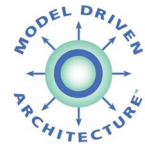


# BPM Think Tank 2006

May 23-25, 2006, Arlington, VA USA



## Program

**Tuesday, May 23, 2006**

### **Pre-Conference Workshops - (2 Tracks)**

1030-1230 **WS1-1: *Business Process Specification Schema (BPSS)***

Sally St. Amand, OASIS ebBP Technical Committee

Achieving interoperability is the buzz word for business today as business process efficiency goes mainstream. Collaborating parties and eBusiness partners seek to visualize, automate and monitor their business collaboration processes. In OASIS, the ebXML Business Process Specification Schema (aka ebBP) technical specification focuses on effectively describing and monitoring collaborative processes - modular business transactions or more complex nested activities. The ebBP enables use of standard process definition formats supporting business transactions, complex activities or business collaborations. The ebBP also provides configuration and messaging guides, and enhanced capabilities to tailor business processes and business documents. The ebBP TC in OASIS has concentrated on domain and partner usability, and best practices. Modular process definitions are available for Universal Business Language, for example. These capabilities can be used in web services, ebXML and hybrid environments. The ebBP has garnered support in domains such as those that support UBL, health care, financial services, and eGovernment.

1030-1230 **WS1-2: *Semantics of Business Vocabulary and Rules (SBVR)***

John Hall, Director, Model Systems Ltd.

This session is designed to familiarize participants with OMG's Semantics of Business Vocabulary and Rules (SBVR). Format will be to a great extent participant-driven, so please bring your questions and ideas.

1230 – 1330 Lunch

1330-1530 **WS2-1: *Business Process Definition Metamodel (BPDM)***

Fred Cummins, EDS Fellow, EDS Technology Strategy & Architecture

This session will begin with an overview of the conceptual model of the BPDM specification under development at OMG. BPDM will provide the computational model that supports the BPMN graphical notation. It is being designed for modeling business processes from a business perspective, independent of particular deployment technologies—including manual and automated. In addition, BPDM will support reconciliation of the modeling of directed, internal business processes with the specification of interactions between autonomous processes (a.k.a., choreography). The discussion will focus on the implications of this approach and additional factors to be considered in the development of the BPDM specification.

1330-1530 **WS2-2: *BPM Best Practices***

Derek Miers, CEO/Founder, Enix

Aimed primarily at a business audience, this session will discuss the keys to BPM project success as well as common pitfalls and how to avoid them.

1530-1545 Afternoon Refreshments

1545-1745    **WS3-1: *Business Process Execution Language (BPEL)***

John Evdemon, Industry Architect, Microsoft

This session is designed to familiarize participants with the OASIS standard Web Services Business Process Execution Language (WS-BPEL). Format will be to a great extent participant-driven, so please bring your questions and ideas.

1545-1745    **WS3-2: *Business Process Modeling Notation (BPMN)***

Speaker: Petko Chobantonov, Lead Developer, Lombardi Software

This session is designed to familiarize participants with OMG's Business Process Modeling Notation (BPMN). Format will be to a great extent participant-driven, so please bring your questions and ideas.

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## **Wednesday, May 24, 2006**

0900-0910    ***Conference Welcome & Opening Remarks***

Jeanne Baker

Co-Chair, Chair, BPMI Steering Committee & OMG Business Modeling & Integration DTF

0910-1000    ***Analyst Keynote - BPM Market Overview***

**Connie Moore**

**Vice President, Research Director, Forrester Information Delivery Research Group**

Analyst Connie Moore places into perspective the BPM market, its key players, its history and a forecast of its future.

1000-1100    ***Practitioner Keynote - Process and Risk Management***

**Greg Meyer**

**Chief Technology Officer, iJET**

The chief technology officer of iJet explains how his company employs BPM to operate with increased agility in the dynamic world of travel risk management.

1100-1900    ***Demonstration Area Open***

1100-1130    Morning Refreshments in Demonstration Area

1130-1230    ***Panel: The Business Value of Process Standards***

Moderator: Connie Moore

Vice President, Research Director, Forrester Information Delivery Research Group

It seems like there are too many BPM standards -- and a bewildering forest of acronyms. Do you need to understand BPMN? How does it related to BPEL? What's the new BPDM standard, and will it force me to change my workflow solution? This panel features leaders from all of the most influential standards bodies in business process management and workflow systems discussing business requirements and technology imperatives for BPM, focusing on

- what standards are done, with products in the marketplace;
- what standards are underway, and how they will affect existing products; and
- how to choose which standards you need to understand, train & use to solve your business problems.

