

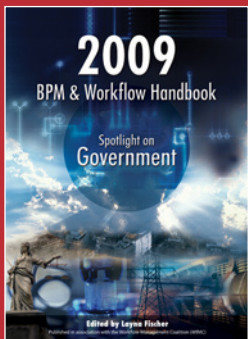
Process.gov

Leveraging Business Process Management in Government and Defense Transformation



June 18-19, 2009 • Washington, D.C.

Presented by the Workflow Management Coalition, this 2-day conference features leadership presentations, case studies, expert panels and technical sessions focused exclusively on workflow and business process management in government and defense agencies. The only event of its kind, Process.gov is strictly non-commercial and no paid for sessions or sponsored content will be presented. All sessions and presenters are peer-reviewed and subject to a rigorous jury process.



Presenters range from agency CIOs and CTOs to industry Chief Architects and leading practitioners. In addition, the event will feature the launch of the *2009 BPM & Workflow Handbook*, one of the most respected sources for up-to-date information on business process management. Sessions from selected chapters will be presented by the authors.

Day One:

Single-track, back-to-back sessions from CIOs, CTOs and the most respected industry leaders.

Day Two:

A multi-track program across three topic areas:

- **Security and Defense**
- **Civilian and Healthcare**
- **Advanced Topics**

**Register
Today**

www.wfmc.org/gov



From the desk of
Nathaniel Palmer
Workflow Management Coalition

Produced By:



Join us June 18-19, 2009
at the Oracle Executive Auditorium in
Reston Town Center!

What's Inside:

Process.gov – Day One Over 12 Pre-conference Executive Sessions June 18, 2009

Sessions cover advanced topics from the industry's most experienced practitioners and senior leaders. (descriptions begin on page 5)

Process.gov – Day Two June 19, 2009

Multi-track program across three topic areas: Security and Defense; Civilian and Healthcare; and Advanced Topics.

Conference-At-A-Glance: see page 3
Session Descriptions: see pages 7-9
Registration: see back page 10

Process.gov

Since 2006, each year we've brought together thought **leaders and practitioners** with participants from **across several government agencies** under the banner of Enterprise Architecture and Business Process Management. With Process.gov we are raising the bar again, featuring **the best of the best** among reality-based sessions from **the industry's most experienced practitioners**, as well as a host of keynotes presented by the most **senior leaders** of industry and government.

We have spent the last year examining case studies, searching for best practices, as well as talking with the government leaders most deeply engaged in Business Transformation initiatives and related work around **Enterprise Architecture, Business Process Management and Service-Oriented Architecture**. This conference is the culmination of that work, and with it we have assembled what we believe to be the most **comprehensive set of government leaders and expert sessions** focused on these topics ever brought together in one place.

Highlights of the Process.gov program include:

- **3** Sessions on Measuring and Demonstrating Value With BPM Initiatives
- **4** Sessions on Disaster Recover and Business Continuity
- **4** Case Studies From Leading Defense Agencies
- **5** Sessions on BPMN and Process Modeling
- **Plus** Over a Dozen Leadership Sessions on BPM, EA, Innovation and More. . .

There is no doubt Process.gov 2009 will be a ground-breaking conference, that you will not soon forget.

I look forward to seeing you there!

Nathaniel G. Palmer
Executive Director, WfMC
Chief BPM Strategist, SRA International

*P.S. Process.gov will also feature the launch of the **2009 BPM & Workflow Handbook**. One of the most respected sources for up-to-date information on business process management, the BPM & Workflow Handbook is compiled from peer-reviewed submissions featuring the latest research, best practices and real-world case studies on workflow and business process modeling. Process.gov features presentations from selected authors of highest rated chapters, and the complete book will be launched on the first day of the event.*





