DEFINING THE NEXT GENERATION OF INTELLIGENT AUTOMATION

Now in its 7th year, bpmNEXT remains the definitive showcase of the next generation of Intelligent Automation software – covering Process Mining and Advanced Analytics, AI and Machine Learning, Robotic Process Automation, Decision Management, Digital Transformation, and new cloud software architecture built on containers and REST services. This is no typical “how to” conference aimed at newbies. It is designed specifically for those already chest-deep in Intelligent Automation technology and eager to get in early on its next round of technology innovation – to 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 are going 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 Intelligent Automation, but see it in action and engage with the developers actively shaping the next generation.

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 the next generation of Intelligent Automation.

bpmNEXT 2019 is better than ever! With over 20 leading-edge demos including the full gamut of Intelligent Automation technology, combined with keynotes and panels featuring insight from the most prominent and influential analysts and vendors in the field.

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 has tracked the evolution of Business Process Management and related technologies into what we now call Intelligent Automation. bpmNEXT today provides a window into the future of this exciting area, where you get to see it, engage with it, and 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 seventh year, bpmNEXT has consistently been the defining launch pad for the ideas and innovations surrounding technology-led process innovation and Intelligent Automation. 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. Each presentation begins with an Ignite overview, a 5-minute introduction using 20 slides advanced every 15 seconds. This is followed by a live demo and interactive Q&A, plus scheduled breaks for one-on-one deep dives.

bpmNEXT 2019 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 – Jim Sinur, Sandy Kemsley, 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
WHAT TOPICS ARE COVERED?

• Intelligent Automation 2019-2023: Outlook for the Next Five Years
• Technology Combinations that Digitally Deliver
• Industry Round Table: Intelligent Automation Reality vs Hype
• Re-Aligning BPM in the Age of Intelligent Automation
• Democratizing Machine Learning with BPM
• Process Models that Continuously Learn
• Process Mining and DTO - How to Derive Business Rules and ROI from the Data
• Digital Workplace: Mastering the 3Cs of Collaborate, Coordination and Control
• Insightful Process Analysis
• Improving the Execution of Work with an AI Driven Automation Platform
• Best of Breed: Rolling Your Own Digital Automation Platform using BPMS and Microservices
• Business Automation as a Service

• Business-Composable Services for the Mortgage Industry
• Industry Round Table: What’s Next in Decision Automation?
• BPM at 1000 Transactions per Second
• BPM, Serverless and Microservices: Innovative Scaling on the Cloud
• Performance Management for Robots
• The Case of the Intentional Process
• Emergent Synthetic Process
• A Well-Mixed BPM Cocktail: Blending Decision and RPA Technologies in 1st Gen Design Patterns
• Industry Round Table: What’s Next for the BPM Market Sector
• Automating Human-Centric Business Processes with Machine Learning
• ML, Conversational UX, Intelligence in BPM: from Workflow to Robotic Process Automation
• DMN TCK Working Group

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 Intelligent Automation technology critical to your organization’s success? If so, your attendance is mandatory. Executives from key market leaders will be present, as well as CEOs/CTOs and top executives of the leading technology vendors and system integrators, analysts, and investors... anyone with a direct hand in defining the next generation of Intelligent Automation.

BENEFITS FOR ATTENDEES

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

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 15th (Monday). The discounted price of just $3,095 per person is available until March 15th (then $3,595 starting March 16th) and space is strictly limited, so register now before it’s too late!
## MON 15TH

