

bpmNEXT

APRIL 17-19, 2018
SANTA BARBARA, CALIFORNIA



Defining the Next Generation of Process Innovation

WELCOME PACKAGE



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APRIL 17th	WHAT	WHO
7:30-8:30am	Breakfast — Riviera Foyer	
8:30-8:45am	Welcome and Business of BPM Kickoff	Nathaniel Palmer and Bruce Silver
8:45-9:15am	BPM 2018-2022: Outlook for the Next Five Years	Nathaniel Palmer
9:15-9:45am	The Future of Process in Digital Business	Jim Sinur, Aragon Research
9:45-10:15am	Smarter Contracts with DMN	Edson Tirelli, Red Hat
10:15-10:45am	Networking Break	
10:45-11:15am	Secure, Private, Decentralized Business Processes for Blockchains	Vanessa Bridge, ConsenSys
11:15-11:45pm	Turn IoT Technology into Operational Capability	Pieter van Schalkwyk, XMPro
11:45-12:15pm	Business Milestones as Configuration: Process Director App Events	Scott Menter, BPLogix
12:15-1:30pm	Networking Lunch on the Roof Deck	
1:30-2:00pm	Decision as a Service (DaaS): The DMN Platform Revolution	Denis Gagné, Trisotech
2:00-2:30pm	Timing the Stock Market with DMN	Bruce Silver, methodandstyle.com
2:30-3:00pm	Reaching Level 5 of Decision Management Maturity	Larry Goldberg, Sapiens DECISION
3:00-3:30pm	Networking Break	
3:30-4:00pm	Designing the Data-Driven Company	Jochen Seemann and Elmar Nathe, MID GmbH
4:00-4:30pm	Using Customer Journeys to Connect Theory with Reality	Till Reiter and Enrico Teterra, Signavio
4:30-5:00pm	Discovering the Organizational DNA	Jude Chagas Pereira, IYCON; Frank Kowalkowski, Knowledge Consultants, Inc.
5:00-7:00pm	Wine Tasting and Roof Deck Reception	
7:00-9:00pm	Welcome Dinner – Roof Deck Terrace	
APRIL 18th		
7:30-8:30am	Breakfast — Roof Deck	
8:30-8:45am	Morning Kick-off	Nathaniel Palmer and Bruce Silver
8:45-9:45am	A New Architecture for Automation	Neil Ward-Dutton, MWD Advisors
9:45-10:15am	Networking Break	
10:15-10:45am	A Next-Generation Backendless Workflow Orchestration API for ISVs	Brian Reale and Taylor Dondich, ProcessMaker
10:45-11:15pm	CapBPM's IQ – No-code BPM development – Turning Ideas into Value	Max Young, Capital Labs
11:15-11:45pm	Monitoring Transparency for High-Volume, Next-Generation Workflows	Jakob Freund and Ryan Johnston, Camunda
12:00-1:30pm	Lunch on the Roof Deck	
1:30-2:00pm	RPA Enablement: Focus on Long-Term Value and Continuous Process Improvement	Massimiliano Delsante, Cognitive Technology Ltd.
2:00-2:30pm	Integration is Still Cool, and Core in your BPM Strategy	Ben Alexander, PMG.net
2:30-3:00pm	Making Process Personal	Paul Holmes-Higgin and Micha Kiener, Flowable
3:00-3:30pm	Networking Break	
3:30-4:00pm	Robotics, Customer Interactions, and BPM	Francois Bonnet, ITESOFT
4:00-4:30pm	The Future of Voice in Business Process Automation	Brandon Brown, K2
4:30-5:00pm	State Machine Applied to Corporate Loans Process	Fernando Leibowich Beker, BeeckerCo
5:00-7:00pm	Networking Session on the Roof Deck	
7:00pm	Dinner on the Town in Santa Barbara	
APRIL 19th		
7:30-8:30am	Breakfast — Roof Deck	
8:30-8:45am	Morning Kick-off	Nathaniel Palmer and Bruce Silver
8:45-9:15am	When Artificial Intelligence meets Process-Based Applications	Nicolas Chabanoles and Nathalie Cotté, Bonitasoft
9:15-9:45am	Understanding Your Models and What They Are Trying to Tell You	Tim Stephenson, Know Process
9:45-10:15am	Panel Discussion	
10:15-10:45am	Networking Break	
10:45-11:15am	Exploiting Cloud Infrastructure for Efficient Business Process Execution	Kris Verlaenen, Red Hat
11:15-11:45am	Dynamic Work Assignment	Lloyd Dugan, Serco
11:45-12:15pm	DMN TCK Working Group	
12:15-1:30pm	Lunch on Roof Deck	
1:30-2:30pm	Plenary Session and Awards	

BPM THOUGHT LEADERSHIP SESSIONS

BPM 2018-2022: OUTLOOK FOR THE NEXT FIVE YEARS, NATHANIEL PALMER, *BPMNEXT* Co-Chair



This kickoff session presents an expert view of the BPM market landscape, projected over 2018 to 2022. Discussion will center on those trends with the greatest impact, both within the BPM market as well as outside, including AI, Automation, Decisions, Analytics – and what these all mean for the business of BPM. This discussion will also be framed within the latest market research conducted by BPM.com and other relevant analysts.

