BPM 2010 T②DAY

8th INTERNATIONAL CONFERENCE ON

BUSINESS PROCESS MANAGEMENT

Today's Weather
75ºF~59ºF
Partly Cloudy
Chance of Rain: 20%

PHOTO OF THE DAY: Mark Soskin (p), Jay Anderson (b) and Anthony Pinciotti (dr) at the BPM 2010 Welcome Reception

Interview with Phil Gilbert (Head/NextGen BPM IBM)

BPM 2010: You've been involved in BPM for a long time, what is the last innovation in the area of BPM that has excited you?

PG: Aside from product-specific innovations that I've been involved in, I'd say BPMN 1.

I remember when someone asked me about Microsoft Word for Windows way back when. I said that 'the only great innovation in word processing is word wrap' and I still believe that. So in my book the only great innovations in BPM are those that allow regular, untrained business people to have a more explicit understanding of their processes, be it at design-time or run-time. Business folks don't care about process in the abstract. They care about two things: scaling their business and making money. They know uniform process helps to do both... but learning about process and tooling is not at the top of their To-do list. BPMN 1 helped regular people. I liked that.

BPM 2010: You've played a driving role within the OMG's Business Enterprise Integration Domain Task Force. Where do you see BPM standards headed?

A: Unfortunately I'm not currently optimistic about the trend. I see where OMG has already chartered a BPMN 2.1 discussion and the other day I heard someone talk about BPMN 3! Seriously, BPMN 2 isn't even formally approved and here we are talking about the next releases... this is so typical of us vendor-folk to keep "perfecting" something that actually works and gains adoption. Then some fraction of the community soars to expert levels and assumes everyone can (or

wants) to also be an expert, so we "improve" the useful spec, bifurcating the market and adding to the confusion. We're like dogs with a bone. It's a real problem.

I wish I were seeing emphasis on the Business Process Maturity Model (an OMG spec), or some other maybe more practical method to help companies succeed at BPM. The pace of change in some areas of BPM is far exceeding most organizations' ability to cope with it... frankly most organizations aren't even very good at basic BPM. So I'd like to see emphasis on making a spec that is consumable for regular companies and that gives them something prescriptive to help.

I also wish I were seeing emphasis on how to standardize (and consume) the mountains of run-time process and business data that's being collected by today's tooling. Two or three years ago Derek Miers and I, among others, tried to get some momentum at OMG around what we called Business Process Run-time Information (BPRI) but it didn't gain much traction. I still think that would be valuable. I am afraid the thought leaders of the industry are by and large from vendor organizations, and each of us has an agenda.

Of course case management needs a standards-based notation and there's lots of activity in that arena. I like that... we do need a complementary notation for case-type work... a peer of BPMN. I think this will happen and I think that's a good thing.

So in summary I think there will, unfortunately, be continued investment in the BPMN spec to the exclusion of bringing other parts of the "BPM standards stack" up to snuff. There's only so much thought

leadership out there; I hope it redirects itself to some of these other areas.

BPM 2010: This conference brings academics and practitioners together: Where do you think the industry side can benefit from the work of BPM researchers?
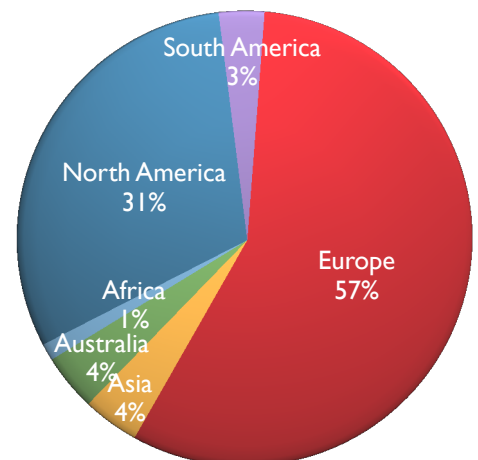
A: Academics tend to work more with end user organizations in their research, as opposed to vendors, so I'm hoping y'all will see the massive opportunities in areas not even being discussed by vendors today. I hope you will hold us accountable and point out where we are staring at our own navels, continuously drilling down into arcana at the expense of focusing on areas where we can make some great strides. Vendors all have self-interest at heart, and that's a good thing. So we need academia to pull us out of our self-promotion and talk about the real topics inhibiting companies from succeeding at BPM.

An example of an anti-pattern is what we're doing with BPMN 2. BPMN 2 is not "bad" per se. What is bad is that it's dominating the conversation at the expense of other topics that offer more opportunity. In the same way that BPMN 1 filled a huge void, let's go fill another huge void (e.g. run-time data; governance/maturity, methodology) before we drill down into the arcana of notation. We are progressing the BPM stack very unevenly.