Process.gov At A Glance



Thursday, June 18, 2009

8:00am - 8:30am	REGISTRATION	
8:30am - 8:45am	Welcome and Introductions	
	Morning Sessions	Afternoon Sessions
8:45am - 9:15am	Steve Cooper, Fmr. Chief Information Officer, Dept of Homeland Security	1:00pm - 1:30pm The New Enterprise Architecture, Keith Swenson, Technical Chair, WfMC; VP of R&D, Fujitsu Computer Corp
9:15am - 9:45am	Leveraging Lean, Agile Workflow and BPM Practices in Government, Clay Richardson, Forrester Research	1:30pm - 2:00pm The Auto Optimizer: New Strategies for Process Optimization, Robert Shapiro, WfMC and Process Analytica
9:45am - 10:15am	Charles "Chuck" Popelka, Director of GSA FAS BPM Center of Excellence (B-COE)	2:00pm - 2:30pm The Importance of First Principles for Process and Services Modeling, Lloyd Dugan, CTO, IES
10:15am - 10:45am	Government by Process, Dr. Michael zur Muehlen, Director of Center for Process Innovation	2:30pm - 3:00pm Measurable Results From BPM and SOA: A Government Case Study, Linus Chow, Co-Chair Public Sector, WfMC
10:45am - 11:00am	Break	3:00pm - 3:30pm Measurement Strategy and BPM Value in Government, Dr. John Alden, Managing Partner, Capability Measurement
11:00am - 11:15am	Flu Video – Leveraging Process and Technology to Enable Successful Disaster Response	3:30pm - 3:45pm Break
11:15am - Noon	Enabling Process-Driven Disaster Recovery and COOP Plans: An Expert Panel	3:45pm - 4:30pm Workflow Driven Case Management: Myths and Realities
Noon - 1:00pm	Networking Lunch For All Participants	4:30pm - 5:00pm Living in the Clouds: New Options for Agility and Transformation, David S. Linthicum
		5:00pm - 6:30pm Reception and Launch of 2009 BPM and Workflow Handbook



Friday, June 19, 2009

8:00am - 8:30am	REGISTRATION		
	Security and Defense	Civilian and Healthcare	Advanced Topics
8:30am - 9:15am	Leveraging BPM at a Leading Defense Agency (1A)	Service Oriented Agencies: Enabling Agility Through Transformational BPM, SOA, and BI (1B)	Understanding Business Semantics & Vocabulary-Driven Architectures (1C)
9:30am - 10:15am	Case Flow: Enabling Process-Driven Evidence Tracking (2A)	Future Cities: the New Architecture of Municipal Government (2B)	Advantages of a Single Model Approach to BPM (2C)
10:30am - 11:15am	Leveraging Business Process Management in the Military and Intelligence Community (3A)	Modeling Requirements for the Management of Electronic Records in Public Administrations (3B)	Understanding BPMN Release 2.0 (3C)
11:30am - 12:15pm	How BPM and Enterprise 2.0 is Used for Defense Transformation (4A)	Planning and Implementing BPM in New York's Health and Human Services Programs (4B)	Turning BPMN Processes Into Service Oriented Service Contracts (4C)
12:15pm - 1:15pm	Networking Lunch For All Participants		
1:15pm - 2:00pm	Guiding Situational Awareness and Driving Decision Making (5A)	BPM and SOA: Bridging IT and Business Missions (5B)	Building a BPM Business Case for Government (5C)
2:15pm - 3:00pm	Mission-Focused: Leveraging BPM for Enterprise Transformation (6C)		

For complete session details, visit www.wfmc.org/go

Leadership Sessions From Leading Government and Industry Executives Including:

Steve Cooper, the Nation's first Chief Information Officer of the Dept of Homeland Security

Clay Richardson, Senior Analyst, Business Process Management, Forrester Research

Charles "Chuck" Popelka, Director of GSA FAS BPM Center of Excellence (B-COE)

Dr. Michael zur Muehlen, Director of Center for Process Innovation

Plus 25 Fast-Passed, High-Impact Sessions Featuring Leading Cases Studies, Best Practices, and Proven Techniques:

The New Enterprise Architecture

The Auto Optimizer: New Strategies for Process Optimization

The Importance of First Principles for Process and Services Modeling
Measurable Results From BPM and SOA

Government by Process

Enabling Process-Driven Disaster Recovery and COOP Plans

Measurement Strategy and BPM Value in Government

Workflow Driven Case Management: Myths and Realities

Living in the Clouds: New Options for Agility and Transformation

Leveraging BPM at a Leading Defense Agency

Case Flow: Enabling Process-Driven Evidence Tracking

Leveraging Business Process Management in the Military and Intelligence Community

How BPM and Enterprise 2.0 is Used for Defense Transformation

Guiding Situational Awareness and Driving Decision Making

Service Oriented Agencies: Enabling Agility Through Transformational BPM, SOA, and BI

Future Cities: the New Architecture of Municipal Government

Modeling Requirements for the Management of Electronic Records in Public Administrations

Planning and Implementing BPM in New York's Health and Human Services Programs

BPM and SOA: Bridging IT and Business Missions

Understanding Business Semantics & Vocabulary-Driven Architectures

Two Strategies for Handling Models: Preserving vs. Transforming

Understanding BPMN Release 2.0

Turning BPMN Processes Into Service Oriented Service Contracts

Building a BPM Business Case for Government

Mission-Focused: Leveraging BPM for Enterprise Transformation

Who Should Attend

Process.gov is defined foremost for government executives seeking to learn more about Workflow and Business Process Management, or otherwise involved in business program areas, defining enterprise architecture, and setting business standards. Participants will include Enterprise Architects and Program Managers, as well as Operations Managers, IT Strategists, and Business Analysts.

Why Should You Attend

- Gain actionable information about continuous process improvement and business transformation.
- Expand your expert network through peer-to-peer collaboration with a community of leaders, experienced practitioners, users and adopters in government.
- Learn the most up-to-date strategies, techniques, and technologies for building successful Enterprise Architecture and implementing Business Process Management (BPM)

Partial List of Previous Attendees

Accenture	FBI	PricewaterhouseCoopers
American Express	FDA	SAIC
American Red Cross	First Data	SAP America
AMTI	GAO	SAS Institute
Argonne National Laboratory	General Dynamics	Schneider Electric
Battelle	General Services Administration	SEC
Bearing Point	Grant Thornton	Secretary Joint Staff
Booz Allen Hamilton	Guardian Life Insurance	Secretary of Defense
Business Transformation Agency	Hewlett-Packard	Serono
Canadian National	Hughes Network Systems	ServerVault
City of Norfolk	Human Resources Command	Sprint Nextel
Coca Cola Bottling Co.	Huntington National Bank	SRA International
Commonwealth of PA	IBM	State Dept
Comptroller of the Currency	IEEE	State Farm Bank
Contract Management Agency	Infosys Technologies	State of Wisconsin
DC Lottery	Inspector General	TATA Steel
Defense Logistics Agency	IntelliDyne	Technology Program Office
Defense Travel System	Joint Secretariat	The Hartford
Deloitte & Touche	L.L. Bean	The MITRE Corp
Dept of Defense	Level 3 Communications	Thomson Scientific
Dept of Education	Liberty Mutual Insurance Co	TSA
Dept of Education	Lockheed Martin	U.S. Army
Dept of Energy	ManTech System Engineering	U.S. Customs and Border Protection
Dept of Homeland Security	Marriott International	U.S. Dept of Commerce
Dept of Labor	Mayo Clinic	U.S. Dept of Transportation
Dept of Navy	McKinsey & Company	U.S. Marine Corps
Dept of Navy CIO Office	Missile Defense Agency	Unisys Corp
Dept of the Interior	National Institutes of Health	USAF
EDS	National Science Foundation	USCG
Erie Insurance	Naval Facilities Engineering	USDA
Executive Office of the President	Navy Supply Information	Xerox
FAA	Northrop Grumman Office of	
Fannie Mae	Open Source Software Institute	