Rated as the # 1 Most Influential Thought Leader in Business Process Management (BPM) by independent research, Nathaniel is recognized as one of the early originators of BPM, and has led the design for some of the industry's largest-scale and most complex projects, involving investments of \$200 Million or more. He frequently tops the lists of the most recognized names in his field, and was the first individual named as Laureate in Workflow. Nathaniel has authored or co-authored a dozen books on process innovation and digital transformation, including "Intelligent BPM" (2013), "How Knowledge Workers Get Things Done" (2012), "Social BPM" (2011), "Mastering the Unpredictable" (2008) which reached #2 on the Amazon.com Best Seller's List, "Excellence in Practice" (2007), "Encyclopedia of Database Systems" (2007) and "The X-Economy" (2001).

THE FUTURE OF PROCESS IN DIGITAL BUSINESS, JIM SINUR, *ARAGON RESEARCH*



Process is the backbone of digital as it is involved with better customer experiences, more effective business operations and innovative business models. This session will focus on the role of process in digital transformational journeys as processes take the appropriate actions as the result of better decisions. As processes get smarter along with other resources, there will be opportunities created in software markets. As these markets grow and converge, there will be a number of defensive and offensive

mergers and acquisitions to watch for on the horizon.

Jim Sinur joined Aragon Research in 2016 as a Vice President and Research Fellow. As a distinguished Thought Leader, he covers Digital Transformation, the Digital Business Platform (DBP), the Internet of Things (IoT), Cognitive Delivery, and the Intelligent Workplace. Prior to joining Aragon, Mr. Sinur spent 20 years at Gartner, where he was critical in creating the first Hype Cycle and Maturity Model, which have become a hallmark of Gartner analysis, along with the Magic Quadrant.

A NEW ARCHITECTURE FOR AUTOMATION, NEIL WARD-DUTTON, *MWD ADVISORS*



Over the past three years or so, a new wave of technologies and tools has started to break over mainstream organisations and offer the promise of new opportunities for them to automate work. At the same time, fear of new competition, productivity

challenges and evolving regulatory pressures are forcing businesses to look again at digitising not only customer experiences but their operations. A new architecture for automation is emerging.

In past bpmNEXT presentations, I've told vendor attendees they have to "throw stuff out of the box" – to make their products simpler and faster to work with. Now it's time for vendors to up their game again and find ways to position against new competitors as well as meeting new customer expectations and requirements.

Neil Ward-Dutton is MWD Advisors' co-founder and Research Director, and is one of Europe's most experienced and high-profile strategic IT advisors and industry analysts. His areas of expertise include digital transformation, business process management (BPM), enterprise architecture (EA) and IT strategy. Neil acts as an advisor to large European organisations across industries and sectors as diverse as financial services, retail, utilities and government – as well as providing advice to a number of leading technology vendors.

PROCESS INNOVATION DEMO PROGRAM SESSIONS

SMARTER CONTRACTS WITH DMN, EDSON TIRELLI, RED HAT

Blockchain technology promises to revolutionize the industry by providing a safe, distributed, computation environment like no other. From its inception as a cryptocurrency platform to the ever expanding use cases, results of the application of this technology are starting to materialize.

Ethereum is an open-source, blockchain platform, that enables a diverse range of solutions using its Distributed Applications (Dapps) and Smart Contracts. While the Financial Services Industry has been the main player on this emerging field, the use cases extend to government agencies (auditing, voting, etc), telecommunications (security, billing, etc), health care (patient care), agriculture (food sourcing, sanitary control, etc), and many others.

This presentation aims to dive into the advantages of integrating DMN (Decision Model and Notation) and Ethereum, leveraging the expressive power of DMN to allow users to interact with and define Smart Contracts. It presents the latest research and the features available in the Drools DMN engine to enable this integration and how users can get started with it.



Edson Tirelli is a Sr Principal Software Engineer at Red Hat and the Drools Project Lead (an open source Rules Engine and Decision Management platform). He has more than 15 years of experience in enterprise software development and has

been working on design and development of the Drools project since 2004. For the last 2 years he has been working on the implementation of the Drools DMN engine, and promoting the DMN standard in the community. His main interests are general AI research, complex event processing (CEP), decision management, knowledge representation, formal languages, and compilers.