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Who</th>
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<tbody>
<tr>
<td>7:30-8:30AM</td>
<td>Breakfast on the Roof Deck</td>
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<tr>
<td>8:30-8:45AM</td>
<td>Morning Kickoff</td>
<td>Nathaniel Palmer and Bruce Silver</td>
</tr>
<tr>
<td>8:45-9:30AM</td>
<td>Intelligent Automation 2019-2023: Outlook For The Next Five Years</td>
<td>Nathaniel Palmer, BPM.COM</td>
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<tr>
<td>9:30-10:15AM</td>
<td>Technology Combinations That Digitally Deliver</td>
<td>Jim Sinur, Industry Analyst</td>
</tr>
<tr>
<td>10:15-10:45PM</td>
<td>Break</td>
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<tr>
<td>10:45-11:30AM</td>
<td>Industry Round Table: Intelligent Automation Reality vs Hype</td>
<td>Malcolm Ross, Appian</td>
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<tr>
<td>11:30-12:00PM</td>
<td>Re-Aligning BPM in the Age of Intelligent Automation</td>
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<tr>
<td>12:00-1:30PM</td>
<td>Lunch on the Roof Deck</td>
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<tr>
<td>1:30-2:00PM</td>
<td>Democritizing Machine Learning With BPM</td>
<td>Scott Menter, BP Logix</td>
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<tr>
<td>2:00-2:30PM</td>
<td>Leveraging Process Mining to Enable Human and Robot Collaboration</td>
<td>Michal Rosik, Minit</td>
</tr>
<tr>
<td>2:30-3:00PM</td>
<td>Process Mining and DTO — How to Derive Business Rules and ROI from the Data</td>
<td>Massimiliano Delsante, Luca Fontanili, Cognitive Technology</td>
</tr>
<tr>
<td>3:00-3:30PM</td>
<td>Networking Break</td>
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<tr>
<td>3:30-4:00PM</td>
<td>Digital Workplace: Mastering the 3Cs of Collaborate, Coordination and Control</td>
<td>Neil Miller, Kissflow</td>
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<tr>
<td>4:00-4:30PM</td>
<td>Insightful Process Analysis</td>
<td>Jude Chagas Pereira, Frank Kowalkowski, Gil Laware</td>
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<tr>
<td>4:30-5:00PM</td>
<td>Improving the Execution of Work with an AI Driven Automation Platform</td>
<td>Kramer Reeves, Michael Lim, Jeff Goodhue, IBM</td>
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<tr>
<td>5:00-7:00PM</td>
<td>Wine/Beer Tasting and Roof Deck Reception</td>
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<tr>
<td>7:00PM</td>
<td>Welcome Dinner on the Roof Deck</td>
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## TUE 16TH

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
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<tr>
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<td>Morning Kick-Off</td>
<td>Nathaniel Palmer and Bruce Silver</td>
</tr>
<tr>
<td>8:45-9:45AM</td>
<td>Best of Breed: Rolling Your Own Digital Automation Platform Using BPMs and Microservices</td>
<td>Sandy Kemsley, Industry Analyst</td>
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<tr>
<td>9:45-10:15AM</td>
<td>Networking Break</td>
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<tr>
<td>10:15-10:45AM</td>
<td>Business Automation as a Service</td>
<td>Denis Gagne, Trisotech</td>
</tr>
<tr>
<td>10:45-11:15AM</td>
<td>Business-Composable Services for the Mortgage Industry</td>
<td>Bruce Silver, Method and Style</td>
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<tr>
<td>11:15-12:00PM</td>
<td>Industry Round Table: What’s Next in Decision Automation?</td>
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<tr>
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<td>Lunch on the Roof Deck</td>
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<tr>
<td>1:30-2:00PM</td>
<td>BPM, Serverless and Microservices: Innovative Scaling on the Cloud</td>
<td>Philippe Laumay, Thomas Bouffard, Bonitasoft</td>
</tr>
<tr>
<td>2:00-2:30PM</td>
<td>Performance Management for Robots</td>
<td>Mark Mcgregor, Alessandro Manzi, Signavio</td>
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<tr>
<td>2:30-3:00PM</td>
<td>The Case of the Intentional Process</td>
<td>Paul Holmes-Higgin, Micha Keiner, Flowable</td>
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<tr>
<td>3:00-3:30PM</td>
<td>Networking Break</td>
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<tr>
<td>3:30-4:00PM</td>
<td>Emergent Synthetic Process</td>
<td>Keith Swenson, Fujitsu</td>
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<tr>
<td>4:00-4:30PM</td>
<td>A Well-Mixed Cocktail: Blending Decision and RPA Technologies in 1st Gen Design Patterns</td>
<td>Lloyd Dugan, Serco</td>
</tr>
<tr>
<td>4:30-6:30PM</td>
<td>Roof Deck Reception</td>
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<tr>
<td>6:30PM</td>
<td>Dinner on the Town in Santa Barbara</td>
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## WED 17TH