Day One / Thursday, June 18, 2009

Steve Cooper

Fmr. Chief Information Officer, Dept of Homeland Security

The first CIO of the Department of Homeland Security, Steve Cooper was responsible for guiding the development of information integration architectures and roadmaps that will integrate the information “stovepipes” within the federal government to enable the sharing of homeland security information with state, local and relevant private sector entities. Cooper joined the Office of Homeland Security in March 2002, bringing more than twenty years of experience as an IT professional, most recently as CIO, Corporate Staffs, and Executive Director, Strategic Information Delivery for Corning, Inc. in Corning, NY.

Clay Richardson

Senior Analyst, Business Process Management, Forrester Research, USA.

Clay delivers strategic and tactical guidance to Business Process & Applications professionals seeking to automate processes and integrate structured and unstructured information into business processes. Clay specifically helps enterprises establish BPM strategies, governance standards, establish BPM centers of excellence, identify lean and agile methodologies best suited for BPM projects, and identify vendors and technologies that help them optimize mission-critical business processes. Prior to joining Forrester Clay served as BPM practice leader at Project Performance Corporation, where he launched and managed the company’s business process management practice. Prior to that Clay was the director of professional services at HandySoft Global Corp. Clay is active with several BPM industry associations, including serving as the founding co-chair of the Public Sector Chapter of the Workflow Management Coalition.

Charles “Chuck” Popelka

Director of GSA FAS BPM Center of Excellence (B-COE)

Chuck is currently developing the GSA FAS B-COE. He led the Federal Acquisition Team that worked on the Strategic Initiative of developing an enterprise-wide acquisition process enabled with IT systems, and produced the Acquisition Process Improvement Plan that is being used as the framework for future enterprise acquisition process improvements and IT systems enhancements. Previously, Mr. Popelka was the Director of the Systems Management Center, FAS, in the GSA and Director of the Business Management Division in the IT Acquisition Center at GSA. He spent 20 years with GSA’s Federal Supply Service and was selected as Federal Supply Service’s Marketing Executive of the Year for 1998. He recently earned a Master of Public Administration degree at American University.

Government by Process

Dr. Michael zur Muehlen, Director of Center for Process Innovation

Dr. Michael zur Muehlen directs the Center of Excellence in Business Process Innovation at Stevens Institute of Technology and is responsible for Stevens’ graduate and executive education programs in Business Process Management and Service Innovation. He has over 15 years of experience in the field of process management and workflow automation, and has led numerous process improvement and design projects in the utility, financial services, industrial, and telecommunications sector both in Europe and the US. Michael actively participates in BPM standardization efforts and in 2004 was named a fellow of the Workflow Management Coalition. His research focuses on the practical use of process modeling standards, techniques to manage operational risks in business processes, and the integration of business processes and business rules. He is the author of a book on workflow-based process controlling and numerous articles on process management and workflow automation. His presentations have been viewed more than 30,000 times.



FLU Video

The “FLU” video is a narrative showing how consumers, health-care providers and public health officials might respond to a public health crisis in the future. Through a dramatic storyline set in the year 2012, we present a vision of the possible for the use of technology to improve diagnoses and treatments

and the response to a growing public-safety emergency. We show how loosely connected individuals with the right information could collaborate to narrowly avert a looming pandemic.