SECURE, PRIVATE, DECENTRALIZED BUSINESS PROCESSES FOR BLOCKCHAINS, VANESSA BRIDGE, CONSENSYS

Our presentation demonstrates a variety of use cases built on a framework with visual tooling that orchestrates business process across public and private, permissioned blockchain networks. In addition to the typical business process management tooling, our tool is extended with support for blockchain paradigms, including roles and permissioning, privacy, and decentralization. The tool is compatible with different clients and consensus algorithms and incorporates cryptographic libraries to protect sensitive process data. The presentation includes two scenarios:

1. A boardroom voting scenario, where votes are cast and tallied without revealing participant's votes.
2. A crowdfunding scenario, such as a Token Sale, where amounts purchased are kept private.



Vanessa Bridge is a software engineer and the project lead for the BPM blockchain tool at ConsenSys. She is working with the R&D team to integrate permissioning, encryption, and decentralization capabilities to the BPMN 2.0 tooling. Vanessa holds a degree in Industrial Engineering from the University of Toronto.



TURN IOT TECHNOLOGY INTO OPERATIONAL CAPABILITY, PIETER VAN SCHALKWYK, XMPRO

IoT, robotics and other machine-borne data sources promise to bring near real-time information streams for key business events to operational business processes. But the architecture of traditional request-based BPM solutions aren't well-suited to the event-driven nature of IoT, which can often process millions of data points per second.

XMPro IOM provides an ESP-based pre-processor for BPM that combines iPaaS capability for IoT and business applications with CEP, orchestration and data transformation in a visual, model-driven user interface similar to familiar BPM process modelling diagrams. A Fortune 10 Oil & Gas customer saved \$8m in 6 months through XMPro IOM by analyzing real-time data before passing exceptions to the XMPro BPM capability.

In this session, we'll show you how XMPro IOM solves the problem of turning IoT technology (blinking lights) into operational capability (business processes).



As the CEO of XMPro, Pieter oversees a team of experts who obsess over helping customers solve complex industrial IoT challenges. He holds a Bachelor's in Mechanical Engineering and a Master's in Information

Technology. Pieter started his career as a plant engineer and has since accrued ten years of engineering experience and nearly twenty years of IT experience. He currently serves as a co-chair of the Industrial Internet Consortium's Interoperability and Ecosystem Task Groups.

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BUSINESS MILESTONES AS CONFIGURATION: PROCESS DIRECTOR APP EVENTS, SCOTT MENTER, BP LOGIX, INC.

Process Director, in which behavior is guided not by turn-taking but by constraint satisfaction, was created to support time- and event-driven process. In such a system, context can be a tricky matter, as it is not necessarily simply carried along from one step to the next. And in any BPM platform, the mapping of business requirements to their implementation can also be opaque.

Process Director App Events address these challenges. Each App Event is defined by a set of conditions that constitute a business milestone. For example, an AppEvent may be configured to reflect that an applicant has submitted a resume, completed an application, and scheduled an interview.

Today, we'll show how App Events are configured, viewed (via Journals), and used. We'll explain how the context represented by App Events improves orchestration across all Process Director applications. Finally, we'll demonstrate that App Event Journals can also be used as data models.



BP Logix Chief Strategy Officer Scott Menter works tirelessly in his secret headquarters (yes, of course it's in a volcano—is there any other kind of secret headquarters?) to disrupt the established order for his own personal

gain. His unusual grasp of obscure yet powerful technologies, and his obsession with using them to rule the world, call to mind legendary scientist and evil overlord Lex Luthor (fun fact: the two of them use the same hairdresser). Scott also share's Lex's unfortunate tendency to spill his malign plans inappropriately early, a habit that has brought him here to bpmNEXT year after year.

DECISION AS A SERVICE (DAAS): THE DMN PLATFORM REVOLUTION, DENIS GAGNÉ, TRISOTECH

Today's automation of decisions is implemented by a box full of rules (e.g. BRMS). The current resurgence of Artificial Intelligence (AI) promotes black box technology (e.g. DNN) as a solution for everything. Neither are acceptable when it comes to Business Decisions. The former provides business decisions by side effects and the latter business decisions that are unexplainable. But business decisions need to be explicit and explainable. Not just answers out of a black box. The Decision Model and Notation (DMN) offers the perfect solution to specifying Business Decisions. Allowing AI symbolic and sub-symbolic approaches to be effectively used jointly.

In this session we will demonstrate how line of business people can define business decisions that are explainable, auditable, and traceable. These business decisions can be assembled and consumed as services via a modern platform API architecture. Creating a DMN Decision as a Service revolutionary platform.



