Defining the Next Generation of Process Innovation

Now in its 6th year, bpmNEXT remains the definitive showcase of the next generation of Business Process Management software – covering Advanced Analytics, Blockchain, Decision Management, Digital Transformation, Robotic Process Automation, AI, the Internet of Things, Process Mining, and the next generation of BPMS platforms. This is no typical “how to” conference aimed at BPM newcomers. It is designed specifically for those already chest-deep in BPM and wanting to get in early on the next generation of process innovation technology – touch it, see it, and influence it.

bpmNEXT has consistently been the defining launch pad for the ideas and innovations surrounding technology-led business process innovation. Presentations are not case studies of past successes, but vision statements on where we need to go next.

The venue is SPECTACULAR: blending modern design with Spanish Colonial architecture, the Canary is a luxury boutique hotel in the heart of the city known as “America’s Riviera” with views from the mountains to the Pacific, and walking distance to the best that Santa Barbara has to offer.

The interaction is INTENSE: you will not just hear about BPM, but see it in action and engage with the developers actively shaping the next generation of BPM.

The event is EXCLUSIVE: assembling the single greatest concentration of industry influencers, the buzz coming from bpmNEXT will set the tempo, trends, and market direction for all matters of process innovation.

bpmNEXT 2018 is better than ever! With over 20 leading-edge demos including the full gamut of technology spearheading the next wave of process innovation, combined with the “Business of BPM” workshop featuring insight from BPM’s most prominent and influential analysts.

Featuring ground-breaking sessions of the next big thing from...
WHAT IS BPMNEXT?

The brainchild of Bruce Silver and Nathaniel Palmer, both well-known BPM thought leaders, bpmNEXT is a journey into the future of BPM and related technologies. See it, engage with it, shape it. Part TED, part DEMO, part Think Tank, bpmNEXT is not your usual BPM conference. It is a uniquely collaborative event for people already immersed in the field – business and IT executives, technology vendors, academics, practitioners, analysts, investors – who know what’s out there today... and are hungry for what’s coming next. Not just to hear about it, but see it in action and engage with the developers.

The perspective is FORWARD-LOOKING: now in its sixth year, bpmNEXT has consistently been the defining launch pad for the ideas and innovations surrounding technology-led business process innovation. Presentations are not case studies of past successes, but vision statements on where we need to go next.

The format is LIVELY: bpmNEXT presentations are always about showing not telling. The presentation format is strictly enforced, with 5-minute introductions using the Ignite style (20 slides advanced every 15 seconds) followed by live demos and interactive Q&A, plus scheduled breaks for one-on-one deep dives.

bpmNEXT 2018 is better than ever! With over 20 leading-edge demos including the full gamut of technology spearheading the next wave of process innovation, combined with thought leadership sessions featuring insight from BPM’s most prominent and influential analysts – Neil Ward-Dutton, Jim Sinur, Nathaniel Palmer and Bruce Silver.

“I was there... and impressed by the presentations quality! State-of-the-art BPM has been shown, high quality. The future is now! And agree with other commenters: great job for the organizers!”

- past bpmNEXT attendee

Bruce Silver
bpmNEXT co-Chair

Nathaniel Palmer
bpmNEXT co-Chair
WHAT TOPICS ARE COVERED?

- BPM 2018-2022: Outlook for the Next Five Years
- The Future of Process in Digital Business
- Smarter Contracts with DMN
- Secure, Private, Decentralized Business Processes for Blockchains
- Turn IoT Technology into Operational Capability
- Business Milestones as Configuration: Process Director App Events
- Decision as a Service (DaaS): The DMN Platform Revolution
- Timing the Stock Market with DMN
- Reaching Level 5 of Decision Management Maturity
- Designing the Data-Driven Company
- Using Customer Journeys to Connect Theory with Reality
- Discovering the Organizational DNA
- The New Wave of Automation
- A Next-Generation Backendless Workflow Orchestration API for ISVs
- CapBPM’s IQ – No-code BPM development – Turning Ideas into Value
- RPA Enablement: Focus on Long-Term Value and Continuous Process Improvement
- Integration is Still Cool, and Core in your BPM Strategy
- Robotics, Customer Interactions, and BPM
- Making Process Personal
- The Future of Voice in Business Process Automation
- BeBOP Express
- When Artificial Intelligence meets Process-Based Applications
- Understanding Your Models and What They Are Trying to Tell You
- Exploiting Cloud Infrastructure for Efficient Business Process Execution
- Monitoring Transparency for High-Volume, Next-Generation Workflows
- Dynamic Work Assignment

