Defining the Next Generation of Process Innovation

bpmNEXT is a unique showcase of the next generation of Business Process Management software, leveraging social, mobile, cloud, Big Data, semantic, predictive, and goal-directed technologies. 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. This is not a typical BPM “how to” conference aimed at newcomers.

The venue is SPECTACULAR: Asilomar on the Monterey Peninsula, designed by famed San Simeon architect Julia Morgan, offers unrivaled beauty overlooking the Pacific Ocean, adjacent to Pebble Beach and the 17 Mile Drive, just an hour from Silicon Valley.

The interaction is INTENSE: Asilomar is an intimate rustic retreat environment, away from it all. 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: By 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.

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 technology 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.

bpmNEXT 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: bpmNEXT will be the defining launch pad for the ideas and innovations surrounding technology-led business process innovation, for 2014 and beyond. Presentations are not case studies of past success, but vision statements: where we need to go next.

The format is LIVELY: Presentations are real-time and back-to-back. One track of twenty-four 20-minute demos of the next big thing, each followed by 10 minutes of Q&A, with numerous breaks for one-on-one deep dives. The demos span the full gamut of technology spearheading the next wave of process innovation, from process mining to mobile BPM solutions. You’ll see process models generated from spreadsheets and voice input, queried at enterprise scale using Semantic Web technology, and roundtripping with third-party BPM Suites.

It’s about social interactions, mobile devices, Adaptive Case Management and goal-seeking processes. It’s about intelligent business operations leveraging Big Data, real-time analytics, decision management, and workforce management. It’s about trend discovery and predictive analysis, open BPM communities, intelligent user guidance, model validation and autocorrection. It’s about the cloud, collaboration, and enterprise process governance.
What Topics are Covered?

- A Successor to Flowcharts
- Adaptive, Open, Unified – ACM to iBPM
- Automation of Manual Processes with Synthetic APIs
- Blending Structured Flow and Event Condition Action patterns within Business Process Models
- bpm-NEXT or BPMN-ext?
- Bringing Process to the People
- Building Flexibility into Deployed Processes
- Cloud Workflow Simplified
- Combining Process Modeling and Enterprise Architecture
- Decision Modeling for Simpler, Smarter, More Agile Processes
- Extending Processes to Enterprise Mobile Apps Using BPM
- Illuminating Business Operations with Operational Process Intelligence
- Intelligent Process Execution: An Imperative for BPM
- Let BPMN Be Everywhere
- Letting Go of Control
- Lowering BPM Barriers Through a Community-to-Enterprise Platform
- Model Interchange Demo
- Model-Driven Work Management… the Important Bit of Enterprise Process Automation That Isn’t Covered by BPMN
- My Process is Smarter than Me
- Process Intelligence Minus Analytical Relativism
- Resource Utilization and Productivity Improvement for Structured and Unstructured Processes
- Self-Organizing Groups, Ad Hoc Work, and Expectations of Simplicity
- Socializing Process Change
- Taking Operational Intelligence to the Next Level
- Wizard-Based Generation of “Good BPMN

Who Should Attend?

bpmNEXT is not for those just getting into BPM. It’s designed for those who know too well the limits of today’s technology. Participants will include visionary IT executives and BPM program leaders from end user companies, engineering and product management leadership from BPM vendors, as well as consultants, analysts, academics, and investors… anyone looking to help define the next generation of BPM.

Benefits for Attendees

bpmNEXT is your opportunity to evaluate what’s out there, how close is it, and how you can leverage it to gain first-mover advantage in your industry. The BPM technologies you’ll see are working prototypes in action – not just a bunch of PowerPoints or vaporware.

What is Included?

Registration for bpmNEXT 2014 includes admission to the event plus receptions and meals at Asilomar Conference Center (dinner Tuesday night; breakfast, lunch and dinner Wednesday; breakfast and lunch Thursday).