For over a decade **Denis Gagné** has been a driving force in the majority of international BPM standards in use today. He is a member of the Workflow Management Coalition (WfMC) Steering Committee, chair of the Business

Process Simulation Working Group (BPSWG), and co-Editor of the XPD 2.2 process definition standard. For the Object Management group (OMG), Denis is the Chair of the BPMN Interchange Working Group (BPMN MIWG), and a member of the Business Process Model and Notation (BPMN), Case Management Model and Notation (CMMN) team and Decision Management (DMNJ) team.

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TIMING THE STOCK MARKET WITH DMN, BRUCE SILVER, METHODANDSTYLE.COM

DMN in combination with service orchestration platforms now enable business users to design and deploy sophisticated applications. I will demonstrate an application that applies a decision model to determine whether stocks are in buying range, as recommended by the popular CANSLIM methodology using patterns in the chart of daily prices. DMN first obtains a list of local maxima and minima in the stock price, each of which triggers a "state transition" to a new pattern type as specified by business rules. Some of these states include a buy point, and when the stock price exceeds the buy point, a buy signal is generated. The DMN model is deployed in one click to a service in the Trisotech cloud. The application uses Microsoft Flow to orchestrate an Excel list of stock tickers, a web service providing historical stock prices, and the decision service, all with zero code.



Founder and co-chair of the annual bpmNEXT conference, **Bruce Silver** is a well-known consultant, industry analyst, and educator specializing in BPM. He is founder and Principal of BPMessentials, the world's leading

provider of BPMN training and certification, and methodandstyle.com. Author of BPMN Method and Style and DMN Method and Style, Dr Silver served on the OMG technical committees that developed the BPMN 2.0 and DMN 1.1 standards. Previously, he served on the board of directors of Captiva Software until its acquisition by EMC in 2005, and was Vice President and head of workflow and document management research at the industry analyst firm BIS Strategic Decisions (which became Giga Information Group, now Forrester Research). In the 1980s, he was engineering manager at Wang Labs in charge of one of the very first commercial document imaging and workflow systems. He holds Physics degrees from Princeton and MIT, and four patents in imaging and workflow.

REACHING LEVEL 5 OF DECISION MANAGEMENT MATURITY, LARRY GOLDBERG, SAPIENS DECISIONS SOLUTIONS

The Decision Management Maturity Model (DMM), as proposed by von Halle and Goldberg in “The Decision Model” set five levels of maturity, of which the highest level, level five, is where, inter alia, decision logic is shared and governed across the enterprise, and where decisions are continually optimized in real time against changes in business objectives, and more dynamically, against changes in business circumstances. Implementing Decision Management at this level of maturity places great demands on organization change as well as on technology. These challenges will be detailed and discussed. The current release of the Sapiens DECISION Suite provides a platform upon which DMM Level 5 may be implemented. A demonstration of a DMM Level 5 implementation will be shared in this presentation.



Larry Goldberg is the evangelist for and Product Manager for Sapiens Decision. He was Co-founder and Managing Partner of Knowledge Partners International LLC, and has almost fifty years of experience in

building technology based companies on four continents. Larry is a leading international authority on business requirements, and is the co-author of the best-selling book “The Decision Model: A Business Logic Framework Linking Business and Technology” (Auerbach 2009).

DESIGNING THE DATA-DRIVEN COMPANY, JOCHEN SEEMANN, ELMAR NATHE, MID GMBH

Companies often decide to integrate data and analytics into their strategy. The successful execution of a data-driven strategy has many obstacles:

- lack of transparency in operational decision management
- sufficient integration of analytics in processes
- close collaboration between Analytics and BPM
- high quality data throughout the enterprise

The presentation shows a specific methodology on top of Business model canvas, ArchiMate, BPMN and DMN implemented by MID’s modeling tool Innovator.



Jochen Seemann is CTO at MID GmbH and responsible for development and product management of modeling tools and SaaS products. He has more than 25 years experience as architect, product manager and general manager

in the software industry in Germany and the US. Previously he worked as a product manager at IBM/Rational in Seattle and as a program manager in the Visual Studio group at Microsoft. Jochen holds a MSc. in Computer Science.



Elmar Nathe is BU Director at MID GmbH and manages the BPM business unit. He has more than 20 years of professional experience in BPM and large-scale IT transformations. He holds a MSc. in Computer Science.