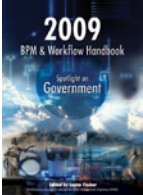
The New Enterprise Architecture

Keith Swenson, Technical Chair, WfMC; VP of R&D, Fujitsu Computer Corp

Keith Swenson is a pioneer in web services, and has helped the development of BPM standards such as WfMC Interface 2, OMG Workflow Facility, SWAP, Wf-XML, AWSP, WSCI, and is currently working on standards such as Workcast and ASAP. He has led efforts to develop software products to support work teams at MS2, Netscape, and Ashton Tate. He is currently the Chairman of the Technical Committee of the Workflow Management Coalition. In 2004 he was awarded the Marvin L. Manheim Award for outstanding contributions in the field of workflow. In this fast-paced and informative session, he will demonstrate the role of process management and workflow in the modern enterprise architecture.



Thursday, June 18, 2009 (continued)



Denotes Session Based on
2009 Handbook Chapter

The Auto Optimizer: New Strategies for Process Optimization

Robert Shapiro, WfMC and Process Analytica

Robert Shapiro is one of the most respected authorities on process optimization and analytics, a field he has led for over two decades. He founded Cape Visions which was acquired by Global in 2005. At Cape Visions he directed the development of Analytics and Simulation software used by FileNet/IBM, Fujitsu, PegaSystems and Global 360 Business Process Management products. Prior to founding Cape Visions, as founder and CEO of Meta Software Corporation, he directed the implementation of a unique suite of graphical modeling and optimization tools for enterprise-wide business process improvement. Products based on these tools are used by Bank of America, Wells Fargo, JPMChase and other major banks to optimize their check processing and Lock Box operations. As a participant in the Workflow Management Coalition and chair of the working groups on conformance and process definition interchange, he plays a critical role in the development of international standards for workflow and business process management. In 2005 he was awarded the Marvin L. Manheim Award for outstanding contributions in the field of workflow.

Measurable Results From BPM and SOA: A Government Case Study

Linus Chow, Chair Public Sector, WfMC

The United States Military Entrance Processing Command (US MEPCOM) processes and qualifies individuals applying for military service in any one of five Armed Services and their subcomponents. They are required to process over 1 million records a year with potentially spikes of 18,000 per day and to maintain over 60 million current records across all the armed services. Their existing Enterprise Architecture (EA) was antiquated and brittle to handle the growing requirements of its customer in an increasingly changing environment. US MEPCOM chose to transform itself into a Net-Centric enterprise by implementing BPM and SOA. It chose this path to cut cost and risks associated with upgrading its existing EA. USMEPCOM's award winning BPM and SOA implementation enabled it to better abstract and govern its existing capabilities and allow external customers and partners better and more reliable access to its services. BPM and SOA enable MEPCOM to see significant Return-On-Investment across cost savings, speed to delivery of new services, reusability, risk management, and interoperability. Its new BPM/SOA EA now enables them to look forward to rolling out future systems that will enhance capabilities for the war fighter in the future.

The Importance of First Principles for Process and Services Modeling

Lloyd Dugan, CTO, IES

Given the conceptual clutter of EA, SOA, and BPM, it is often easy to forget that the key to the creation of any good business process-supporting system is first the creation of a good model and design. Successful transformation programs require the return to a set of first principles for modeling and designing systems that transcend specific platforms and techniques, and that enable the construction of system architectures that are well-aligned with the business and agile enough to change with it. Whether these principles are applied at the enterprise or line-of-business level, they provide guideposts to business analysts and system architects for ensuring that systems implementing processes appropriately employ reusable and extensible services that leverage legacy assets and support migration to better technologies. As government entities seek to do more with less, leveraging these principles enable better interfaces through which improved functionality can be realized. This session will illustrate techniques leveraging existing assets that require less time, cost, and risk than rip-and-replace efforts can achieve. Shown will be how first principles can be applied to ensure well-designed business applications can be implemented quickly to support well-modeled business processes and services.

