

Business Transformation & Process
Management Summit
2016 | London, UK



0

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Evolution of Event Theme

- Evolution of theme
 - 2013: Aspire, Challenge, Transform: Driving Breakthrough Business Performance
 - 2014: Prepare for the Digital Business Disruption: Embrace, Adapt, Reinvent
 - 2015: Digitalizing Business: From Improving Process to Delivering Big Change
- Event content has shifted ... BPM was previously focused on moving beyond incremental efficiency gains and cost savings to operational efficiency/operational effectiveness...now there is a new focus on driving growth, innovation and business transformation in the digital age to focus on business outcomes.

1

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Introducing Transformation...

Transforming Business Through Strategic Process Management

Organizations are undergoing **major transformations** – to align and improve customer excellence, to shift to digital business, and to transform IT from a 'utility' into a business partner.

Any transformation impacts business processes, often requiring dramatic changes to how people work and different perspectives on business operations. Yet **over 70% of transformation initiatives fail**.

Process management practitioners can change that and **directly contribute** to the success of their organization's initiative by applying the **latest process thinking, techniques and technologies to innovate and drive change**, in order to **deliver the desired business outcomes of the transformation initiative**.

Questions

- **Does the change in title of the Summit mean that we will no longer cover Business Process Management (BPM)?**
- **What is the next big challenge for Business Process Leaders and Solution Architects?**
- **How does Business Transformation relate to process management?**
- **What is the impact of the Internet of Things (IoT) and Smart Devices on Business Transformation and Process Management?**
- **Why should a bank or a financial service organization be interested in a BTPM Summit?**

Gartner has the insights and tools to your tech go-to-market strategy!

Fast Facts

- 300+ attendees, 15+ sponsors, 17 analysts
- 4 tracks with 30+ sessions, workshops, AURs, case studies, keynotes

Guest keynotes:

- Walter Kok, Global Head Transformation ING, previously Transformation Lead Vodafone, BT
- Mike Stone, CIO, CDO MOD

Gartner Keynotes:

- Don Scheibenreif
- Bruce Robertson

Case Studies:

- British American Tobacco, Deutsche Bahn, Emmi Group

Expert Panel:

- Eric Sluis, Derek Miers, Correy Voo

Gartner Business Transformation & Process Management Summit 2016

What's New!

- Making BPM strategic: go beyond the efficiency, cost reduction and productivity gains of traditional BPM and deliver growth and a unique customer experience
- New track structure: the foundations of process management are bundled in one track; another track will explore how business operations are combining different processes and other perspectives such as a case perspective, a people perspective, and how this impacts leadership, change and customer interactions; a separate track around business transformation, a topic dominating many business conversations today
- We'll introduce new content, new speakers, new advice, new approaches.
 - New focus on transforming to a digital business and customer-centricity
 - New "Maverick" research – "Improvisational Processes", "The Brain Aware Enterprise" and "Business Operations IQ"
- New analysts from outside of the core BPM team allowing for virtual tracks
 - Customer excellence and business operations
 - Chief Digital Operations (CDO)
 - Banking and Financial Services
- New Master Mind panel discussion:
 - Erik Sluis, previously CFO and COO, Interpolis, CIO Achmea, Transformation Leader Achmea 2020
 - Correy Voo, Board Advisor, previously CTO UBS, Global Head Applied Strategy Banc of America
 - Derek Miers, Thought Leader, Transformation Advisor, previously Forrester

4

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Target Roles: Business Process Improvement Leaders

Key Issues/Challenges

- How to combine business processes and customer journeys
- What is the relation between Enterprise Business Architecture and business processes
- Structuring your BPM initiatives
- Choosing a BPM platform
- New techniques in discovering and mapping processes
- Leveraging Business Moments in a successful way

Key Message

Targeted at those who have to master the fundamentals of BPM, this track introduces key process concepts, techniques, methodologies and technologies for improving or redesigning processes in order to deliver better business outcomes. Early stage benefits of BPM are primarily focused on increased efficiencies and lower costs. Establishing a strong BPM foundation is critical for establishing BPM as an ongoing program for continuously improving business performance outcomes.