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BPMN Modeling with Method and Style

Date: Thursday, May 3rd, 2018
Time: 12:00 - 1:00 PM (ET)
Duration: 45 minutes + Q&A
Featured Panelist: Bruce Silver, Principal, Method and Style

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USING CUSTOMER JOURNEYS TO CONNECT THEORY WITH REALITY, TILL REITER, ENRICO TETERRA, SIGNAVIO

Connecting process models to the underlying data of the systems that execute them, is still not as common as it should be. Further, delivering that data to analysts and business managers in meaningful way that enables them to act on the insights has been elusive. The complexity of combining BI/Analytics with operational systems and models means that historically it has been put in the too difficult pile.

Signavio will be showing how it is now possible to connect these three worlds together in an easier and more intuitive way. Further we will demonstrate how and why Customer Journey Maps should become the dashboard of the future. The use of Journey Maps at the highest dashboard level easily allows business managers to understand why they are getting the results they are, while identifying key areas for potential improvement. Analysts can then easily drill into the connected processes and quickly address the right issues.



Till Reiter is Product Manager for BPM at Signavio.



Enrico Teterra is Product Owner for Process Intelligence at Signavio.

DISCOVERING THE ORGANIZATIONAL DNA, JUDE CHAGAS PEREIRA, IYCON; FRANK KOWALKOWSKI, KNOWLEDGE CONSULTANTS, INC.

The session will provide an example of how the Organizational DNA wizard of Afterspyre can be utilized.

The example will be based around suggesting a roadmap of the recommended technology to be used which can add the most value to the business operations and strategy, along with the nearest alternatives. This will be broadly as under.

- Listing the Strategy Objectives of the organization or organizations
- Listing the currently used technology
- Creating a Matrix Model mapping the technology to the strategic objectives
- Listing the Key processes of the organization
- Creating a Matrix Model mapping the technology to the Key Processes
- Ranking the technology in terms of best fit and technology lifecycle
- Assigning cost attributes (AMC etc) to rank technology in terms of cost effectiveness
- Assigning risks to each technology used and ranking risks (e.g. support effectiveness, vendor present, technology platform obsolescence etc.)
- Semantic analysis to identify redundant and overlapping technology
- Generating a Linkage model which shows the relationship map between all the above components



Jude Chagas Pereira, CEO of IYCON, with responsibility for achieving the company's vision of being the "Preferred Strategy Execution Partner for Government and Businesses". He has been instrumental in

conceptualizing the best practice framework for Process and Risk Integrated Strategy Execution (PRISE©). Over 20 years' experience, spanned across 100 projects, in

technology based strategy execution and process improvement.

He was listed by Forbes as one of the “Top India Leaders in the Arab World 2015: Owners”. He also received recognition through the “Strategic Leadership Award” from the Chartered Institute of Management Accountants (CIMA) in 2016, and the “Business Leadership Excellence Award” from the World Leadership Congress in 2015. A Chartered Accountant by profession, he is also qualified as a System Analyst and Lead Auditor for ISO. He has been instrumental in the design and development of Afterspyre.



Frank Kowalkowski, President of Knowledge Consultants, Inc., a firm focusing on business performance, business/IT architecture and business analytical techniques. He has been involved with many projects including

business analysis, process management, business performance measurement, business and competitive intelligence and knowledge management. In addition to being a keynote speaker at international conferences he conducts frequent seminars internationally on a variety of topics. He is the author of a book on Enterprise Analysis and author and contributor to books on Digital Transformation and Business and Dynamic Change.

A NEXT GENERATION BACKENDLESS WORKFLOW ORCHESTRATION API FOR ISVS, BRIAN REALE, TAYLOR DONDICH, PROCESSMAKER

ProcessMaker I/O is a lean serverless and backendless workflow orchestration API. Built on a modern API-first architecture, the solution has SDKs in all major programming languages. The solution is designed for developers and ISVs that are creating enterprise class applications such as CRM, ERP, or DMS applications and want to include best of breed workflow as part of the application. The ProcessMaker I/O API coupled with the ProcessMaker I/O Apache licensed process designer makes it simple to embed workflow into your application. In this session, we will create a simple slack based

application using the API to show how an ISV might begin using the solution as part of its stack.



Brian Reale is Founder and CEO of ProcessMaker. Prior to founding ProcessMaker (formerly known as Colosa) in 2000, Brian was the General Manager of Unete Telecomunicaciones, a long distance telephony company in

South America that Brian founded in 1997 and sold to a publicly traded US Telecom company in 2000. Brian graduated magna cum laude from Duke University in 1993 and was awarded a Fulbright scholarship in linguistics in Ecuador in 1994.



Taylor Dondich has worked with companies such as Yahoo, Splunk and Federated Media. Most recently Taylor was VP of Engineering at MaxCDN which he helped to grow from a startup until it was acquired by Stackpath. Taylor has

extensive experience in enterprise software development with a focus on performance, stability and security. Taylor has spoken on the topics of scalability, enterprise development and best practices at various open source conferences and is a published O'Reilly author.

