BUSINESS PROCESS MANAGEMENT

MODEL, SIMULATE, MEASURE AND IMPROVE YOUR BUSINESS AND IT PROCESSES WITH BPM

PRESENTED BY:

PROF. HENDRIK VANMAELE, JAN BELLAERT AND PETER WILLEN (ALL 3 FROM MÖBIUS)

19 APRIL 2005 (14-21H), HOTEL SOFITEL BRUSSELS AIRPORT (DIEGEM)

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WHY THIS SEMINAR ?

Today, many companies want to improve *the efficiency, effectiveness and the quality of their processes*. But how do you do this ? Is there a methodology to realize this ?

Business Process Management (BPM) gives a clear answer to this question. *Business process management provides an integrated look at the organisation, processes, ICT-support and people*. Hence, many tool and IT vendors position themselves as a BPM solution. This seminar will give you insight in *what BPM is, what it stands for, which technological components are part of a BPM framework and - last but not least - what is required to introduce BPM successfully in your organisation*.

BPM is also the method and technique to measure the added value of an IT investment, both measured in *Return on Investment* (Euro's) as in *Return on Relationship* (service level), and to measure and monitor this in the future.

DETAILED PROGRAMME:

13.30-14.00h: *Registration and Coffee/Tea*

14.00h: *Introduction to Business Process Management*

- What is Business Process Management ?
- What are the main goals of BPM ?
- What is the relationship between Business Process Reengineering (BPR) and BPM ?
- What is the relationship between BPM and quality systems in ICT ?
- Who is involved in a BPM project ?
- What is the underlying methodology for BPM ?
- What is the role of process modelling in BPM ?
- Which key performance indicators are important ?
- How effective is BPM as a method and technique to measure the added value of IT projects ?

14.45h: *Technological components of a BPM framework*

- Product requirements and market expectations
- Process modelling tools: functional and technical requirements of advanced modelling tools
- Process simulation, tools, examples, ...
- Implementation tools: portals, workflow, EAI, ...
- Web services

15.30h: *Coffee/Tea Break*

16.00h: *Performance Measurement*

- Importance of process performance measurement
- Requirements for good performance measurement
- Overview of performance measurement systems based on reference models (SCOR, CobiT, ITIL, ...)
- Overview of performance measurement systems based on frameworks: Activity Based Costing (ABC) and Balanced Scorecards (BSC)

17.00h: *Proof of Concept of a process modelling environment*

Proof of concept demo of an integrated process modelling and simulation environment that quantifies the return on investment (ROI) and return on relationship (ROR) of a BPM project.

17.30h: *Case Study 1: Rabobank*

This case study explains how BPM can close the gap between ICT and business: the development of a new backoffice system based on BPM.

18.00h: *Dinner*

19.15h: *Case Study 2: Huntsman (UK)*

This case study describes the optimisation of supply chain processes based on SCOR.

19.45h: *How do you Implement a Business Process Management Framework Succesfully ?*

- Setting up a BPM office
- Identifying BPM projects
- Prioritising BPM projects
- Change management, a critical success factor

20.45h: *Summary and Conclusions*

21.00h: *End of this Seminar*

Companies who are interested in showing their products and services to 40+ highly interested attendees can contact us for more information.

SPEAKERS AT THIS SEMINAR:

Prof. Hendrik Vanmaele is CEO of MÖBIUS, a consulting organization of 50 consultants, specialized in Business Process Management and Supply Chain Management. He is also a professor at the University of Ghent and the Vlerick Leuven Gent Management School. He helps companies and government agencies with the analysis, modelling and redesign of complex business processes.

Jan Bellaert is a partner at MÖBIUS and leads the Business Process Management team. He is also program manager for the large Business Process Reengineering projects such as the Copernicus reforms of the Federal department of Justice and Health, as well as for large private companies..

PRICE OF THIS SEMINAR:

The price of this seminar is *480 EUR (+ 21 % VAT)*, incl. participation to the seminar, handouts, dinner, coffee/tea, and lots of background reading on BPM.

DISCOUNTS:

For *simultaneous registrations (one invoice)*, the 2nd participant of the same company receives *10 %*, the 3rd *20 %* and all further participants *30 % discount*. A 20 % discount is given to participants from schools and universities.

CANCELLATION:

Cancellation is possible up to 1 week before the seminar, if received in writing. In this case, 20 % of the total amount is charged for administration. Otherwise, the full registration fee is due, *regardless of the reason of cancellation*. Of course, *replacement* is possible at no extra charge.

WHO SHOULD ATTEND ?

This seminar will be very useful for:
- IT Managers and Business Process Managers
- Project managers of enterprise applications
- Change and programme/portfolio managers
- Process- and business analysts
- All managers involved in process-reorganisations

REGISTRATION FORM

Fax to: (09) 241.56.56 or backup fax (09) 220.34.57 - Questions ? Call (09) 241.56.13 or Email seminars@itworks.be

❏ Mr. / ❏ Mrs.

Name: _____ First Name: _____

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Agrees with the seminar conditions, and registers for:

Business Process Management (19 April 2005, 14-21h)

Please send the invoice for 480 EUR (+21% VAT) to my:

❏ Company Address
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Extra info for the invoice (e.g. PO number): _____

Date _____ Signature _____

Please complete and return this form by mail or fax to: I.T. Works, Innovation Center, Technologiepark 3, 9052 Gent, **fax: (09) 241.56.56** or **(09) 220.34.57.** After receipt of the registration form, you will automatically receive a confirmation, invoice and a detailed access plan.