<table>
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<th>Time</th>
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<tbody>
<tr>
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<tr>
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<td>Nathaniel Palmer and Bruce Silver</td>
</tr>
<tr>
<td>8:45-9:45AM</td>
<td>Industry Round Table: What’s Next for the BPM Market Sector</td>
<td>Kris Verlaenen, Red Hat</td>
</tr>
<tr>
<td>9:45-10:15AM</td>
<td>Automating Human-Centric Processes with Machine Learning</td>
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<tr>
<td>10:15-10:45AM</td>
<td>Networking Break</td>
<td></td>
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<tr>
<td>10:45-11:15AM</td>
<td>ML, Conversational UX, and Intelligence in BPM</td>
<td>Andre Hofeditz, Seshadri Sreeniva, SAP SE</td>
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<tr>
<td>11:15-12:00AM</td>
<td>DMN TCK Working Group</td>
<td>Keith Swenson, WFMC</td>
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<tr>
<td>12:00-1:00PM</td>
<td>Lunch on the Roof Deck</td>
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<tr>
<td>1:30-2:30PM</td>
<td>Awards and Wrap-Up</td>
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BPM THOUGHT LEADERSHIP SESSIONS

Intelligent Automation 2019-2023: Outlook for the Next Five Years
Nathaniel Palmer, BPMNEXT Co-Chair

This kickoff session presents an expert view of the new market landscape, projected over 2019 to 2023. 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 Intelligent Automation. This discussion will also be framed within the latest market research conducted by BPM.com and other relevant analysts.

Technology Combinations that Digitally Deliver
Jim Sinur, Industry Analyst

Tactically organizations need to deliver benefits to deliver profitability to continue their strategic digital transformation efforts. This session will concentrate on the top combinations of technologies that are delivering significant business outcomes in the short to mid-term while serving as a base for strategic results. This will include the top combinations and how they have delivered through mergers, partnering or customer self integration efforts.

Jim Sinur is an independent thought leader in applying Digital Business Platforms (DBP), Customer Experience/Journeys (CJM), Business Process Management (BPM), Automation (RPA), Low-code and Decision Management at the edge to business outcomes. His research and areas of personal experience focus on intelligent business processes, business modeling, business process management technologies, process collaboration for knowledge workers, process intelligence/optimization, AI applied to business policy/rule management, IoT and leveraging business applications in processes. Jim is also one of the authors of BPM: The Next Wave. His latest book is Digital Transformation. Innovate or Die Slowly. Jim is also a well known digital and traditional artist.
Best of Breed: Rolling Your Own Digital Automation Platform using BPMS and Microservices
Sandy Kemsley, Kemsley Design LTD

The pendulum in business software is swinging back from “buy” to “build”, with enterprises building their own platforms for developing business applications rather than buying a monolithic product from a single vendor. With processes and decisions at the heart of automation requirements, BPMS is typically a core component of these bespoke platforms, but there’s a need to assemble capabilities and technologies from a variety of sources, since no one supplier can provide best-of-breed for all required capabilities. More importantly, capabilities need to be independently deployed and scaled, and new capabilities being added as technology and the enterprise’s requirements evolve, making a microservices architecture most effective.

What does this look like in practice? What are the capabilities required in a digital automation platform? What’s considered a “core” service, and how does that vary with the company’s use cases? What level of granularity is required for microservices?

DEMO PROGRAM

Re-aligning BPM in the Age of Intelligent Automation
Malcolm Ross, Appian

With the rise of the term RPA, there is no doubt, process is hot again. But customers now face a confusing mix of technologies to achieve process automation goals. BPM programs and platforms must adapt in this new age of intelligent automation incorporating BPM, RPA, AI and Integration into a single cohesive plan. In this session, Malcolm Ross, VP Product for Appian, will demonstrate how Appian is evolving BPM into a platform for Intelligent Automation.

Sandy Kemsley is an independent analyst, consultant and process architect specializing in business process management and the social enterprise. During her career, she has founded companies in the area of content management, process management and e-commerce, and held the position of BPM evangelist for a major software vendor.

Sandy writes a popular BPM blog at www.column2.com and is a featured conference speaker on BPM and digital transformation. She is a contributing author to books on social BPM and adaptive case management, and the winner of the 2016 Marvin L. Manheim award for significant contributions in the field of workflow.

Malcolm Ross is the VP of Product at Appian. Malcolm has been directly involved in the management and implementation of enterprise software solutions for over 18 years. Malcolm is a frequent speaker and writer covering the application of BPM technology to solve real-world business problems. Malcolm received his BS degree in Computer Science with a minor in Actuarial Mathematics from Florida State University.
Democratizing Machine Learning with BPM

Scott Menter, BP Logix, Inc.

Thanks to BPM and digital process automation, recent years have seen the democratization of application development. No-code platforms empower businesses to deliver and enhance sophisticated customer-facing applications, achieving their goals without relying on the sorcery of professional programmers. But there’s new magic afoot: AI and machine learning. Having only just shed the crippling expense and bottomless delays of hand-coding, the enterprise is now faced with a new class of pricey platforms, requiring a whole new set of overworked technical professionals: data scientists. Are businesses simply trading one technology bottleneck for another?