CAPBPM'S IQ – NO-CODE BPM DEVELOPMENT – TURNING IDEAS INTO VALUE, MAX YOUNG, CAPITAL BPM

Providing no-code BPM development enables the business to design their future.

Though all IT work is about solving business problems, development is only as good as the ability of the business to express their needs and vision. There is an ongoing search for better ways to enable clarity between the business need and the IT solution. IQ, CapBPM's new product, enables the business to implement simple process applications in IBM BPM, including UI creation. By completing the initial development automatically for the business, IT is then enabled to take on the more difficult (and more interesting) development efforts to deliver the

business a fully functioning application that matches their expectations.



Max is the CEO of Capital BPM Software Solutions. He previously ran the BPM, ODM, and Connectivity practice for Avnet Services, ran a division for eBay.com, and holds dual Master's degrees from the Ohio State University in

Abstract Mathematics and Computer Science with an emphasis in AI. Max is an alumnus of The Lombardi company, as well as Pega Systems, and specializes in helping organizations build better, stronger, faster practices.

MONITORING TRANSPARENCY FOR HIGH-VOLUME, NEXT-GENERATION WORKFLOWS, JAKOB FREUND, RYAN JOHNSTON, CAMUNDA INC.

Learn how Camunda is improving our customers' ability to automate large volumes of workflows and decisions simply and effectively through the use of our next-generation Zeebe platform, all while also providing the flexible business-driven workflow monitoring and analysis offered within our Optimize product.



Jakob Freund is Camunda's Co-Founder and CEO, and he's had the pleasure of wearing many different hats as the company has grown. He understands that today's workflow and decision automation tools aren't

enough for today's increasingly-demanding businesses, so he enjoys helping our customers and prospects to realize the benefits of workflow and decision automation through the use of the rapidly improving and evolving Camunda platform.



Ryan Johnston is the Director of Operations for Camunda Inc. in North America. He has a diverse background in workflow analysis, design and implementation, working with several commercial and open source process modeling and implementation tools over his career. This

background and experience has led to a desire to eliminate the frequent disconnects between business analysts and information technology professionals through the effective use of business process design, implementation and monitoring tools.

RPA ENABLEMENT: A FOCUS ON LONG-TERM VALUE AND CONTINUOUS PROCESS IMPROVEMENTS, MASSIMILIANO DELSANTE, CEO, COGNITIVE TECHNOLOGY

The session shall provide a clear understanding of how processes can be automatically discovered and how the levels of automation can be identified by the use of myInvenio.

Thereafter the fundamentals of ensuring compliance will be discussed with the objectives to obtain deeper knowledge of how to analyze process performance, costs and crucial areas of improvements.

Finally, the session will cover the ability to implement Robotic Process Automation (RPA) for continuous monitoring and constant revelation of improvement opportunities.



Massimiliano Delsante – CEO. In my career, I've been a methodology consultant, an application architect, an IT researcher, a founder and CEO of two IT organizations, OT Consulting and Cognitive Technology. I spent a

significant part of my life in the Business Process Management, Application Lifecycle Management & Enterprise Application Architecture arenas. I've been recently serving as CEO in OT Consulting and since 2013 I've been dedicated to the Startup of Cognitive Technology the house of myInvenio product. In this role I met nice research challenges like Process Intelligence, Process Mining, Automated Business Process Discovery, Social Network Analysis, and Advanced Analytics. I am passionate about my Family, my company, friends, sailing, and skiing.

INTEGRATION IS STILL COOL, AND CORE IN YOUR BPM STRATEGY, BEN ALEXANDER, PMG.NET

Integration is not new, but still very important in the digital transformation era. As AI, machine learning, IoT, blockchain, and other emerging technologies play a role in the BPM journey, integration is at the core of leveraging the future with your BPM strategy. For those considering RPA, a BPM platform with strong integration capabilities increases the value of RPA. As your end users move to Slack and other workspaces, providing a quick and easy integration to and from these tools lets you meet your users in their preferred workspaces, and include them in your business processes. You need ad-hoc Integration for your business users and business developers. From SAP to Workday, and Slack to IoT system X, allow users to do drag and drop development, and expose their solution as a RESTful API endpoint. In this session, hear why this is important, and see how it can be done, today.



With more than 15 years of experience in supporting PMG customers, Ben leads the product team at PMG. Working directly with customers to understand their needs and challenges, he sets the vision for the roadmap, and ensures the execution to deliver a superior product to customers.