Panelists:            John Evdemon, Industry Architect, Microsoft - OASIS  
                         Steve Ross-Talbot, CEO, Pi4 Technologies - W3C  
                         Keith Swenson, Chief Architect, Fujitsu - WfMC

1230-1330 Lunch

1330-1345 ***Introduction to Executive & Technology Roundtables***

Jeanne Baker

Co-Chair, OMG Business Modeling & Integration DTF & Chair, BPMI Steering Committee

## Executive Roundtables

<u>Table #</u>	<u>Topic</u>	<u>Leader</u>	<u>Description</u>
E-1	<b>Human-Centric BPM</b>	<b>Connie Moore</b> Vice President Forrester	Amidst all the talk of process automation, BPMS and Web Services, it may seem that people are getting squeezed out of the workflow equation. What are companies doing to center BPM on human activities? What more should be done?
E-2	<b>Security Issues in Process Collaboration</b>	<b>Ashish Agrawal</b> Group Product Manager, <b>Adobe Systems Inc.</b>	Often safety and flexibility are at odds in business process design. How can organizations conduct business securely while still obtaining the most benefit from information and process sharing? What security concerns must be addressed? What are the security risks and how might better tools and techniques mitigate these risks?
E-3	<b>Executing BPM across the Global Enterprise</b>	<b>Nancy Craft</b> Sr. Business Consultant Volvo Group	What tools and techniques should be standardized across the enterprise and which can be left to “local flavor”? What is needed to integrate processes across the enterprise and still allow for local optimization of processes? How does the process architecture find a balance?
E-4	<b>Repeatable Process Discovery and Deployment</b>	<b>Phil Gilbert</b> Executive Vice President-CTO Lombardi Software	What level and type of process documentation is required to assure process repeatability and reliability? What discovery steps are required to establish the most value to the business? How much is too much or the wrong kind, producing analysis paralysis?
E-5	<b>Business Process Maturity and Measurement</b>	<b>John Alden</b> Managing Partner Impruvforc	How does the enterprise quantify its business process efficiency? What rigor is required to determine business process optimization? How can business process performance of one enterprise be compared with its partners and competitors? What is to be gained from such a comparison?
E-6	<b>Adaptive Processes for the Agile Enterprise</b>	<b>Amit Mitra</b> Managing Partner SpryBiz	Tools and techniques (such as business rules, modular design and just-in-time practices) that help an organization avoid BPM failure scenarios (analysis paralysis, the static process straightjacket, perpetuating the idiosyncrasies of past designs, IT-driven solutions) and promote innovation in an environment of continuous change. How does the enterprise balance control with agility? What BPM techniques and standards enable an enterprise to become more agile?
E-7	<b>The Business Value of BPMS</b>	<b>Bruce Silver</b> Principal Bruce Silver Associates	There’s more to business process management than modeling and analysis. BPMS suites (BPMS) promise to automate, integrate, and optimize business processes. What business performance can and should a BPMS support? Why should an enterprise deploy a BPMS? What business issues should be considered before choosing a BPMS?
E-8	<b>Sustaining BPM Momentum</b>	<b>Derek Miers</b> CEO WARIA/Enix	What elements of past successes (or failures) can be leveraged to repeat and scale project successes? Focusing on continuous process improvement and optimization, what performance measures are most important to determine the success and value of a BPM initiative? How can production management disciplines be adopted to enhance performance of teams?
E-9	<b>Team Process Design</b>	<b>Michael zur Muehlen</b> Director, BP Innovation Stevens Institute	What are the unique features of articulating processes in a team setting? How do you establish and maintain ownership? What are the important security implications? How is collaboration best facilitated?
E-10	<b>Collaborative BPM across</b>	<b>Martin Owen</b>	What challenges and opportunities face the extension of

	<b>Trading Communities</b>	Vice President, Telelogic	business processes beyond the organization firewall? Who owns the process and how can partners synchronize their process adaptations?
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## Technology Roundtables