See complete videos of bpmNEXT 2013 online at www.bpmnext.com
FEATURED KEYNOTE PRESENTATION – MARCH 25TH

**My Process Is Smarter than Me, Jim Sinur, Fluoresque**

There are many roles involved with processes. Each of these roles will be assisted by processes to a level that is beyond what any human can attain by themselves in time to market fashion. Processes are becoming smarter by the minute assisted by better pattern recognition, better analytic capabilities and next best actions.

**Jim Sinur** is an independent thought leader in applying business process management (BPM) to innovative and intelligent business operations (IBO). His research and areas of personal experience focus on business process innovation, business modeling, business process management technology (iBPMS), process collaboration for knowledge workers, process intelligence/optimization, business policy/rule management (BRMS), and leveraging business applications in processes. When with Gartner, Mr. Sinur was critical in creating the first Hype Cycle and Maturity Model, which have become a hallmark of Gartner analysis, along with the Magic Quadrant. He has been active in the rules, data and computing communities, helping shape direction based on practical experience. Mr. Sinur has vertical industry experience on the investment and operational sides of the insurance and financial services. Prior to joining Gartner, Mr. Sinur was a director of technologies with American Express, where he worked on a large, industrial-strength, model-driven implementation of a business-critical merchant management system. This system is still active in the merchant retention and support functions for American Express. His responsibilities there included architecture, advanced development technologies and data/database administration.

CONFERENCE PROGRAM – MARCH 25TH

**Self-Organizing Groups, Ad Hoc Work, and Expectations of Simplicity, Brian Reale, Colosa**

Adaptive Case Management and the growing “appification” of the enterprise are placing pressure on business process tools to become both easier to use and more adaptive to the ad hoc work patterns of knowledge workers. At Colosa we are launching a new mobile technology which aims to help self-organizing groups collaborate more efficiently and make intelligent decisions based on structured data sets. The solution is designed to become smarter with usage.

**Brian Reale** is the Co-Founder and CEO of Colosa, the developer of numerous BPM tools including the award winning ProcessMaker Open Source Workflow & BPM Suite. Prior to Colosa Brian founded a long distance voice and data carrier in South America which was acquired in 2000. Brian also co-founded an entertainment technology company that develops a patent-pending interactive projection system for live entertainment. Brian graduated magna cum laude from Duke University in 1993.

**Extending Processes to Enterprise Mobile Apps Using BPM, Romeo Elias, Interneer**

Interneer is a new generation mobile Business Process Management (BPM) software provider that empowers business professionals and IT departments to easily create, deploy, and manage Smart Mobile Apps. Today’s professionals need process apps that are mobile, easy to use, secure and integrated to back-end systems for optimal efficiency and productivity.

**Romeo Elias** is the CEO of Interneer, a leader in Business Process Management (BPM) software and Smart Mobile Apps. He is an experienced software executive, BPM expert, mobile thought leader, patented inventor and advisor. Romeo received his MS in Manufacturing Engineering from UCLA and BS in Mechanical Engineering from UCSD.

What Attendees said about bpmNEXT 2013:

“The best BPM conference I ever attended!”

“A great conference with inspiring talks, great demos and good discussions. Quite a distance to go all the way from snowy Norway – but well worth it! Thanks to you brave organizers and to all the participants!”

“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!”
**Bringing Process to the People, Scott Francis, BP3 Global**

We’re trying to solve the problem of delivering meaningful process to mobile devices, without leaving the desktop browser behind. Mobile will impact every part of a company’s processes, and we’ve unlocked an approach that we think eliminates the rework normally involved in building great mobile process UI: responsive UI design, design once run on any device, drag-and-drop UI building, making technically difficult outcomes and good design easier to achieve.

Scott Francis is CTO and Co-Founder of BP3, a specialist firm focused on accelerating process innovation for customers, where he has helped customers deploy 10:0’s of processes to production. Scott has previously spoken at several conferences, and is the primary author of BP3’s blog.

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**Model-Driven Work Management… the Important Bit of Enterprise Process Automation That Isn’t Covered by BPMN, Roger King, TIBCO**

Work and resource management models provide a concise way to visualize work matching, routing, distribution, prioritization, scheduling, and authorization semantics as an overlay to the corporate directory. Large branch-style organizations such as retail banks pose a particular challenge to model-driven work and resource management due to their scale and dynamic nature. This presentation will introduce model-driven work and resource management, the challenges of large branch-style organizations, and how TIBCO is addressing these challenges.