Analysts

- Bruce Robertson, Mark McGregor, Debra Logan, Rob Dunie, Marc Kerremans

Suggested Sessions

- A1. Does Your Customer's Process Matter?
- A2. Better Together: Using Business Architecture to Structure BPM Opportunities
- A3. Big Change Requires Small Change
- A4. What's the Best Type of BPM Platform for You?
- A5. Automated Business Process Discovery - processes and algorithms
- A6. Driving Better Outcomes Through Digital Business Moments

5

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Target Roles: Business & IT Leaders

Key Issues/Challenges

- The shift towards improvisational processes and its impact on business operations
- Process is not the only perspective on business operations
- The use of customer journey analytics in business operations
- How smart does your business process need to be?
- How can we apply the evolution in neuro science to organizational success

Key Message

This track goes beyond the process-only perspective and explores the wider context of business operations, work and related behavior. The emphasis is on how latest methodologies, design principles, architectures, organizational thinking, and technologies support rethinking, redesigning and digitalizing existing business operations to extend and significantly upgrade capabilities to address new use cases (such as case management) and new process participants (such as customer or partner self-service, and the introduction of IoT and smart machines).

Analysts

- Janelle Hill, Marc Kerremans, Brian Manusama, Michele Cantara, David Norton, Elise Olding

Suggested Sessions

- B1. The Future of BPM: From Improvement to Improvisation
- B2. Business Operations as a Recipe
- B3. The use of Customer Journey Analytics driving your business processes
- B4. The Gartner Business Process IQ Framework: How Smart Does your Business Process Need to Be?
- B5. Dealing with complexity in a bimodal world
- B6. Use Brain-Aware Techniques for Organizational Change Success

6

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Target Roles: Business Transformation Leaders

Key Issues/Challenges

- How can we become an adaptive enterprise
- Change management is one of the biggest issues in transformation initiatives
- How to become a connected organization in this networked economy
- The role of service providers and consultancy organizations
- Best practice leadership styles in a business transformation initiative
- Smart machines and business transformation

Key Message

This track will help attendees move well beyond 'traditional BPM' to reimagine their operations in support of business transformation and innovation efforts. Sessions update your mindset, behavior, methods and technologies to tackle the continuous and disruptive changes that are characteristic of business transformation initiatives. This track also explores new research and leading-edge methods, techniques and technologies in order to deliver the desired business outcomes of the transformation initiative, and to establish yourself as a change agent and leader for business transformation.

Analysts

- Donna Fitzgerald, Elise Olding, Kristin Moyer, Julie Short, Debra Logan, Rajesh Kandaswamy

Suggested Sessions

- C1. Beyond Business Transformation to the Adaptive Enterprise
- C2. Build Understanding to Make Change Stick
- C3. Business Model Platforms for the Economics of Connections
- C4. What Business Transformation Leaders Should Know About Service Providers Doing Business Model Reinvention
- C5. Business Transformation Requires Workplace Diversity
- C6. Financial Services: Fintech and Smart Machines Can Have a Large Impact, If You Look at Processes Differently

7

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Virtual Track Target Role: Chief Digital Officer (CDO)

Role

The title of CDO is best-suited to the digital strategist role, since it is a holistic overview role of everything digital, and how the enterprise should survive and thrive in a digital world. For this reason, this job description is for the digital strategist role. It focuses on advising the board, CEO and executive committee on how digital trends and opportunities affect the business strategy, helping them synthesize the answer to the question, "How will we survive and thrive in an increasingly digital world?" The CDO may also have responsibility for delivering a part of that digital strategy.

