

Event Organizer

Technology Partner



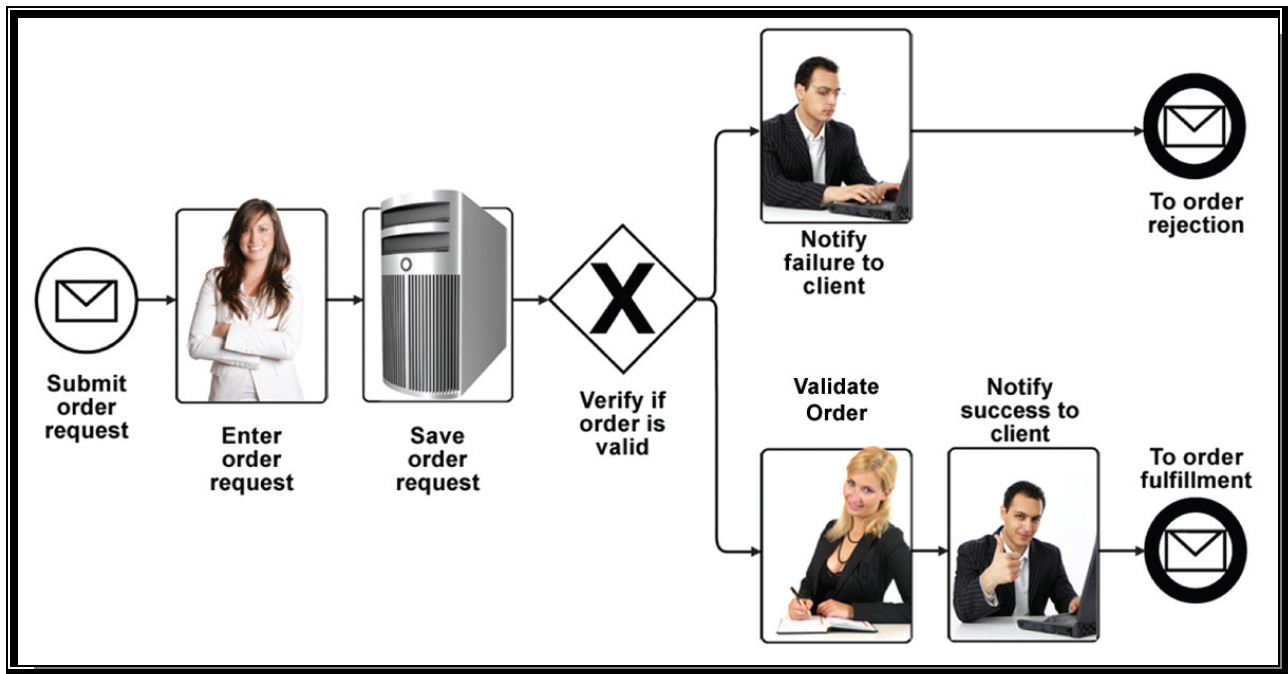
Present the Leading Mind on

# Business Process Management

“Key guideline to achieve SUCCESS and ACHIEVEMENT on BPM”

7 & 8 July 2008

Pan Pacific Orchard, Singapore



**Business Process Management (BPM)** helps to clarify accountability and ownership, improve operational efficiency, reduce process cost, manage risk factors, increase customer satisfactory, adapt quickly to changes, meet compliance (ISO, SOX, Six Sigma, Basel II, etc ). It is the emerging major trend to **improve organization performance**, bridge the gap between business needs and IT & systems, following from process improvement, Six Sigma, ERP, and other integrative approaches.

By Interfacing Technologies Corporation

Dear Business Executive,

Processes are the building blocks of any modern organization. And a solid foundation is built when these business processes are managed to align all the available resources to achieve corporate goals. The management philosophy of managing by process gives you back control of your organization. It enables you to improve productivity and efficiency while reducing time and costs. However, Business Process Management is organizationally end to end and process centric and takes Business Process Management (BPM) to the next level.

KBridges International together with Dr Bennet Lientz has developed an intensive and hands on 2 day workshop designed to equip you with the practical skills to take control of your strategic direction, sustain change and avoid drift through best practice monitoring and maintenance. These are areas that would be covered in the two days with us:

- Key facts in Business Process Management (BPM)
- SOA (Service Oriented Architecture)
- Steps in BPM implementation
- How to achieve BPM success
- How to avoid over 40 common problems
- How to gain support for BPM initiatives
- How to overcome barriers in BPM
- BPM process and modeling tools

KBridges International's practical **Businesses Process Management Workshop** will help you learn how to construct, from customer information, a process affinity map, highlighting breakpoints, moments of truth and business rules as well as set standards and hardwire your enterprise processes to performance measurement.