My hope is that the academics in their research will help us find out what is really ailing in our customers at this point of the BPM journey (hint: it's not notation). There's a lot of companies still not doing BPM at scale. Why not? I don't hold out hope the vendors will soon address the research... so that's a place where academia can help. Ask the question: are you wildly successful in your BPM efforts across the entire organization? If not, dig in, be open minded. Deal with the data. Then report objectively on the data and hold us vendors to task to provide solutions to those problems.

BPM 2010 Attendee Snapshot
Attendee list: http://bit.ly/bHdlZc

South America 3%
North America 31%
Africa 1%
Australia 4%
Asia 4%
Europe 57%

8:00-9:00	Registration & Morning Coffee	Babbio Center Atrium
9:00-10:15	**Conference Chair Welcome & Keynote:** **The Future of BPM**, Phil Gilbert, IBM	DeBaun Auditorium, EAS Building
10:15-10:45	Networking Break	Babbio Center Atrium

Tracks	**Advances in BPM Research**	**Industry Case Studies**	**Tutorials**
10:45-12:15	Theme: **Business Process Design** EAS 222, 2nd Floor, EAS Building **From Informal Process Diagrams To Formal Process Models** Debdoot Mukherjee, Pankaj Dhoolia, Saurabh Sinha, Aubrey J. Rembert and Mangala Gowri Nanda **Machine-Assisted Design of Business Process Models Using Descriptor Space Analysis** Maya Lincoln, Mati Golani and Avigdor Gal **Impact of Granularity on Adjustment Behavior in Adaptive Reuse of Business Process Models** Oliver Holschke	BPM in Practice: **The US Perspective** DeBaun Auditorium, EAS Building **Crossing the chasm between Enterprise Architecture and BPM** Nick Malik Microsoft, USA **Case Study: The Five Missing Links – Connecting BPM to the Business during a Mission Change** Adelle Elia and Sandra Lyons: GTSI Inc., USA **Wells Fargo: BPM Center Of Excellence** Paul Tazbaz, Wells Fargo, USA	
12:15-1:30	Networking Lunch		Bissinger Room, 4th Floor, Howe Center
1:30-3:00	Theme: **People and Processes** Fielding Room, 3rd Floor, Howe Center **From People to Services to UI: Distributed Orchestration of User Interfaces** Florian Daniel, Stefano Soi, Stefano Tranquillini, Fabio Casati, Heng Chang and Yan Li **A Collaborative Approach to Maturing Process-Related Knowledge** Hans Friedrich Witschel, Bo Hu, Uwe Riss, Barbara Thönssen, Roman Brun, Andreas Martin and Knut Hinkelmann **Self-adjusting Recommendations for People-driven Ad-hoc Processes** Christoph Dorn, Thomas Burkhart, Dirk Werth and Schahram Dustdar	BPM in Practice: **The International Perspective** DeBaun Auditorium, EAS Building **BPM practices applied to a large-scale banking scenario: results and lessons learned** Steve Borelli, Marco Brambilla and Stefano Butti, Unicredit, Italy and WebRatio, Italy **Process Remixes – Mixing Legacy with Process orchestration** Sukriti Goel and Jyoti Bhat Infosys Ltd., India **The Two Einsteins - Value-Adding Process Redesign and Automation in a Complex Life Sciences Environment** John Hoogland Pallas Athena, The Netherlands	**The Analysis of Business Performance Problems Using Proven Methods and Tools** Paul Harmon and Artie Mahal, BPTrends Skyline Room Howe Center, 4th Floor
3:00-3:15	Coffee Break		Babbio Center Atrium and Bissinger Room, 4th Floor, Howe Center
3:15-4:45	Theme: **Semantics** Fielding Room, 3rd Floor, Howe Center **Symbolic Execution of Acyclic Workflow Graphs** Cédric Favre and Hagen Völzer **Structuring Acyclic Process Models** Artem Polyvyanyy, Luciano García-Bañuelos and Marlon Dumas **A New Semantics for the Inclusive Converging Gateway in Safe Processes** Hagen Völzer	**BPM 2010 Demo Showcase** DeBaun Auditorium, EAS Building ‣ PNav ‣ AristaFlow ‣ MarcoFlow ‣ service-technology.org ‣ KISSmir ‣ iPB ‣ bflow*	**The Analysis of Business Performance Problems Using Proven Methods and Tools** (continued) Skyline Room Howe Center, 4th Floor

4:45-5:30	**Fireside Chat:** **Business Process Optimization,** Robert Shapiro, Process Analytica & Global 360	DeBaun Auditorium, EAS Building
5:30-8:00	**Steering Committee Meeting** [SC Members Only]	Babbio Center Boardroom, 4th Floor
8:00-10:00	**Steering Committee Dinner** [SC Members and Invited Guests]	Amanda's Restaurant, Washington Street between 9th and 10th