In this session, we’ll demonstrate a set of Process Director-native tools that make it possible for application implementers to exploit ML technology: no external platform required. Importantly, these tools are simple enough for non-PhDs—greatly reducing dependence on yet another shared technology organization—yet sophisticated enough to keep actual data scientists happy doing… well, whatever it is they do.

Scott Menter never appears to age—he has always looked this old. After countless years as a technology leader (most of which he’s already forgotten) he now finds himself Chief Strategy Officer of BP Logix. He loves going to work, where every day brings new challenges (such as getting to the cafeteria without falling down). Scott is a graduate of Brandeis University (go Judges!). Didn’t know they had a computer science program? You’re not alone.

Leveraging Process Mining to Enable Human and Robot Collaboration

Michal Rosik, Minit

Minit has been evangelizing the automation market on RPA and process mining synergy for years. We truly believe, that process intelligence based on process mining technology can help to leverage the RPA technology in the early stages of automation initiatives as well as in the phase of operational monitoring and benefits measurement. Until now, we have just been touching the surface, but the low hanging fruits are gone. It’s time to drill down, to go literally a few levels deeper.

In the darkness of the RPA underground, it is more than necessary to have a good headlight, that is able to enlighten the path through the forest of heterogeneous event log granularity in end-to-end process monitoring, the valley of user interaction recording for RPA candidate identification and the lake of bottleneck shifts in hybrid process models.

In this session digital workforce walks this path hand in hand with the human.

As Product Visionary for Minit, Michal defines the Research & Development direction for this process mining solution, develops close ties to the academic community in this area and evangelizes process mining benefits to enterprises worldwide. Michal previously lead Microsoft Consulting department in Siemens and was involved in several large enterprise projects as a consultant and project manager. In his free time, he is a passionate trail runner.

Process Mining and DTO — How to Derive Business Rules and ROI from the Data

Massimiliano Delsante, Luca Fontanili, Cognitive Technology

The session will introduce the enablement Process Mining and Digital Twin of an Organization (DTO) bring to Digital Transformation initiatives. We will walk through the analysis of a bank account closure process from a real customer. Using anonymized data we will present the actual Processes Model including Business Rules created (with the “traditional approach”) using a BPA platform. Then, using our interactive process analysis, we will demonstrate how to automatically derive the dynamic model of the process (DTO). The derived BPMN model will include Business Rules represented with DMN standard. Finally, we will demonstrate how easy it is to run What-if Analysis and Simulation using the DTO and Process Mining.
Massimiliano Delsante, CEO of Cognitive Technology, has been a methodology consultant, an application architect, an IT researcher, a founder of two IT organizations, concentrating in the areas of Business Process Management, Application Lifecycle Management, and Enterprise Application Architecture. Recently he has been serving as CEO in OT Consulting and, since 2013, Cognitive Technology, creator of myInvenio, meeting the research challenges of Process Intelligence, Process Mining, Automated Business Process Discovery, Social Network Analysis, and Advanced Analytics. His passions are his family, company, friends, sailing, and skiing.

Luca Fontanili has a Master’s Degree in Computer Engineering, and since college he in the AI field. After several years of work in the field of Big Data and distributed computing using Hadoop framework, he moved in the Process Mining area where, as a Data Scientist, he is focusing more on Machine Learning. As a former player, he loves American Football, and he is an organizer and speaker of the Data Science group in Parma (IT), where he lives.

**Digital Workplace: Mastering the 3Cs of Collaborate, Coordination and Control**

Neil Miller, Kissflow

Most organizations are drowning in a sea of software. They have multiple company-wide solutions to handle everything from automation to project management to collaboration, and still each department requires a separate system to handle single use cases. In this session, Suresh will present to you the first unified and transformative digital workplace for organizations to manage all of their work on a single platform.

Neil Miller is the Director of Content at Kissflow. He works with the marketing and product teams to align the messaging and experience of users. Neil loves visiting and talking with Kissflow users and watching their faces light up when they describe the impact they feel. Neil is a Kissflow power user and is perpetually looking for new ways to align technology and productivity. He’s also the host of the podcast, WorkMinus, where he talks with experts around what we need to drop from work and transformative ideas to build a better workplace.