Roger King heads BPM Product Strategy and Product Management for TIBCO Software. Roger first cut his process automation teeth over twenty years ago whilst implementing workflow, image, and intelligent data capture solutions for EDS. Following his ten-year tenure at EDS he joined UK-based BPM vendor Staffware. Following the acquisition of Staffware by TIBCO, Roger became responsible for the re-envisioning and definition of a brand new lead product for TIBCO’s BPM business, TIBCO ActiveMatrix® BPM. Roger has a BSc and PhD from the University of Wales, Cardiff, UK.

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**Conference Program – March 26th**

**Cloud Workflow Simplified, Tom Baeyens, Effektif**

The cloud, mobile and the internet of things create new challenges and opportunities for workflow systems. Effektif redefines workflow in that environment. The simpler we can make the workflow system, the more people will use it. With Effektif, anyone can coordinate tasks for people and configure simple integrations. Developers can include custom logic where needed.

Tom Baeyens is founder and CEO of Effektif.com, a bpmSaaS workflow provider. Tom has architected a large portion of the running BPM engines worldwide. Previously he founded jBPM which was acquired by JBoss/Red Hat and Activiti at Alfresco. You can follow him on Twitter.

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**Automation of Manual Processes with Synthetic APIs, Stefan Andreasen, Kapow**

Despite the advances in automation and business process automation, BPM users are still burdened with highly repetitive and manually intensive tasks that are time consuming and prone to errors. Learn how Synthetic APIs can build and deploy automated robots to extract content from multiple sources to automate B2B processes.

Stefan Andreasen is Chief Technology Officer at Kapow Software where he drives technology innovation around Data Integration, Web Data Collection and Agile Automation of web based processes. Stefan is a frequent blogger and featured presenter discussing Big Data and Process Automation market trends, applying new technologies and how to plan for rapid changes in market and technology evolution.

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**A Successor to Flowcharts, E. Scott Menter, BPLogix**

As comfortable as we all have been with it, the flowchart style process model has some significant disadvantages. This session will feature a new “successor model” for BPM that overcomes these challenges and introduces new capabilities in an intuitive and easy to use manner.

Scott Menter joined BP Logix in 2010 as its Chief Strategy Officer. He’s held technology and leadership positions at Sun Microsystems, Lehman Brothers, the University of California, and others. He’s excited to be here amongst the BPM cognoscenti, hopeful that somebody can finally help him explain his job to his mom.
bpm-NEXT or BPMN-ext?, Jean-Loup Comeliau, W4

Because we trust Business Process Management is a commodity for organizations, we think the extensions to BPMN are key since Business Processes can’t live by themselves, but do require connections to the IT, Data Models and Graphical User Interfaces. And guess what, this is where W4 focuses its innovation to provide a all-in-one environment to define the 3 elements together. Moreover, as a complement to our BPMN2-native engine, we will show that it is possible to model and execute a whole BPM application connected to databases and ECM systems, without the need to produce Java (or whatever) code.

Jean-loup is a product manager at W4. He worked in Europe and in the US for several startups, involved in model driven application development. He is particularly interested in innovative BPM, able to automate solutions, including social aspects, user interfaces and data. He holds an MS in Software Engineering and an MBA from the Kelley School of Business.

OMG MIWG Model Interchange Demo, Denis Gagne, Trisotech

Despite wide adoption of the BPMN notation, smooth BPMN model interchange between tools still poses a problem. The BPMN Model Interchange Working Group (MIWG) is an official OMG working body with the mandate to support, facilitate and promote the interchange of BPMN Models. This capability demonstration will showcase the iterative elaboration and interchange of a BPMN model using tools from various leading BPMN vendors.