Dr Bennet Lientz, a well-known international trainer, who has extensive and practical experience in the area of BPM and who will use real-world case studies and practical exercises to illustrate the tools, techniques and principles that underpin a professional approach to business change. Equip yourself with the practical know-how for successfully control process change projects and processes in an effective, caring and cost effective manner. Seats are limited to promote individual learning,

Please check our registration form for the registration detail as we have an **Early Bird Special** if your book and pay before **16<sup>th</sup> June 2008**. We look forward to working with you and to exploring this fascinating topic together in Pan Pacific Singapore this July 2008.

Yours truly,

**Syed Muhammad Abu Bakar**

Program Director  
KBridges International  
[syedm@kbridges.com.sg](mailto:syedm@kbridges.com.sg)

**Rose Lu**

Business Development Manager  
Interfacing-Asia, represented by Stuart Wright Pte Ltd  
1 Scotts Road, #18-06 Shaw Centre, Singapore 228208  
Phone: +65 6303 9986, Fax: +65 6303 9989  
[interfacing@stuartwright.com.sg](mailto:interfacing@stuartwright.com.sg)   [www.interfacing.com](http://www.interfacing.com)

## **Description of workshop:**

Systems and IT have been criticized for not being able to respond faster to process change needs of the enterprise. The Gartner Group in a recent study cited the biggest barrier to business change for business managers were systems and IT. Processes are KEY to competitive success. A long term trend cited by SAP and others is that software will become more flexible and have greater agility to respond to business needs.

Business Process Management (BPM) is the emerging major trend in this area following from process improvement, Six Sigma, ERP, and other integrative approaches to software.

Business Process Management (BPM) is a natural and holistic management approach to operating business that produces a highly efficient, agile, innovative, and adaptive organization that far exceeds that achievable through traditional management approaches.

This seminar provides **key guidelines to implement and achieve success in Business Process Management** and at the same time **addresses the emerging role of IT in BPM.**

Dr. Lientz has over 25 years experience in process management and shares his extensive experience with over 150 firms and agencies in Asia, the Americas, Europe, the Middle East, and the Pacific region. The seminar provides you with the **information and guidelines you need to be more effective in business process management.**

## **Key Benefits of the workshop:**

- Understand a step-by-step approach for implementing Business Process Management
- Obtain guidelines for implementing BPM
- Evaluate, select, and use BPM and related software tools
- How to overcome barriers to resistance to change and improvement
- How to analyze current processes and work
- How to define quickly new processes
- How to implement long-term and intermediate-term process change

## **Who Should Attend:**

- Business Development Managers, Director involved in overseeing key business processes
- IT Director, GM , Managers Executive,
- Senior IT and business staff involved in process improvement
- Consultants and contractors involved in process improvement
- Software firm managers and senior staff
- Strategic Planning, Change Management, Organizational Change, Business Analyst
- Project Managers – IT , Business Process Management
- IT Planners and IT Change Management
- CEO, Managing Director, Director, Managers and all who intend to know more about BPM

## **7<sup>th</sup> July 2008 – DAY 1**

Registration will commence at 8.30am at Pan Pacific. Class will commence at 9am. There will be 2 coffee breaks, one at 10am and the other at 3.30pm. Lunch will be served between 12pm – 2pm.

### **Session 1: Introduction**

- What is business process management
- Service Oriented Architecture (SOA)
- Business process management and Six Sigma
- Business process management and IT
- Business process management and ITIL
- Goals of business process management
- Roles of IT in business process management

### **Session 2: Workshop on business process management issues**

Attendees work in small teams to define problems in business process management in their organizations.

### **Session 3: Key ingredients of business process management**

- Measurement
- Process management and coordination
- Process modeling and analysis
- Process design and specification
- Business process management (BPM) software suites
- What is success in BPM?

### **Session 4: A real world approach to business process management**

- 10 critical success factors to BPM success
- 15 problems to avoid in business process management
- How BPM fails
- Examples of BPM success
- Business process improvement guidelines

### **Session 5: Measuring processes and IT alignment to the processes and business**

- Measuring IT in relation to BPM
- Measuring business processes
- Measuring how processes are managed in your organization
- Examples from five industries

### **Session 6: Business process modeling and analysis**

- Guidelines for evaluating your current processes
- Techniques in business process modeling
- Business process analysis
- 15 guidelines for process analysis and modeling
- How to deal with exception work
- 20 modeling issues
- Examples from three industries

## **8<sup>th</sup> July 2008 - DAY 2**

### **Session 7: Defining the new processes for scalability, efficiency, effectiveness, and maintainability**

- Step by step approach for defining new processes
- Over 20 different ways to generate new scenarios for new processes
- Defining intermediate changes for processes
- Gaining support for the new processes
- Political problems in process change
- Examples from 3 industries

### **Group Session: Workshop on lessons learned in business process management**

Attendees work in small teams to identify lessons learned from their past experience in process management.