**Insightful Process Analysis**

Jude Chagas-Pereira, Wizly Corporation; Frank Kowalski, Knowledge Consultants; Gil Laware, Information by Design

The Wizly Solution Suite enables Insight across the Decision Landscape of Strategic, Tactical and Operational Decisions. The session will focus on providing insights into operational decisions revolving around a service process. This will include process discovery, comparison of the same with the defined process, and analysis for gaps and improvement opportunities using the Wizly Analytic Wizards. Cause and effect linkages to Strategy and Organizational Performance will be reviewed to understand the impact of the process on Strategy Execution.

Jude Chagas-Pereira, Board member of Wizly Corporation and 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 Wizly PRISE© (Process and Risk Integrated Strategy Execution). Jude has over 25 years’ experience spanned across 120 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 from the National Computing Center in the UK, and a Lead Auditor for ISO.
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.

Gil Laware, CEO of Information By Design (IBD), Inc., has over 35 years of consulting and industry experience with Fortune 50 companies. He was Associate Director for Fujitsu Consulting, Manager of Data Services for Whirlpool Corporation, and held various managerial and consultative roles with the IBM Corporation. He was an Associate Professor in the College of Technology at Purdue University and co-authored the 2015 book on “Business and Dynamic Change: The Arrival of Business Architecture”.

Improving the Execution of Work with an AI-Driven Automation Platform

Kramer Reeves, Michael Lim, Jeff Goodhue, IBM

The growing need for automation solutions is driven by a desire for companies and institutions to deliver exceptional customer experiences while simultaneously driving inefficiencies and cost out of the operational model. This dual-desire increases complexity and workstreams. The average number of hours a person works per day is between 12-14 hours. We predict that if we don’t solve the problem of managing workstreams, the average number of hours will grow by 20% within the next 5 years. To address this challenge, there is a need to augment human work with intelligent digital labor. This session is to discuss how IBM is helping our customers get better work/life balance by creating a digital workforce that has all the necessary elements to help humans multiple their capacity. With IBM Automation and AI, we provide

Kramer Reeves has enjoyed 20 years working in the enterprise software industry leading global product, marketing, strategy and channel organizations. He is currently Director of Global Marketing for IBM Automation, a mission combining business automation and artificial intelligence software, services and outsourcing capabilities across 20 industries in over 100 countries. Previously, he held numerous executive and management positions both inside IBM and externally, including Chief Marketing Officer and VP of Product Marketing for Sapiens Decision; Director of Product Management for IBM’s Enterprise Social Solutions; and Director of Global Marketing for IBM’s Business Process Solutions portfolio, leading IBM’s Business Process Management (BPM) and Operational Decision Management (ODM) software portfolios along with IBM’s Service Oriented Architecture (SOA) strategy. Kramer is the co-author of the book “The COO Revolution: Reinventing Customer-facing Processes for Moments of Truth”, a contributing author to additional books and whitepapers, and a frequent speaker on various topics in the software industry. Kramer has a BS in Engineering from Virginia Military Institute and an MBA from the University of North Carolina at Chapel Hill.

Michael Lim is a recognized digital automation practitioner with over 20 years in advising process improvement and automation programs for IBM’s fortune 100 customers. As a Sr. Program Director, Digital Business Automation at IBM Cloud, Michael is one of the leaders shaping the business strategy for the Digital Business Automation portfolio. He owns the vision and product direction for IBM's Workflow and RPA offerings. IBM's automation offerings provide the right digital innovation capabilities that enable our customers and partners find disruptive approaches to augment human work with AI and digital labor capabilities with the use of design thinking techniques. He continues to challenge IBM and the ecosystem to think differently and leverage innovation technology to help transform the future of work.
Jeff Goodhue is a Worldwide Tech Specialist in IBM’s Digital Technical Sales group with Cloud-based Business Automation solutions (RPA, BPM, DM, ECM). Working directly with clients, he enjoys dynamic interactions between business and IT and focuses his career on emerging and influential technologies that enable users to engage in the business automation. Jeff is an Open Group Certified Distinguished IT Specialist, IBM RPA, ODM, BWL and BPM Certified and holds a Software Systems Engineering degree from the University of Arizona College of Engineering.

Business Automation as a Service

Denis Gagné, Trisotech

Successful enterprise applications are reproducing key elements of social and consumer applications, helping make business processes faster, easier and smarter. As a key IT enabler, companies are adopting an API/microservices architecture blueprint, making APIs an integral part of their infrastructure and growth strategies. In this session, we will introduce and demonstrate Trisotech Business Automation as a Service platform. An API-first container based scalable cloud infrastructure for business automation, that enables complex business automation while being simple and intuitive for business users.

