |
| 9:20-10:05 | Best Practices Keynote: BPM and Improving Organizational Results | | | | | | | | | | | | | | | | |
| 10:05-10:15 | Coffee Break | | | | | | | | | | | | | | | | |
| 10:15-11:00 | CO-CHAIR KEYNOTE: Dimensions of Business Change Brett Champlin, CCP, CDMP & President, ABPMPorg | | CO-CHAIR KEYNOTE: SOA Market Research: Adoption Rates, Case Studies and Lessons Learned Tom Dwyer Vice President, Research BrainStorm Group & Editorial Board Member SOAInstitute.org | | CO-CHAIR KEYNOTE: Business Architecture: State of the Art/State of the Practice William Ulrich President Tactical Strategy Group | | | | | | | | | | | | |
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| 11:05-11:50 | TRACK CHAIR KEYNOTE: Increasing Business Analysis Maturity for Rules-Driven BPM | TRACK CHAIR KEYNOTE: The Secret Weapon That Lean Provides for BPM | TRACK CHAIR KEYNOTE: BPMN and Business— Empowered Implementation | TRACK CHAIR KEYNOTE: BDM—Beyond Business Rules | Enterprise SOA From A Business Perspective | PANEL: Business Architecture: Who Owns It—Who Delivers It? Who Benefits from It? | | | | | | | | | | | |
| 11:55-12:40 | PANEL: What's Next for BPM Suites? Moderated by: Bruce Silver, Principal Bruce Silver Associates | | PANEL: The Imperfect Storm: BPM, Business Decision Management and Business Rule: What's the Difference and Does It Really Matter? Moderated by: Larry Goldberg, Managing Partner Knowledge Partners International | | CASE STUDY: Designing SOA for Enterprise Requirements | CASE STUDY: Business Realignment: A Foundation for Success | | | | | | | | | | | |
| 12:40-1:55 | Birds of a Feather Luncheon Sponsored by: BPMInstitute.org & SOAInstitute.org | | | | | | | | | | | | | | | | |
| 1:55-2:40 | Dessert and Coffee on the Solutions Showcase | | | | | | | | | | | | | | | | |
| 2:45-3:30 | CASE STUDY: BPM the Next Generation | Can Six Sigma and Business Process Management Coexist? | CASE STUDY: Enterprise Trade Approval for BPM | CASE STUDY: The Enterprise Rules Engine | Building a SOA with Infrastructure, Application, and Orchestration Services | Business Architecture, Business Process and SOA: It All Starts with the Business | | | | | | | | | | | |
| 3:35-4:20 | BPM Beats the Dow: The Value of Process Standards | CASE STUDY: Aligning Organizational Performance | Business Process Driven Enterprise Architecture | Business Rules Discovery | CASE STUDY: Developing an ROI for Undertaking SOA Adoption | CASE STUDY: Synchronizing Business Architecture Work-A Loosely Coupled View | | | | | | | | | | | |
| 4:25-5:10 | Closing Analyst Keynote: Enabling Business Process Innovation | | | | | | | | | | | | | | | | |
| 5:10-6:30 | Evening Reception on the Solutions Showcase Sponsored by: BPMInstitute.org & SOAInstitute.org | | | | | | | | | | | | | | | | |

AGENDA KEY

BPM

ORGANIZATIONAL PERFORMANCE

BPM TOOLS & TECHNOLOGY

BUSINESS DECISION MANAGEMENT

SOA

BUSINESS ARCHITECTURE

Wednesday, October 1, 2008

| 8:30-9:15 | Opening Keynote: BPM Governance & Sustainability Featuring: Andrew Spanyi, Author of <i>More for Less: The Power of Process Management & Business Process Management is a Team Sport: Play it to Win!</i> | | | | | | | | | | | | | | | | | | |
|--|--|---|--|---|--|--|----------------------------|------------------------|------------------------------|-----|-----|-----------------------|---|---|---|--|---|---|--|
| 9:20-10:05 | Best Practices Keynote: Making Better Desicions During Product Definition | | | | | | | | | | | | | | | | | | |
| 10:10-10:40 | Coffee Break on the Solutions Showcase | | | | | | | | | | | | | | | | | | |
| 10:45-11:30 | PANEL: Transforming to a Process Driven Enterprise Moderated By: Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org | | CO-CHAIR KEYNOTE: Delivering on the Promise of SOA Mike Rosen Editorial Director SOAInstitute.org | | CO-CHAIR KEYNOTE: Business Architecture in 3D: Navigating the Forest of Intent Neal McWhorter Chief Architect Enterprise Agility | | | | | | | | | | | | | | |
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| 11:35-12:20 | TRACK CHAIR KEYNOTE: The Other BPM: Being Productive in Meetings | TRACK CHAIR KEYNOTE: Creating a New Process Using Design Principles | TRACK CHAIR KEYNOTE: Business/Process Analyst Role in a Architecture World | TRACK CHAIR KEYNOTE: BDM—Beyond Business Rules | CASE STUDY: Service Oriented Analysis Architectures | Service Oriented Analysis Architectures | | | | | | | | | | | | | |
| 12:20-1:35 | Honorary Certificate of Training Luncheon Sponsored by: BPMInstitute.org & SOAInstitute.org | | | | | | | | | | | | | | | | | | |
| 1:35-2:20 | Dessert and Coffee on the Solutions Showcase | | | | | | | | | | | | | | | | | | |
| 2:25-3:10 | CASE STUDY: Utilizing a Good Systems Practice | CASE STUDY: BPM Initiatives Lower Risks in the Business Process Maturity Model | CASE STUDY: Project Management in the BPM Project | CASE STUDY: Knowing the Rules | Ensuring a Successful SOA Pilot | How Simple Services Yield Big Benefits for Law Enforcement | | | | | | | | | | | | | |
| 3:15-4:00 | Implementing Process Based Management | Bridging the Gap Between IT & Business: A Proposed Model | BPMS Implementation 101 | BPM/BDM Method: Critical Success Factor for the Agile Enterprise | Management Strategies for an SOA | CASE STUDY: Developing Domain Models for Governance of SOA | | | | | | | | | | | | | |
| 4:05-4:50 | Community of Practice | | | | | | | | | | | | | | | | | | |
| 4:55-5:25 | Closing Session: Conference Wrap-Up and Important Take-Aways Tom Dwyer, Vice President, Research, BrainStorm Group & Editorial Director, BPMInstitute.org & William Ulrich, President, Tactical Strategy Group | | | | | | | | | | | | | | | | | | |

HALF-DAY PROCESS INNOVATION WORKSHOPS FOR LEVERAGING BPM, BDM & SOA

Thursday, October 2, 2008

9am-12pm ESTABLISHING BUSINESS PROCESS GOVERNANCE

9am-12pm ESTABLISHING SOA GOVERNANCE

2pm-5pm BUILDING A BPM CENTER OF EXCELLENCE

2pm-5pm BUILDING A SOA CENTER OF EXCELLENCE

Visit www.BPMInstitute.org/BrainStormSF for more information or call 508-475-0475 x15