Socializing Process Change, Denis Gagne, Trisotech

Today, most organizations see business processes as the cornerstone of their business transformation and innovation strategy. Gaining employee buy-in and commitment for process changes is a well-known critical success factor of any business transformation or innovation endeavor. Trisotech proposes an efficient and effective solution to socializing process changes within your organization. This solution relies on an engaging way to mobilize your organisation by bringing to life your business process model documentation.

M. Denis Gagné is an active contributor to many of the current international BPM standards. He is a member of the Workflow Management Coalition (WFMC) Steering Committee, chair of the Business Process Simulation Working Group (BPSWG), and the co-Editor of the XPDL 2.2 process definition standard. For the Object Management group (OMG), M. Gagné is the Chair of the BPMN Interchange Working Group (BPMN MIWG), and a member of the Business process Model and Notation (BPMN) and the Case Management Model and Notation (CMMN) team. M. Gagné is the driving force behind www.BusinessProcessIncubator.com, a free online resource providing access to BPM, Change Management, Process Improvement, Lean and Six Sigma resources.

Wizard-Based Generation of “Good BPMN”, Bruce Silver and Stephan Fischli, BPMessentials

There are tools that let business users generate simple diagrams from an outline, but it is not real BPMN. Creating real BPMN – hierarchical models, consistently structured, that communicate clearly – is more difficult for business users. We demonstrate a wizard-based tool that generates such diagrams automatically from a simple structured interview, following the Method and Style approach.

Bruce Silver is co-founder of BPMessentials, providing BPM training and certification worldwide. He is co-chair of bpmNEXT and provides consulting to BPM technology vendors. He served on the BPMN 2.0 technical committee in OMG and is the author of BPMN Method and Style, as well as numerous other BPM publications. Bruce holds degrees in Physics from Princeton and MIT.

Stephan Fischli is founder and CEO of ITPearls ltd. and itp commerce ltd., both with headquarters in Bern, Switzerland. Stephan is member of OMG and played an active part in developing the BPMN standard definition. He is a member of the Switzerland’s e-Government (eCH) standards group and there further promoting the BPMN standard. Together with Bruce Silver he is founder of the BPM training and certification network BPMessentials.com. Stephan holds degrees in computer science and business management.

Combining Process Modeling and Enterprise Architecture, Gero Decker, Signavio

Many IT organizations use an enterprise architecture (EA) perspective in addition to a process perspective. We will demonstrate a collaborative tool for process modeling and EA that lets users model different EA viewpoints in addition to business processes, with full integration between BPMN and Archimate. Signavio is the first to apply Gartner’s notion of “Business Process Analysis for the masses” to EA. Users can sketch out IT changes in collaborative sandboxes, understand the process impact and evaluate alternatives.

Gero Decker is founder and CEO of Signavio, a BPM software vendor specializing in business process modeling and analysis. Gero holds a MSc degree in Software Engineering and a PhD in Business Process Management from Hass-so-Plattner-Institute, Germany.
Blending Structured Flow and Event Condition Action patterns within Business Process Models, John Reynolds and Amy Dickson, IBM

A Process Activity might logically follow another Activity, or it’s launch might more logically be represented as a response to a significant Business Event. A presentation from IBM will show how the addition of the Case pattern of Event Driven Preconditions for Activities to IBM BPM could enable process authors to model a Business Process either as a Structured Process Flow (BPMN), or from the Event Action Condition perspective – or as a blend of both. These new capabilities simplify the modeling of common scenarios and lead us to more robust and responsive process solutions.

John Reynolds is a Product Manager for IBM BPM, focusing on empowering Business Users. He has been with IBM since the 2010 Lombardi acquisition, and has guided the development of IBM BPM’s Coach framework for the creation of custom BPM user interfaces and the simplification of the BPM authoring experience.

Amy Dickson is a Senior Product Manager at IBM focusing on Operational Decision Management. With over twenty years of experience, she has a comprehensive enterprise software and product management background in Information Technology with a strong focus on enterprise integration and business process management. She has held a variety of senior positions in both Corporate IT and software development organizations.