WHO SHOULD ATTEND?

bpmNEXT is a Who’s Who affair without peer pressure. It has been aptly described as the “Bohemian Grove of BPM” where the industry’s most influential insiders gather to plot the future direction of the market.

Is BPM technology critical to the success of your current career? If so, your attendance is mandatory. Executives from every BPM market leader will be present, as well as visionary IT executives, BPM program leaders, representatives from the most influential system integrators, analysts, and investors... anyone with a direct hand in defining the next generation of BPM.

BENEFITS FOR ATTENDEES

The BPM technologies you’ll see are working prototypes in action – the next wave of process innovation before they hit the market. bpmNEXT offers you an unparalleled opportunity to preview what’s coming next for the BPM industry, how close is it, and how you can leverage it to gain first-mover advantage in your industry.

WHAT IS THE COST?

bpmNEXT pricing is all-inclusive, covering admission to the conference, three nights’ stay at the Canary Hotel, and most meals including dinner on April 17th (Tuesday). The discounted price of just $2,895 per person is available until March 16th (then $3395 staring March 17th) and space is strictly limited, so register now before it’s too late!
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<tr>
<th>APRIL 17th</th>
<th>WHAT</th>
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<td>7:30-8:30am</td>
<td>Breakfast — Riviera Foyer</td>
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<td>8:30-8:45am</td>
<td>Welcome and Business of BPM Kickoff</td>
<td>Nathaniel Palmer and Bruce Silver</td>
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<td>8:45-9:15am</td>
<td>BPM 2018-2022: Outlook for the Next Five Years</td>
<td>Nathaniel Palmer</td>
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<td>9:15-9:45am</td>
<td>The Future of Process in Digital Business</td>
<td>Jim Sinur, Aragon Research</td>
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<td>9:45-10:15am</td>
<td>Smarter Contracts with DMN</td>
<td>Edson Tirelli, Red Hat</td>
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<td>Networking Break</td>
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<td>10:45-11:15am</td>
<td>Secure, Private, Decentralized Business Processes for Blockchains</td>
<td>Vanessa Bridge, ConsenSys</td>
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<td>11:15-11:45pm</td>
<td>Turn IoT Technology into Operational Capability</td>
<td>Pieter van Schalkwyk, XMPro</td>
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<td>11:45-12:15pm</td>
<td>Business Milestones as Configuration: Process Director App Events</td>
<td>Scott Menter, BPLogix</td>
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<td>12:15-1:30pm</td>
<td>Networking Lunch on the Roof Deck</td>
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<td>1:30-2:00pm</td>
<td>Decision as a Service (DaaS): The DMN Platform Revolution</td>
<td>Denis Gagné, Trisotech</td>
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<td>2:00-2:30pm</td>
<td>Timing the Stock Market with DMN</td>
<td>Bruce Silver, methodandstyle.com</td>
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<td>2:30-3:00pm</td>
<td>Reaching Level 5 of Decision Management Maturity</td>
<td>Larry Goldberg, Sapiens DECISION</td>
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<td>3:00-3:30pm</td>
<td>Networking Break</td>
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<td>3:30-4:00pm</td>
<td>Designing the Data-Driven Company</td>
<td>Jochen Seemann and Elmar Nathe, MID GmbH</td>
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<td>4:00-4:30pm</td>
<td>Using Customer Journeys to Connect Theory with Reality</td>
<td>Till Reiter and Enrico Teterra, Signavio</td>
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<td>4:30-5:00pm</td>
<td>Discovering the Organizational DNA</td>
<td>Jude Chagas Pereira, IYCON; Frank Kowalkowski, Knowledge Consultants, Inc.</td>
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<td>5:00-7:00pm</td>
<td>Wine Tasting and Roof Deck Reception</td>
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<td>7:00-9:00pm</td>
<td>Welcome Dinner — Roof Deck Terrace</td>
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<td>Morning Kick-off</td>
<td>Nathaniel Palmer and Bruce Silver</td>
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<td>8:45-9:45am</td>
<td>The New Wave of Automation</td>