Denis Gagné is CEO and CTO of Trisotech, a global leader in digital enterprise solutions. For close to two decades Denis has been a driving force behind many international BPM standards in use today including BPMN, CMMN and DMN. Denis is recognized as a leading international authority on BPM and it use for digital transformation in various industries. He is the author of numerous scientific publications, technical presentations and seminars.

Business-Composable Services for the Mortgage Industry

Bruce Silver, methodandstyle.com

Standardization of mortgage data in the new Uniform Residential Loan Application (URLA) and associated MISMO schema presents an opportunity to offer standards-based system-independent decision services and decision flows, composed in DMN and BPMN and exposed as cloud-based microservices. For example, given the borrower’s credit score and itemized income, assets, and liabilities, what is the maximum loan amount that passes FNMA underwriting requirements? DMN features like FEEL and boxed expressions enable composition and deployment of complex decision services by non-programmers. In practice, additional utility services are required to validate and complete the needed input data and transform it from MISMO source XML to DMN-friendly FEEL. Using FEEL and boxed expressions in BPMN allows decision flows incorporating such utility services to be composed and deployed by non-programmers as well.

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. Dr Silver served on the OMG technical committees that developed the BPMN and DMN standards, and has authored several books explaining them, including BPMN Method and Style, BPMN Quick and Easy, DMN Method and Style, and DMN Cookbook. 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.
BPM at 1000 Transactions Per Second

Max Young, CapitalBPM

Docker, Cloud, and the new world of instant, remote computing bring a disruptive capacity to the BPM world. This explore how to quantify, deliver, support, measure, and change in that world.

Max Young is a Principal with Capital BPM. He previously ran large BPM practices in Austin and Silicon Valley. He is an alumni of Lombardi & Pega Systems, and specializes in helping organizations build better BPM& ODM practices. Max is a hands-on, working architect in the BPM/BRMS space, holds dual Master’s degrees from the Ohio State University in Abstract Mathematics and Computer Science, and is a Certified Six Sigma Black belt. He is the author our four books, including the best selling “Java Regular Expressions: Taming the java.util.regex Engine”.

BPM, Serverless and Microservices: Innovative Scaling on the Cloud

Thomas Bouffard, Philippe Laumay, Bonitasoft

Business applications are continuing to become more and more complex as they incorporate automation, interact with new kinds of services, scale with the customer business needs, and deliver new value continuously. This is where microservices and serverless technologies come into play. They offer a solution for effective application decentralization/distribution, especially for long-running or computationally intensive tasks. We’ll show in this session how the Bonita platform supports scalability using serverless technology on the cloud to:

- Automate the deployment of Bonita BPM engine in a serverless-native cloud environment
- Accelerate development by masking execution complexity
- Support continuous delivery of applications
- Execute connectors automatically in a serverless environment
- Scale the platform dynamically

Thomas Bouffard, Software Engineer, has been a software developer for more than 14 years. Before joining the Bonitasoft engineering team in 2017, he worked on development of a high-traffic classified ads website and an IoT platform for retail. He now works on the Bonita open source platform, mainly on the backend of the BPM Engine running in JVM. His contribution to the team includes improvements to runtime performance and tooling for build and test.

Philippe Laumay, VP Product, is passionate about the digital world. He started his professional technical career with a PhD in computer science, followed by 10 years in engineering management in the digital industry within international companies Yahoo and Kelkoo. He joined Bonitasoft in 2012 as Technical Support Manager, then Customer Success Manager, Development Stream Manager, and now VP Product, responsible for the Bonita roadmap and overall product management strategy, balancing customer and market needs with development planning.

Performance Management for Robots

Mark McGregor and Alessandro Manzi, Signavio

This demonstration will show how a unique combination of process management with process mining is the most effective way to consider, deploy and manage RPA at scale. Aimed at illustrating how you can get smarter in analysing where best to apply RPA for the greatest business impact. The demonstration will also look at how process mining provides insightful performance monitoring and management for RPA, and how this continuous feedback loop enables better ROI evaluation of RPA. Finally, through the use of persona centric dashboards, managers (Line of business of IT) are provided with relevant easy to digest reports that enable them to manage their new digital workforce.