Lowering BPM Barriers Through a Community-to-Enterprise Platform, Ashok Anand and RVS Mani, Inswit

Diverse communities will be the game changers in the time to come. Empowering them with a business model that motivates them to build next generation enterprise class solutions is imperative. This will require an Internet-Scale Community to Enterprise (C2E) platform with a very low adoption barrier which goes beyond BPM. Appiyoo embodies that vision uniquely.

Ashok Anand is the Founder and CTO at Inswit Software. He has 25+ years of global experience in Middleware and BPM technologies. He was one of the founding consulting team member at BEA Inc, USA. Ashok’s grand vision is to democratize conceptualization, production and consumption of enterprise class apps using BPM underpinnings.

RVS Mani leads Business Strategy and will oversee its execution along with the CEO. He has had diverse experience across Manufacturing, Business Consulting & IT. Mani is a graduate engineer from the Indian Institute of Technology Bombay and a post-graduate in Management from the Indian Institute of Management, Bangalore.

Adaptive, Open, Unified – ACM to iPBM, Dave Duggal, EnterpriseWeb

EnterpriseWeb bridges the divide between Case and Process management in a unified approach that provides automation and controls, but also allows for exceptions and inflight change management. With EnterpriseWeb, business and technical users share a single platform that facilitates interoperability between roles. People can build cases for anything: as a container of owner-managed artifacts and collaboration, as a template providing jump-start and standardization of similar activities while retaining configuration flexibility, or as an App, where the Case itself results in a standard structure of information, capabilities and processes. In fact, every system object has a Case that tracks it development and lifecycle providing a unified Object Model.

Dave is a proven business leader and proponent of next generation enterprise software. He is the author of several academic papers, articles and book chapters, as well as a regular presenter at industry conferences. Dave is on the Program Committee for the Adaptive Case Management group and is a member/contributor to Object Management Group’s Cloud Customer Service Committee, and a founding member of Telecom consortium, CloudNFV.

CONFERENCE PROGRAM – MARCH 27

Illuminating Business Operations with Operational Process Intelligence, Thomas Volmering and Harsh Jegadeesan, SAP

Big Processes are end-to-end business processes that support business operations and enable the business model of organizations. Big Processes span multiple systems in heterogeneous landscapes, generate large amounts of data, and involve people from multiple departments. A challenge of Big Processes is real-time visibility for line-of-business users, as these processes are not controlled by a single system. In this session, we show how we give customers end-to-end visibility and let them respond to business situations in real-time using SAP Operational Process Intelligence powered by SAP HANA.

Thomas Volmering is currently Chief Product Owner for Business Process technology at SAP, including SAP NetWeaver BPM, NetWeaver BRM, and Operational Process Intelligence (powered by SAP HANA). He has worked at SAP for 13 years in different roles in Product Management, Solution Management and Development. Thomas has a degree from the University of Heidelberg, Germany in Linguistics, Computer Linguistics, English and German Philology.

Dr. Harsh Jegadeesan is the Product Manager for SAP Operational Process Intelligence. Harsh works in the integration and orchestration area for the SAP HANA platform.
Intelligent Process Execution: An Imperative for BPM, Dominic Greenwood, Whitestein

This talk will challenge our understanding of what Intelligence really means for process modeling, execution, and analytics; how can it be represented, and how can it be built into the execution patterns inside process-driven applications. Using the Living Systems product line from Whitestein, we will demonstrate how our interpretation of ‘intelligence’ has been deployed for a significant logistics case in which process intelligence is used in real-time to navigate the complex event space of multimodal goods transportation.

Dr. Dominic Greenwood is Group Chief Operating Officer with Whitestein Technologies AG, a Swiss company with process management, logistics, and telecommunications products employing goal-oriented real-time optimization. Dr. Greenwood is an IT business and technology leader with 15 years of experience in bringing the latest technology innovation to bear on enterprise software products across several industry sectors including financial services, logistics, telecommunications, and energy.

Letting Go of Control, Keith Swenson, Fujitsu

Agents have been proposed as a new way to provide for better business processes. What evidence exists? This talk define agents, and compare and contrast agents to previous technology trends. Agents promise to distribute the process logic across different owners. With different owners, the agents need additional capabilities to negotiate the interface variances that will necessarily appear. But most important, and possibly most concerning, is that flowing a process through a set of agents means loss of central control on how that process progresses. How can we cope with that?