Key Message

If we look at strategic and operational sessions aiming at these questions and advising upon how digital trends and opportunities affect the business strategy, following sessions are delivering valuable information:

Analysts

- Bruce Robertson, Elise Olding, Kristin Moyer, Julie Short, Marc Kerremans, David Norton, Rob Dunie

Suggested Sessions

- A1. Does Your Customer's Process Matter?
- C2. Build Understanding to Make Change Stick
- C3. Business Model Platforms for the Economics of Connections
- C4. What Business Transformation Leaders Should Know About Service Providers Doing Business Model Reinvention
- TTP2. Business Operations Systems
- B5. Dealing with Complexity in a Bimodal World
- A6. Driving Better Outcomes Through Digital Business Moments

8

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Virtual Track Target Theme: Customer Excellence

Theme

According to our client survey preceding this summit more than half of the respondents expressed their concerns about customer excellence and how this could be aligned with their internal business operations (e.g. operational excellence).

Key Message

Across the 'fixed' tracks there are a number of sessions that address the customer journey perspective, how to use customer journey analytics to improve your business operations, the case management perspective where a customer can be considered a 'case', how smart machines and new technology can help in the customer alignment, and what happens if 'things' become customers.

Analysts

- Bruce Robertson, Marc Kerremans, Brian Manusama, Julie Short, Don Scheibenreif, David Norton, Rajesh Kandaswamy

Suggested Sessions

- A1. Does Your Customer's Process Matter?
- B2. Business Operations as a Recipe
- B3. The Use of Customer Journey Analytics Driving Your Business Processes
- C4. What Business Transformation Leaders Should Know About Service Providers Doing Business Model Reinvention
- TTP1. The Thing is Always Right - What Happens When Things Become Customers
- B5. Dealing with Complexity in a Bimodal World
- C6. Financial Services: Fintech and Smart Machines Can Have a Large Impact, If You Look at Processes Differently

9

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Vertical Track Target Industry: Banking and Financial Services

Industry

Continuous change is roiling the banking and investment services industry, leading to a transformation of the industry. The sector, whose revenue growth has been driven in part by a generation's worth of deregulation, now faces the prospect of both increased oversight, and cost-cutting as a response to tougher market conditions. Consequently, much of the BPM adoption in the UK has occurred in the financial services sector. As financial firms consider how to build the organization of the future in response to this profound realignment, BPM acts as an accelerator that facilitates industry transformation.

Key Message

Some of the sessions in this summit, and especially in the business transformation arena, contain examples and best practices experienced in the banking and financial services industry. Moreover we have added industry analysts to the summit that not only will present but can discuss in one-on-ones hot topics in your industry today. Finally our external keynote speaker is Global Transformation Lead at ING worldwide.

Analysts

- Donna Fitzgerald, Kristin Moyer, Julie Short, Marc Kerremans, David Norton, Rajesh Kandaswamy

Suggested Sessions

C1. Beyond Business Transformation to the Adaptive Enterprise

AUR2. How Do You Ensure That Your Business Process Investments Do Not Become A Stumbling Block For New Business Models?

C3. Business Model Platforms for the Economics of Connections

C4. What Business Transformation Leaders Should Know About Service Providers Doing Business Model Reinvention

TTP2. Business Operating Systems

AUR5. Turning Payment Services Directive 2 (PDS2) into a Competitive Advantage

C6. Financial Services: Fintech and Smart Machines Can Have a Large Impact, If You Look at Processes Differently

10

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Gartner Predicts

- By 2017, 60% of global 1000 organizations will execute on at least one revolutionary and unimaginable business transformation effort.
- By 2017, 70% of successful digital business models will rely on deliberately unstable processes designed to shift as customer needs shift.
- Through 2017, insufficient BPM maturity will prevent 80% of organizations from reaching the desired business outcomes from their digital business strategies.
- By 2018, 80% of successful business transformations will use a mode 2, experimental BizOps method to reach targeted business outcomes.
- By 2018, 30% of large organizations will include customer journey mapping capabilities in their business process management team
- According to Gartner analysts there will be 10x more investment in Process Management than the Y2K predication due to the digital transformation initiatives and the central role of Business Operations in activating new capabilities provided by IoT, Smart devices, and Advanced machine learning.

11

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