The approach illustrated will focus on the fact that at an enterprise scale, organisations are likely to be deploying robots from different vendors, are likely to need to update, upgrade or replace robots on an ever more regular basis.
Alessandro Manzi: As Product Manager for Signavio Process Intelligence, Alessandro is responsible for defining the product and customer strategy for the analytic side of Signavio’s Business Transformation Suite. Prior to Signavio, Alessandro worked with Celonis and Vistex in various customer-facing roles specialising in SAP Solution Extensions. Alessandro’s background in ERP and CX solutions was the foundation to his passion and expertise around process analytics.

Mark McGregor: Currently serving as Head of Strategy at Signavio, Mark was formerly a Research Director at leading IT industry analysis firm Gartner. Mark has been involved in the enterprise architecture markets for many years and is widely respected for his knowledge and views on business change. He is the creator of ‘Next Practice’ and has variously been described as a “BPM Guru”, a “Thought Leader” and a “Master of Mindset”. Mark has authored or co-authored four books on business and process management, including “Thrive! How to Succeed in the Age of the Customer” and “In Search of BPM Excellence” and his most recent book “People Centric Process Management.”

The Case of the Intentional Process
Paul Holmes-Higgin, Micha Kiener, Flowable

A major challenge for traditional business processes is that humans engage in sometimes non-linear or apparently illogical ways. As a result of some human input, you may trigger some process but then need to change course when new data comes to light. This is especially true in managing fast-moving, collaborative enterprises. A change in “intention context” from anyone in the team can change an overall process. Of course, this can be coded with BPMN, but combining it with a Case Management notation and execution model, such as CMMN, we believe we can define this behaviour in (arguably) a nicer, declarative way that still executes at scale.

Paul Holmes-Higgin, Chief Product Officer at Flowable, previously co-founded Alfresco and established Activiti BPM. Paul has a PhD in Artificial Intelligence.

Micha Kiener, CTO at Flowable, responsible for creating a Case Management product company around the Activiti/Flowable engine, previously co-founder and CTO of Mimacom.

Enterprise Synthetic Process
Keith Swenson, Fujitsu

It is time to move beyond the process model. The process model has been viewed in the past as the key for organizations to increase efficiency and effectiveness, however the model has now become the barrier to being able to evolve. This talk will introduce a radical approach to construct and perform business processes dubbed “Emergent Synthetic Processes” (ESP) where the process model is actually synthesized at run-time from “Service Descriptions.” This approach will allow processes to change and reform dynamically while at the same time assuring conformance to all parties stated requirements. Individuals are able to add and remove tasks from the synthesized process without needing to get approval from the other stakeholders. Service descriptions guarantee conformance to their needs and concerns. This approach decentralizes the control of the process, with each role player able to control their part of the process, adapting their part to their changing needs without involving a centralized process designer and without needing stakeholders to agree in advance on the process. This paradigm will change the way we approach supporting business processes.

Keith Swenson is Vice President of Research and Development at Fujitsu North America and also the Chairman of the Workflow Management Coalition. As a speaker, author, and contributor to many workflow and BPM standards, he is known for having been a pioneer in collaboration software and web services. He has led agile software devel-
Lloyd Dugan, Serco

1st-Generation RPA technologies are enabling the extended investment in BPMS and Case Management System applications by converting UI-based work into effectively STP-based work (with the UI work being done by an RPA User). Decision technologies are well-suited for defining and enforcing the scope of RPA usage for what amounts to be low-complexity work on these applications, using an initial set of design patterns for the blending of the two technologies. This blending will lay the ground work for extending beyond the current, more structured and algorithmic processing scenarios and into the future, more unstructured and cognitive processing ones, as AI is inserted into the mix. This set of design patterns was designed using BPMN and DMN, as presented in this case study and demo. It is not an RPA modeling language, but it may prompt some thinking along those lines as the benefits from and limitations of BPMN/CMMN/DMN are exposed in these patterns.

Lloyd Dugan, Lead Business Architect, Serco Inc., is a widely recognized thought leader in the development and use of leading modeling languages, methodologies, and tools, covering from Enterprise Architecture / Business Architecture down through BPM, Case Management, and Service-Oriented Architecture. He specializes in the use of standard languages for describing business processes and services, particularly BPMN, CMMN, and DMN from the OMG. He has developed and delivered BPM / BPMN / Case Management / CMMN training to government agencies and system integrators under contract (and continues to provide training services), has presented on these topics at national and international conferences, and co-authored the seminal BPMN 2.0 Handbook (http://store.futstrat.com/servlet/Detail?no=85, chapter on “Making a BPMN 2.0 Model Executable) sponsored by the Workflow Management Coalition (WFMC, www.wfmc.org). He has provided IT advisory services to public and private clients for over 30 years, including a decade of work in housing and mortgage insurance/banking. His experience ranges from BPR to SDLC phases, including sizing, modeling, simulation, design, development, testing, implementation, and operation of effective integrated business systems.