Keith Swenson is Vice President of Research and Development at Fujitsu America Inc. He is known for having been a pioneer in collaboration software and web services, and has helped the development of many workflow and BPM standards. He is currently the Chairman of the Workflow Management Coalition. In the past, he led development of collaboration software at MS2, Netscape, Ashton Tate and Fujitsu. In 2004 he was awarded the Marvin L. Manheim Award for outstanding contributions in the field of workflow. His blog is at http://social-biz.org/

Let BPMN Be Everywhere, Jakob Freund, camunda

The potential use cases for BPMN are amazing. However the BPMS vendors are far from harvesting these potentials in terms of concrete features. At the same time we have a global community of highly skilled open source developers. We think it is time to let that force get hold of BPMN, and then see what happens.

Jakob Freund is Co-Founder of camunda, a software vendor providing a lightweight framework for process automation.

Decision Modeling for Simpler, Smarter, More Agile Processes, James Taylor, Decision Management Solutions

A live demonstration of DecisionsFirst Modeler, a collaborative cloud-based environment for decision modeling, will show how the Decision Model and Notation standard works. In addition, you’ll see how teams can collaborate on these models, how they can link to implementations like business rules, manage automation choices and ensure traceability.

James is an expert in how to use business rules and analytic technology to develop agile, analytic and adaptive systems. He is a leading proponent of the power of decision modeling to improve requirements, simplify processes and effectively apply advanced technology as well as a submitter of the Decision Model and Notation specification.

What Attendees said about bpmNEXT 2013:

“Thank you for organizing a great BPM and ACM thought leader conference!”

“Amazing conference, speakers and discussions!”

“GREAT program – thanks for having me!”

“Great time at bpmNEXT this week. looking forward to next year!”

Follow on Twitter: @.bpmnext
**Building Flexibility into Deployed Processes, Miguel Valdes-Faura, Bonitasoft**

Being able to accommodate changes to processes already in production allows flexibility. Bonita BPM facilitates adaptation to changes after an application is in the production phase. Our demo will show how externalized parameters, connectors, and actor mapping can be changed “on the fly” to achieve this production flexibility.

As CEO and co-founder of Bonitasoft, **Miguel** leads the way to democratize BPM, bringing powerful and affordable BPM to organizations and projects of all sizes. Before Bonitasoft, Miguel led R&D, pre-sales and support for the Bull Information Systems BPM division. Miguel is a recognized thought-leader in BPM and passionate about open source.

**Resource Utilization and Productivity Improvement for Structured and Unstructured Processes, Robert Shapiro, Process Analytica**

Resource Allocation and Productivity Improvement Smart-Tools employ focused optimization combining simulation and analysis. They employ algorithms for initial allocation and idleness reduction. The productivity tool facilitates Cost/Benefit and Return-on-Investment analysis of proposed improvements. A BPMN model construction algorithm converts event log histories into models and analytics that are SmartTool inputs.

**Robert Shapiro** is president of ProcessAnalytica. He founded CapeVisions and MetaSoftware. Robert has been instrumental in the creation and evolution of XPDL and BPMN. In his recent work he has created a workbench for process optimization, using Visual Analytics and ‘hypergraphics’ to integrate process modeling, simulation, analytics and optimization.

**Process Intelligence Minus Analytical Relativism, John Patton, Sight Software**

Process Intelligence allows easy statistical analysis of mined process data by front line workers. The right people get the right answers at the right time—in no time. Eliminates subjective separation of signals from noise. Everyone engages in continuous process improvement. Integrating Process Intelligence with Mining completes the picture.

**John Patton**, founder Sight Software, is a former Motorola executive and statistician working on a single problem for way too long: How to facilitate good analysis of process data by front line workers. The first versions of Sight Software’s Process Intelligence were tested and piloted at IBM.