<td>Neil Ward-Dutton, MWD Advisors</td>
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<td>A Next-Generation Backendless Workflow Orchestration API for ISVs</td>
<td>Brian Reale, ProcessMaker</td>
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<td>10:45-12:00pm</td>
<td>CapBPM’s IQ – No-code BPM development – Turning Ideas into Value</td>
<td>Max Young, Capital Labs</td>
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<td>11:45-12:15pm</td>
<td>Analyst Panel: The Future of BPM</td>
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<td>12:00-1:30pm</td>
<td>Lunch on the Roof Deck</td>
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<td>1:30-2:00pm</td>
<td>RPA Enablement: Focus on Long-Term Value and Continuous Process Improvement</td>
<td>Manuel Spezzani and Massimiliano Delsante, Cognitive Technology Ltd.</td>
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<td>2:00-2:30pm</td>
<td>Integration is Still Cool, and Core in your BPM Strategy</td>
<td>Ben Alexander, PMG.net</td>
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<td>2:30-3:00pm</td>
<td>Robotics, Customer Interactions, and BPM</td>
<td>Francois Bonnet, ITESOFT</td>
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<td>Networking Break</td>
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<td>Making Process Personal</td>
<td>Paul Holmes-Higgin and Micha Kiener, Flowable</td>
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<td>4:00-4:30pm</td>
<td>The Future of Voice in Business Process Automation</td>
<td>Brandon Brown, K2</td>
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<td>4:30-5:00pm</td>
<td>BeBOP Express</td>
<td>Fernando Leibowich Beker, BeeckerCo</td>
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<td>5:00-7:00pm</td>
<td>Networking Session on the Roof Deck</td>
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<td>7:00pm</td>
<td>Dinner on the Town in Santa Barbara</td>
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<td>APRIL 19th</td>
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<td>7:30-8:30am</td>
<td>Breakfast — Roof Deck</td>
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<td>When Artificial Intelligence meets Process-Based Applications</td>
<td>Nicolas Chabanoles and Nathalie Cotté, Bonitasoft</td>
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<td>Understanding Your Models and What They Are Trying to Tell You</td>
<td>Tim Stephenson, Know Process</td>
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<td>Kris Verlaenen, Red Hat</td>
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<td>Monitoring Transparency for High-Volume, Next-Generation Workflows</td>
<td>Jakob Freund and Ryan Johnston, Camunda</td>
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<td>11:45-12:15pm</td>
<td>Dynamic Work Assignment</td>
<td>Lloyd Dugan, Serco</td>
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<td>12:15-1:30pm</td>
<td>Lunch on Roof Deck</td>
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<td>1:30-2:30pm</td>
<td>Plenary Session and Awards</td>
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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.

**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 XPDL 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.

**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, New York 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. Prior joining MID 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 Business Unit 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.

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 though 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, 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.

**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.

**RPA ENABLEMENT: A FOCUS ON LONG-TERM VALUE AND CONTINUOUS PROCESS IMPROVEMENTS, MANUEL SPEZZANI, R&D MANAGER, AND 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.
Manuel Spezzani – R&D Manager.
During the last 10 years, I’ve been a developer, consultant, Scrum Master, Technical Lead and sometimes speaker. I helped companies, mainly an important Italian automotive F1 brand, spread Agile Methodologies to development teams and automate deployment pipelines using Continuous Integration systems. I’ve been part of an Italian startup based in Bologna that developed an innovative product, named 2015 Gartner Cool Vendor for Big Data. I’m passionate about technology, running, mountain biking and, of course, my family.