He currently serves as the Lead Business Architect and Lead Solution Architect for Serco, NA, but also serves as the Chief Architect for BPM, Inc. (bpm.com). He is a member of the OMG’s BPMN Model Interchange Working Group (MIWG) that is charged with resolving model interchange issues. He is also a member of the WFMC, including the Business Process Simulation Working Group that developed a specification for simulation of process models done in the standard modeling language of BPMN (bpsim.org). He is a Contributing Member and Advisory Board Member of the Business Architecture Guild.

Automating Human-Centric Processes with Machine Learning

Kris Verlaenen, Red Hat

Many business processes involve human actors to perform some of the steps that are required to achieve the business goal. In this context, human actors are typically expensive, can cause unwanted delay or become a bottleneck. Automating some of these tasks can have a tremendous return on investment, and Machine Learning brings the missing bits to seamlessly automate work initially assigned to humans as soon as there is enough confidence in the expected outputs. By integrating Machine Learning into our Red Hat Business Automation portfolio, customers can gradually start using Machine Learning to assist or gradually even replace the human actor(s) in a very simple manner, without even having to make any changes to the process definitions in their organisation.
Kris Verlaenen, Red Hat Process Automation Manager 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.

**ML, Conversational UX, and Intelligence in BPM**

Andre Hofeditz, Seshadri Sreeniva, SAP SE

Intelligent enterprises expect to transform paper-based processes into managed and standardized workflows, increase the level of insights into decisions, and steer the decision automation process with business logic that is understandable to line-of-business process owners and participants. But the resulting change in the workforce through increased process automation raises other issues. Enterprises thus face the dilemma of how to reap the benefits of digitisation that would profoundly transform business processes, while responding to situations faster and more flexibly leveraging intelligent technology. We show and tell how BPM can address these challenges by combining intelligent technologies such as ML with Conversational User Experience, Workflow and Robotic Process Automation.

Andre Hofeditz is Product Manager for the Business Process Management unit at SAP focusing on SAP Cloud Platform Workflow. Since joining SAP in 2011, he worked as Product Manager for products like SAP BPM, My Inbox and BPM cloud services. Andre holds a MSc degree in Computer Science from the University of Paderborn, Germany.

Seshadri Sreeniva (aka Sesh) is a Product Manager, BPM at SAP and works directly with many customers to support through their process challenges. In the 14+ years in the IT industry, Sesh has donned a variety of roles from Software Developer to Product Manager. Currently, he is guiding a team that works to provide a conversational user experience for business processes at SAP. He is a technology enthusiast and is excited about how it helps in improving our everyday life, one step at a time.

**DMN TCK Working Group**

Keith Swenson, WfMC

Keith Swenson is Vice President of Research and Development at Fujitsu North America and also the Chairman of the Workflow Management Coalition. As a speaker, author, and contributor to many workflow and BPM standards, he is known for having been a pioneer in collaboration software and web services. He has led agile software development teams at MS2, Netscape, Ashton Tate & Fujitsu. He won the 2004 Marvin L. Manheim Award for outstanding contributions in the field of workflow. Co-author on more than 10 books. His latest book, "When Thinking Matters in the Workplace," explains how to avoid stifling creativity and enhance innovation through the appropriate use of process technology. His 2010 book "Mastering the Unpredictable" introduced and defined the field of adaptive case management and established him as a Top Influencer in the field of case management. He blogs at https://social-biz.org/.
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.
PARTICIPATION FEES

$3,095 (3 nights hotel: Sunday, Monday and Tuesday + meals) - Standard pricing from 1/1/19 - 3/16/19

$3,595 Later pricing after 3/16/19

EVENT REGISTRATION

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Registration for bpmNEXT 2019 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 Monday, as well as breakfast and lunch Tuesday and Wednesday, plus receptions Monday and Tuesday evenings.

NAME: __________________________ TITLE: __________________________

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Cancellation Liability: Cancellations and No-shows
Cancellations received prior to 4/5/19 are eligible for a full refund. As the price of admission includes both lodging and meals, cancellations received after 4/5/19 are subject to a 40% penalty. No shows will be charged the full price of admission (inclution 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.