<b><u>Table #</u></b>	<b><u>Topic</u></b>	<b><u>Leader</u></b>	<b><u>Description</u></b>
T-1	<b>Business Process Choreography using BPSS</b>	<b>Sally St. Amand</b> OASIS ebBP Technical Committee	Practical applications and future needs for ebXML's Business Process Specification Schema (BPSS).
T-2	<b>Modeling Processes using BPMN</b>	<b>Petko Chobantonov</b> Lead Developer Lombardi Software	Practical applications and future needs for the Business Process Modeling Notation (BPMN).
T-3	<b>Modeling Business Rules using PRR</b>	<b>Carole Ann Matignon</b> Rules Product Manager Fair, Isaac and Co.	Practical applications and future needs for Production Rules Representation (PRR).
T-4	<b>Achieving Model Interoperability using BPDM</b>	<b>Fred Cummins</b> EDS Fellow EDS	Practical applications and future needs for the Business Process Definition Metamodel (BPDM).
T-5	<b>Modeling and Managing Web Services using BPEL</b>	<b>John Evdemon</b> Industry Architect Microsoft	Practical applications and future needs for the OASIS standard Web Services Business Process Execution Language (WS-BPEL).
T-6	<b>W3C Standards for Web Services Choreography</b>	<b>Steve Ross-Talbot</b> CEO Pi4 Technologies	Practical applications and future needs for W3C's Web Services Choreography (WS-Choreography).
T-7	<b>BPMN Process Interchange using XPDL</b>	<b>Keith Swenson</b> Chief Architect Fujitsu	Practical applications of the XML Process Definition Language (XPDL) for exchanging processes modeled in the Business Process Modeling Notation (BPMN).
T-8	<b>Defining an Enterprise Vocabulary with SBVR</b>	<b>Donald Chapin</b> Founder Business Semantics	Practical applications and future needs for Semantic Business Vocabulary and Rules (SBVR).
T-9	<b>BPM and SOA</b>	<b>Steve Littig</b> Solutions Consultant Software AG	Practical applications and future needs for a business process driven service-oriented architecture (SOA).
T-10	<b>Articulating Business Strategy and Operations with BMM</b>	<b>John Hall</b> Director Model Systems, Ltd.	Practical applications and future needs for the Business Motivation Model

1350-1500    ***Executive & Technology Roundtables – Session 1***

1500-1530    Afternoon Refreshment in Demonstration Area

1530-1640    ***Executive & Technology Roundtables – Session 2***

1645-1700    ***Day 1 Wrap-up and Closing Remarks***

1700-1900 ***BPM Think Tank Reception***

**Thursday, May 25, 2006**

0900-0915 ***Day 1 Highlights***

0915-1015 **Panel: *What the Business Needs:  
Standards and Technology for BPM Success***

Moderator: Derek Miers, CEO/Founder, Enix

Seasoned business leaders review the challenges they face in putting BPM to work in the real world and the standards and technology deliveries they need to be successful.

Panelists: Nancy Craft, Senior Business Consultant, Business Process Innovation, Volvo Group  
Greg Meyer, Chief Technology Officer, iJET  
Joe Olsey, VP Document Control, Morgan Stanley  
Bruce Silver, Principal, Bruce Silver Associates

1015-1115 **Practitioner Keynote - *Process Integration in the Supply Chain***  
Nancy Craft, Senior Business Consultant, Business Process Innovation, Volvo Group

Volvo Group launched a Business Process Innovation (BPI) organization to ensure processes and IT initiatives help achieve business objectives and strategies. Nancy Craft is a Senior Business Process Consultant with international consulting experience. She will describe how BPI launched its frameworks, methods, tools, and training to mobilize practitioners multiple communities using SCOR (Supply Chain Operations Reference Model) and a repeatable BPI methodology as accelerators. Ms. Craft will focus on a case study describing how business objective for Volvo Group's Mack, Volvo, and Renault truck brands were examined and a common Order to Delivery process reference model was created. This is followed by an enabling six-year IT Roadmap that takes advantage of synergies while maintaining brand identity. A strong linkage from requirements to business processes to an IT Roadmap is the result.

1115-1130 Morning Refreshments

1130-1240 ***Executive & Technology Roundtables – Session 3***

1240-1340 Lunch

1340-1450 ***Executive & Technology Roundtables – Session 4***

1450-1520 Afternoon Refreshments

1520-1610 ***Executive Roundtable Recap***

1610-1700 ***Technology Roundtable Recap***