MAKING PROCESS PERSONAL, PAUL HOLMES-HIGGIN, MICHA KIENER, FLOWABLE

Task inboxes and forms are for the email generation. Chat has become the preferred communication channel for the consumer and employee alike, and BPM products need to adapt to this. We'll demonstrate how BPMN and CMMN can be used to define chatbot behaviors, which can then be used in Flowable's chat platform. We'll illustrate this by showing how a bank's Relationship Managers use the platform to offer a new customer experience to their clients.



Paul Holmes-Higgin, Chief Product Officer at Flowable, previously co-founded Alfresco with positions as VP Engineering and Chief Product Officer. This included managing the Activiti BPM project and subsequently taking Activiti to market. Paul has a PhD in Artificial Intelligence.



Micha Kiener, Chief Technology Officer at Flowable, having previously established edorasware, a Case Management product company based on Activiti BPM, now built on the Flowable engines. Previously co-founder and CTO of Mimacom.

ROBOTICS, CUSTOMER INTERACTIONS AND BPM, FRANCOIS BONNET, ITESOFT

Based on a business scenario, the demo will show the interactions between a human (the presenter) a robot and the back office, involving our latest technologies in terms of capture and BPM innovations.



With over 25 years of experience in the software industry, **Francois Bonnet** has a recognized expertise of this market in general and especially BPM. He joined ITESOFT through the acquisition of W4 he joined in 2000. As a product marketing manager, he oversees the whole software platform, analysts's relations and normalization bodies (OMG, WfMC). In addition to an Internet startup experience, his career began in the field of CAD/CAM.

THE FUTURE OF VOICE IN BUSINESS PROCESS AUTOMATION, BRANDON BROWN, K2

Voice interaction today is primarily within the realm of personal and home use. But as people become accustomed to it, they will expect it in business and commercial contexts as well. Imagine requesting PTO or submitting an expense report via a mobile app, entirely voice enabled. Hands-free and eyes-free, voice-user interfaces will fundamentally

transform how we design, execute and interact with processes. In this session we will briefly describe the future of voice in transforming UX and enabling automation. We will then illustrate this in action by demonstrating a number of internal and customer-facing process scenarios being executed on K2's low-code process automation platform.



Brandon is VP of Global Technical Field, K2 and has a diverse background, which includes leading development teams in the manufacturing and supply chain management space. As a software

architect for the last 15+ years, Brandon has helped companies leverage technology to solve unique industry related business process and automation challenges. In his 10 years at K2, he has helped many of the largest organizations on the planet drive efficiencies and automate their business processes.

STATE MACHINE APPLIED TO CORPORATE LOANS PROCESS, FERNANDO LEIBOWICH BEKER, BEECKERCO

While working with a Latin American bank on the automation of the process of Corporate Loans for large companies, BeeckerCo found that traditional BPM workflow did not perform optimally due to the complexity of the process resulting from multiple and undetermined process paths. BeeckerCo addressed this using State Machine on a BPM platform (IBM-BPM/IBM-ODM). This innovative approach is now being programmed into the solutions BeeckerCo develops for the financial market, and will be demonstrated in the session.



Fernando is the BeeckerCo founder & CEO. The most important BPM boutique firm in Latin-America, with 100+ consultants and several awards and certifications. Fernando has 15+ years of experience developing Process

Transformation Consulting projects and implementing BPM automation solutions focused in Banking and Insurance Industry.

WHEN ARTIFICIAL INTELLIGENCE MEETS PROCESS BASED APPLICATIONS, NICOLAS CHABANOLES, NATHALIE COTTÉ, BONITASOFT

As process based applications get more sophisticated, however, the effect of delays—or blocked business processes—remains a problem.

Delays are typically due to resource unavailability, peak workload, and external dependencies. Recent strides in artificial intelligence are making it possible to anticipate future constraints and align them with available resources—that is, to become proactive rather than reactive—and avoid the bottlenecks altogether.

Application of AI technologies allows process-flow pattern detection and process and business metrics predictions—guiding corrective actions and updates of running applications. With AI, applications can analyze their own historical patterns and signal future constraints that are not easily perceived by a human observer.

During this session we will demonstrate a new add-on to the Bonita platform that provides advanced decision automation capabilities thanks to process mining algorithms and machine learning techniques. The add-on analyzes business processes execution and predicts certain behaviors enabling recommendations for automated or human decision making.



Nathalie Cotté has worked in usability for 12 years on various types of innovative user interfaces. As the in-house usability specialist at Bonitasoft for more than 4 years, and Product Owner for over a year, she

works at switching from feature to value, integrating users' expectations and needs in the implementation of the roadmap, from design to testing.



