

# Workshop Descriptions

## Monday - September 13, 2010

9:00AM-12:00PM

### **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

### **INITIATING A BUSINESS ARCHITECTURE AND UNIFIED ENTERPRISE MODEL**

This session will address the complete spectrum of activities required to achieve enterprise alignment, optimize execution across the business process value chain and help organizations gain a sustainable strategic advantage through true enterprise visibility and continuous improvement. It will describe an integrated enterprise software platform that unifies business strategy and architecture, process analysis and optimization, and managed human and system-centric process execution.

## Tuesday - September 14, 2010

8:15AM-9:00AM

### **OPENING KEYNOTE: RELATING ENTERPRISE STRATEGY WITH MISSION PERFORMANCE**

**Featuring: Kenneth Mullins, Strategic Advisor, Inter-Agency Knowledge & Information Sharing, The MITRE Corporation**

This presentation addresses what is needed to relieve the extra pressure felt by government officials these days as they are challenged by the Obama Administration to improve delivery of government services – even as many are grappling with fewer available resources. The effective application of performance measures can demonstrate the cause-and-effect relationships between IT solutions – i.e., people, processes, and IT-products – and their respective contributions to the mission and business needs of government. Performance measures need to be much better understood so that they can be more successfully leveraged to effect performance improvements. This presentation aims to show that mission performance can be appreciably improved, if only incrementally year-by-year, by persisting in the attempt to do a better job of measuring progress – and communicating success.

9:00AM-12:00PM

### **USING BPMS TECHNOLOGY TO REALIZE THE BPM VALUE PROPOSITION**

**Hosted by: AuraPortal**

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.

12:00PM-1:30PM

### **EXECUTIVE LUNCHEON: CASE MANAGEMENT STRATEGIES AND BEST PRACTICES**

**Hosted by: Lombardi, An IBM Company**

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.

## Workshop Descriptions

**2:00PM-5:00PM**

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

**Hosted by: Lombardi, An IBM Company**

**Agenda:**

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.

## Wednesday – September 15, 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**

**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 ITBusiness 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.

## Workshop Descriptions

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

### 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 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 – September 16, 2010

9:00AM-12:00PM

### 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

### 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.