### **Session 8: Business Process Management (BPM) software**

- Categories of BPM software
- Process modeling and analysis software
- Process templates software
- BPM software suites
- Software evaluation guidelines
- Examples- Interfacing, WebMethods, Lombardi Software, Savvion, Appian, Quask, Adeptia, Integrify
- Guidelines for using the BPM software

### **Session 9: Implementing new processes and process change**

- 35 key guidelines for implementing change and improvement
- Implementing intermediate change and measuring the results
- Specific tips for using BPM software
- Examples from 3 industries

### **Session 10: Workshop on resistance to change**

In most organizations there is resistance to change to BPM and to specific process change. Attendees work in small teams to identify reasons given for not supporting change.

### **Session 11: Guidelines for implementing business process management**

- 30 guidelines for implementing BPM
- Political steps
- Steps for IT managers
- Steps for Business managers

### **Session 12: Conclusions**

- 25 specific actions to take after the seminar
- Lessons learned from past BPM efforts
- Keys to BPM success
- IT and BPM—actions, lessons learned, and guidelines

### **Session 13: additional sessions by Interfacing**

## About the Instructor:



Dr. Bennet Lientz is an internationally recognized authority in business process management, process improvement, project management, strategic planning, E-Business, and IT. He has been a project manager, consultant, and line manager with over 90 firms and agencies in Asia, Australia, North America, Latin America, and Europe.

He is a Full Professor in the Anderson Graduate School of Management, University of California, Los Angeles where he teaches courses in process improvement, project management, strategic planning, E-Business, and information technology.

He has written over 70 articles and 25 books in project management and related areas, including: Professional Guide to Process Improvement, Aspen Publishing, Project Management for the 21<sup>st</sup> Century, Academic Press, 2<sup>nd</sup> edition; Breakthrough Technology Project Management, Academic Press, 2<sup>nd</sup> edition, On Time Technology Implementation, Academic Press, Dynamic E-Business Implementation Management, Academic Press, and Start Right in E-Business, Academic Press.

He is the editor of a series on E-Business solutions. He has given seminars in these areas to over 8,000 people as well as numerous in-house seminars in Asia, Europe, the Americas, Africa, and Australia. He has consulted widely in China, Japan, and over 30 other countries. His clients have included: Cathay Pacific Airways, PT Astra, Bank of Bangkok, Microsoft, IBM, Nationwide Insurance, Citibank, ABN-AMRO Bank, NASA, Department of Defense, Sony, Honeywell, Blue Cross, Department of Transportation, and United Technologies. He is known for his common sense, real world approach.

*“The value that IT creates for companies has changed with time. Nowadays, the focus is firmly on realising customers' business ideas, successfully and in real time, by finding the right blend of proven best practices and innovative next practices”.*

## About KBridges

"K" in the company name means Knowledge, and Knowledge is POWER. KBridges International helps clients, such as Fortune 500 multinational corporations and large Asia Pacific companies, sustain a key competitive edge via improving their corporate strategy and business development through professional training and consultancy. We conduct cutting-edge conferences, professional training courses and customized company events in addition to consultancy, research and business intelligence services for Fortune 1000 corporations and large local corporations in the Asia Pacific region. With over 3600 professionals across the Asia Pacific region, we can add tangible value to clients of any size.

## About Interfacing

Interfacing has been a world-leader in designing and developing intelligent Business Process Management (BPM) solutions for over 20 years. Our longstanding commitment to the integration of business and information technology solutions has put us at the forefront of the business process revolution. Join us alongside our growing web of successful clients and partners and put your business back in the process. With our award winning product suite and team of consultants, you gain the advantage of seeing through the confusion of complicated business processes. With Interfacing, your business is freed from artificial constraints that impede profitability and growth. Using our software and services, your path is cleared to business process excellence.

**What people say about the program:**

“We did gain a volume of knowledge and "stories" that of value to us from the event. The group or companies were not bad either. Do forward to me your future events that related to BPM and Change Management for consideration...”

“Very Experience and a lot of insights tip”

“Dr Bennet is very funny and witty; a very well experience trainer. This program suit all levels of executive”

“Well Done!! Thank you Dr Bennet and KBridges. Program is very well executed. Gained a huge amount of very important tips and worth every ringgit”

“Very good eye opener as well as knowledge enrichment”

These are some of the comments we get from our past event. We hope to see you at the program soon.