Nicholas Chabanoles was a technical expert and managed a team within a system integrator before joining Bonitasoft right at the beginning of the Bonitasoft adventure. First as a R&D

engineer and now as Bonitasoft Software Development Manager, Nicolas, also called Captain Bonita, is passionate about development and technology. He leads the R&D team to new heights using the most recent technologies and methodologies.

UNDERSTANDING YOUR MODELS AND WHAT THEY ARE TRYING TO TELL YOU,
TIM STEPHENSON, *KNOW PROCESS*

The session will focus introduce the repository through its web interface answering questions like which processes use others and which activities a given human resource or group participate in to present a holistic view of their work profile encompassing process, case and decision models.

Then we will dive into the API to see an example of how developers can explore and experiment through the API workbench. The current state of the BPMN, CMMN, and DMN standards pose some challenges to answering a number of questions we're interested in, especially at the point of connection. We'll explore some of the limitations and solutions we've identified.

Finally we'll look at how the conversational interface can combine the API with added context through a series of refining questions to guide users to sophisticated insights.



Tim's background is in enterprise software and new product development. In both Global 500 companies and brand new startups Tim has worked to bring early product visions to market; covering all aspects

of the process including forming new teams, evolving right-size development procedures and making technology selections. His passion is for the impact that technology can have to optimise both human and machine workflows for business advantage. He has contributed to a number of the standards in the BPM area.

EXPLOITING CLOUD INFRASTRUCTURE FOR EFFICIENT BUSINESS PROCESS EXECUTION,
KRIS VERLAENEN, *RED HAT*

Over the past decade, the cloud has become a disruptive force affecting every initiative inside enterprises. While executing business processes in the cloud might look seamless for end users, DevOps people require advanced capabilities to be able to monitor, scale and continuously be able to deploy new versions of your business processes in a safe manner. This demo will focus on how components like controllers and smart routers are indispensable in a cloud architecture supporting advanced deployment strategies for business processes.



Kris Verlaenen, Red Hat Business Automation product architect, is interested in everything related to business process management. He is particularly fascinated by healthcare, an area that has already demonstrated the need for flexible business processes.

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BPMN Modeling with Method and Style

Date: Thursday, May 3rd, 2018

Time: 12:00 - 1:00 PM (ET)

Duration: 45 minutes + Q&A

Featured Panelist: Bruce Silver, Principal, Method and Style

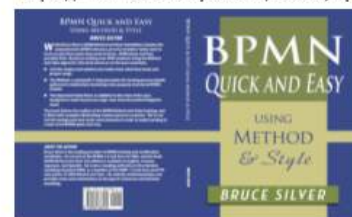
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Recommended Restaurants

For Groups & Private Parties

Finch & Fork (Adjacent to Canary Hotel)

31 West Carrillo Street

(805) 879-9100

www.finchandforksantabarbara.com

Executive Chef James Siao's menus read like a love letter to Santa Barbara farms and fishermen, as each one of his clean, simple dishes—from small bites to full meals—each pairs no more than six ingredients, mostly drawn from the bounty of the central coast.

Aldo's

1031 State Street

(805) 963-6687

www.sbaldo.com

Distance from Hotel: 1 Block

Italian cuisine with a cozy outdoor patio located in the heart of Santa Barbara's Downtown. Famous for outstanding service and an extensive menu, located in the Janssens-Orella Adobe (1857) a city landmark in the National Register of Historic Places.

Bouchon

9 West Victoria Street

(805) 730-1160

www.bouchonsantabarbara.com

Distance from Hotel: 4 Blocks

Intimate wine country restaurant specializing in pairing local ingredients with an exclusively Santa Barbara Country wine list.

El Paseo Restaurant

813 Anacapa Street

(805) 962-6050

www.elpaseosb.com

Distance from Hotel: 1.5 Block

Traditional Mexican menu selection paired with a casual atmosphere and open-sky ceiling make this historic home a warm, relaxing place to dine. Historic Santa Barbara courtyard setting, surrounding a large 3-tier fountain.

Opal

1325 State St.

(805) 966-9676

www.opalrestaurantandbar.com

Distance from hotel: 4 blocks

A local's favorite, opal restaurant and bar infuses an Eclectic California Cuisine with creative influences from around the World. Our chefs use the freshest of ingredients to create dishes inspired by the colorful multi-cultural heritage of America, often with an Asian flair. We have a full bar with a unique list of Specialty Martinis and a Wine Spectator award winning wine list.

The Palace Grill

8 East Cota Street

(805) 966-3133

www.palacegrill.com

Distance from hotel: 4 blocks

The Palace Grill is one of the finest Cajun-Creole restaurants in Southern California, according to the Hollywood Reporter. Located in the heart of town in a building with eclectic décor, the food and atmosphere here are definitely upbeat and lively.