**Taking Operational Intelligence to the Next Level, Marc Kerremans, Vision Waves**

By combining decision intelligence and business intelligence, VisionWaves identifies points of action within the actual execution not otherwise detected by single application-based historical reports and dashboards. Users are alerted and can immediately act upon all constituents of customer interactions and business operations. The model-driven architecture provides an integrated view of information and events, and is designed to support model manipulation while in operation.

**Marc Kerremans** works as Business Solutions analyst for VisionWaves and as an independent analyst/management consultant in different industries covering areas such as BPM, Case Management, Performance Management and Organizational Transformation. Before, Marc worked at Gartner, specializing in BPM as a management discipline and a source of business and technological innovation.

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**Optional Thursday Activities**

**Carmel Valley Wine Tour**

Following the conclusion of the presentations on Thursday afternoon, bpmNEXT will embark on a tour of 2-3 Carmel Valley wineries and tasting rooms. The shuttle will wait in the famous Carmel-by-the-Sea village during the optional dinner reception before returning back to the Asilomar. Participants on Wine Tour can either join the arranged group dinner or explore Carmel on their own.

**bpmNEXT Celebration Dinner**

Following the the Carmel Valley Wine Tour, an optional celebration dinner will be held in Carmel-by-the-Sea. This is a prix fixe dinner with all costs covered by the single, optional ticket price, including wine and gratuities. The location and menu choices will be provided prior to the event. **Please note: due to space limitations this must be purchased during the time of registration or otherwise not later than March 5th.**
About Asilomar

Known as Monterey Peninsula’s “Refuge by the Sea,” Asilomar is located on 107 acres of state beach and conference grounds within the quaint and scenic town of Pacific Grove. It is celebrated for its spectacular natural beauty and its architectural significance, with cozy, historic structures designed by San Simeon architect Julia Morgan between 1913 and 1928. Thirteen of Morgan’s original structures remain today and constitute her largest collection of Arts & Crafts style architecture in one location. While updates have been made throughout the decades, the tranquility and harmony found at Asilomar have been preserved.

Asilomar provides a unique conference atmosphere, a rustic retreat that encourages lively social interaction inspired by future possibilities. We’ll continue the conversation over meals in the dining hall or walks through the dunes along the beach. And it is close to other equally spectacular attractions: Pebble Beach golf and 17 Mile Drive, galleries and cafes in Carmel by the Sea, the Monterey Aquarium, and the rugged beauty of Big Sur.

Getting There

Asilomar is at the tip of the Monterey Peninsula on the California central coast. It’s a 2-hour drive from San Francisco, or a 5-hour drive from Los Angeles (longer if you take scenic Highway 1 along the Big Sur coast.) For air travel, San Francisco (SFO) is for most the best option, although San Jose (SJC) is a half hour closer. There is also a small regional airport in Monterey (MRY), just 8 miles from Asilomar.