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.

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, analyst's relations and normalization bodies (OMG, WfMC). In addition to an Internet startup experience, his career began in the field of CAD/CAM.

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.

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, Bonitasoftware

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.

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.
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.

DYNAMIC WORK ASSIGNMENT, LLOYD DUGAN, SOLUTION ARCHITECT, SERCO
ABOUT THE VENUE

From the moment you arrive until the last group activity, bpmNEXT is about learning, networking and collaborating with the industry’s top executives and most influential thought leaders. We have selected the location and planned activities to ensure not only an optimal experience, but the greatest impact and return on your time spent with us.

ABOUT THE CITY

Santa Barbara, California is a global destination without compare. Its unique history and unparalleled beauty stretches from the foothills to the Pacific, from the 18th century Mission to historic Stearns Wharf, and from its beaches to the breakwater, all within reach of its picturesque downtown. It also offers more Zagat-rated restaurants and variety of dining experiences per square block than anywhere in the world. The famed “Urban Wine Trail” which features over a dozen top-rated wineries within a short walk of the hotel. Santa Barbara is serviced by its own airport (SBA) with many direct flights from LAX and SFO, and is also just a two-hour drive North from Los Angeles.

ABOUT THE CANARY

The Canary is Santa Barbara’s premiere downtown hotel, with a roof deck view stretching from the mountains to the Pacific, its own 5-star restaurant, and is within walking distance to the best the city has to offer. We are excited to return to the Canary for 2018, and are committed to providing you with a top-notch experience.

Visit www.canarysantabarbara.com to learn more.
Cancellation Liability: Cancellations and No-shows

Cancellations received prior to 4/5/18 are eligible for a full refund. As the price of admission includes both lodging and meals, cancellations received after 4/5/18 are subject to a 40% penalty. No shows will be charged the full price of admission (inclusion the cost for lodging and meals.) Sharing of attendee passes is not permitted, however, substitution of registrations may be made at any time up to the start of the conference. bpmNEXT reserves the right to limit or deny admission to any individual deemed inappropriate for the event. bpmNEXT’s receipt of a completed registration form and/or payment does not constitute acceptance. Registrations and payments that are not accepted will be returned without penalty.

PARTICIPATION FEES

$2,895 (3 nights hotel: Monday, Tuesday and Wednesday + meals) - Standard pricing from 1/1/18 - 3/16/18

$3,395 Late pricing after 3/16/18

EVENT REGISTRATION

Fax: +1-781-735-0491
Online: www.bpmnext.com
Email: info@bpmnext.com
USPS: bpmNEXT
759 CJC Hwy, Suite #363
Cohasset, MA 02025-2115 USA

Registration for bpmNEXT 2018 includes admission to the event, receptions and meals*. It also includes three nights at The Canary Hotel if your registration selection includes hotel. While available, additional nights can purchased through the Canary Hotel at a greatly reduced, pre-negotiated rate. Companions not participating in the event can be accommodated through coordination with the bpmNEXT team.

*Meals include lunch and dinner Tuesday, as well as breakfast and lunch Wednesday and Thursday, plus receptions Tuesday and Wednesday evenings.

NAME: ________________________________ TITLE: ________________________________

COMPANY: ___________________________________________________________________

ADDRESS: ___________________________________________________________________

CITY: ____________________________ STATE: ____________________________ ZIP: ______________

TELEPHONE: ____________________________ FAX: ____________________________

E-MAIL: ________________________________

Priority Code (if applicable): __________________________________________ Total Registration Fee $ ___________________

☐ My check for $ ______________________ USD is enclosed. ☐ Charge my (circle one): AMEX / MC / VISA / DISCOVER

Credit Card Account No. __________________________________________ Exp __________________________

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