NOTE: the airports in San Jose and San Francisco are also served by the Monterey Airbus, an airport shuttle service that can bring travelers right to Asilomar.
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<td>11:00</td>
<td>A Successor to Flowcharts</td>
<td>E. Scott Menter/BPLogix</td>
<td>Dodge Chapel</td>
</tr>
<tr>
<td>11:00</td>
<td>11:45</td>
<td>Model Interchange Demo</td>
<td>Jean-Loup Corneliou/W4</td>
<td>Dodge Chapel</td>
</tr>
<tr>
<td>11:45</td>
<td>12:00</td>
<td>Lunch</td>
<td>Denis Gagne/MIWG</td>
<td>Dodge Chapel</td>
</tr>
<tr>
<td>12:00</td>
<td>12:45</td>
<td>Break/Check-in for late arrivals</td>
<td></td>
<td>Crocker Dining Hall</td>
</tr>
<tr>
<td>12:45</td>
<td>13:00</td>
<td>Lunch</td>
<td></td>
<td>Beach or Nature Walk</td>
</tr>
<tr>
<td>13:00</td>
<td>13:45</td>
<td>Enjoy Asilomar/Social Time</td>
<td></td>
<td>Dodge Chapel</td>
</tr>
<tr>
<td>13:45</td>
<td>14:00</td>
<td>Coffee Break</td>
<td></td>
<td>Dodge Chapel</td>
</tr>
<tr>
<td>14:00</td>
<td>14:15</td>
<td>Socializing Process Change</td>
<td>Dennis Gagne/Trisotech</td>
<td>Dodge Chapel</td>
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<tr>
<td>14:15</td>
<td>15:00</td>
<td>Wizard-Based Generation of &quot;Good BPMN&quot;</td>
<td>Bruce Silver/Stephan Fischli/BPMessentials</td>
<td>Dodge Chapel</td>
</tr>
<tr>
<td>15:00</td>
<td>15:30</td>
<td>Combining Process Modeling and Enterprise Architecture</td>
<td>Gero Decker/Signavio</td>
<td>Dodge Chapel</td>
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<tr>
<td>15:30</td>
<td>16:00</td>
<td>Refreshment Break</td>
<td></td>
<td>Dodge Chapel</td>
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<tr>
<td>16:00</td>
<td>16:30</td>
<td>Blending Structured Flow and Event Condition Action patterns within</td>
<td>John Reynolds/Amy Dickson/IBM</td>
<td>Dodge Chapel</td>
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<tr>
<td>16:30</td>
<td>17:00</td>
<td>Lowering BPM Barriers Through a Community-to-Enterprise Platform</td>
<td>Ashok Anand/RVS Man/Insit</td>
<td>Dodge Chapel</td>
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<tr>
<td>17:00</td>
<td>17:30</td>
<td>Adaptive, Open, Unified – ACM to iBPM</td>
<td>Dave Duggal/EnterpriseWeb</td>
<td>Dodge Chapel</td>
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<tr>
<td>17:30</td>
<td>18:00</td>
<td>Dinner</td>
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<td>Break/Check-in for late arrivals</td>
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<td>19:00</td>
<td>Coffee Break</td>
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<td>Dodge Chapel</td>
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<tr>
<td>19:00</td>
<td>20:00</td>
<td>Break/Check-in for late arrivals</td>
<td></td>
<td>Dodge Chapel</td>
</tr>
<tr>
<td>20:00</td>
<td>20:45</td>
<td>Best in Show Award, Wrapup, and Adjourn</td>
<td>Bruce Silver/Nathaniel Palmer</td>
<td>Dodge Chapel</td>
</tr>
<tr>
<td>20:45</td>
<td>21:00</td>
<td>Best in Show Award</td>
<td></td>
<td>Carmel Valley</td>
</tr>
</tbody>
</table>

For complete session details, visit www.bpmnext.com
### PARTICIPATION FEES

**bmpNEXT 2014 - March 25-27, 2014**

- **$1,495** Early Bird Price (until 2/28/14)
- **$1,995** Standard Price (until 3/14/14)
- **$2,495** Late Registration (after 3/14/14)

**Optional Activities on Thursday:**
- Carmel Valley Wine Tour - $80
- Celebration Dinner - $100

Registration for **bmpNEXT 2014** includes admission to the event plus receptions and meals at Asilomar Conference Center (dinner Tuesday night; breakfast, lunch and dinner Wednesday; breakfast and lunch Thursday). Companions not participating in the event can be accommodated through coordination with the bmpNEXT team. Lodging at the Asilomar Conference Center must be made separately using the Housing Form provide upon completing event registration.

### EVENT REGISTRATION

Fax: +1-781-735-0491

Online: www.bpmnext.com

Email: info@bmpnext.com

USPS:  *bmpNEXT*

759 CJC Hwy, Suite #363 Cohasset, MA 02025-2115 USA

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  

Full Name on Card (please print)  

Authorized $ Amount  
Signature  

**Cancellation Liability: Cancellations and No-shows**

Cancellations received prior to 2/20/14 are eligible for a full refund. Cancellations received after 2/20/14 are subject to a 30% penalty. No shows will be charged the full price of admission. Sharing of attendee passes is not permitted, however, substitution of registrations may be made at any time up to the start of the conference. **bmpNEXT** reserves the right to limit or deny admission to any individual deemed inappropriate for the event. **bmpNEXT**’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.

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