Measurement Strategy and BPM Value in Government

Dr. John Alden, Managing Partner, Capability Measurement

Dr. John Alden is the Founder and Managing Partner of Capability Measurement, a consulting and measurement firm that leverages open standards and assessment frameworks to guide change programs for process improvement. Among his industry contributions, he is renowned for having achieved global standardization through OMG as primary author for the Business Process Maturity Model (BPMM), created the collaborative knowledge management program for the nation's first Homeland Security technology incubator, served as the lead SME for APQC benchmarking research on enterprise BPM initiatives, as well as designed/delivered SaaS talent management process assessment capability. Dr. Alden served as a senior executive at Accenture in the Talent Management and Organization Performance, and prior to this led several dozen BPM projects of global companies and U.S. federal government agencies. Before entering the business sector, he served as an academic researcher, senior government policy analyst and participated in research under the auspices of the National Academy of Sciences.

Living in the Clouds: New Options for Agility and Transformation

David S. Linthicum

Described as "One of the founding fathers of modern distributed computing," David Linthicum has formed or enhanced many of the ideas behind cloud computing, Service-Oriented Architecture (SOA), as well as Web 2.0 technologies and their impact on enterprise computing. He has over 20 years experience working as an end user, a technology builder, and service provider in this space. He is also author of 10 books and over 2,000 articles, and has keynoted hundreds of industry-related events. Currently he is the founder of David S. Linthicum, LLC, a consulting organization dedicated to excellence in SOA development, implementation, corporate strategy, and leveraging the next generation Web technologies. David is the former CEO of BRIDGEWERX, former CTO of Mercator Software, and has held key technology management roles with a number of organizations including Mobil Oil, EDS, AT&T, and Ernst and Young.



Day Two / Friday, June 19, 2009

Leveraging BPM at a Leading Defense Agency (1A)

Jim Schneider, Senior BPM Solutions Architect, SRA International.

Mr. Schneider will use his experience with leading the effort to introduce and implement the initial BPM-based solutions at a leading Defense agency to provide insight into how other BPM practitioners can leverage BPM to help transform agency mission and business environments. This presentation will address the challenges of introducing BPM into the enterprise from multiple dimensions — mission, organization, functions, processes, architectures, infrastructure, methodologies, strategies, approaches, life cycle development, and integration of multiple COTS tools. Mr. Schneider will use the initial agency BPM-solutions (full lifecycle management of agency contracts and mission element change management) to share what worked, what didn't work, and the lessons learned for future BPM-based solutions at the agency. The seminal role of BPM in the implementation of the agency decision support/baseline integration initiative will also be addressed.

...address the challenges of introducing BPM into the enterprise from multiple dimensions – mission, organization, functions, processes, architectures, infrastructure, methodologies, strategies, approaches, life cycle development, and integration of multiple COTS tools.

Leveraging Business Process Management in the Military and Intelligence Community (3A)

Flip Medley, Principal Oracle Consultant, National Security Group

Business Process Management (BPM) has demonstrated value in commercial applications, and has even been adopted in the public sector. This session will explain how BPM adds value and plays an integral role in enterprise applications used by the military and intelligence community. There will also be a description specific architectural approaches that show how BPM is leveraged as a key component alongside other technologies to maximize the strengths of BPM in the context of these mission-critical applications.

How BPM and Enterprise 2.0 is Used for Defense Transformation (4A)

Shaundra Eberhardt, Program Manager CACI

The OSD AT&L vision is to drive the capability to defeat any adversary on any battlefield. Based on its vision OSD AT&L chose to deploy a very agile and collaborative driven solution leveraging the latest technologies and methodologies in Business Process Management and Enterprise 2.0. With a focus on quickly delivering capabilities to the field OSD has focused on BPM and Enterprise 2.0 for secure and scalable solutions. Over 7,000 US Department of Defense's end-users across over 60 communities and over 600 Collaboration Projects are deriving benefits from the use of this agile collaborative EA initiative. See how OSD AT&L's award winning implementation improved their capabilities and collaboration while complying with DoD security and accountability EA requirements.

Guiding Situational Awareness and Driving Decision Making (5A)

Michael Ruiz, CTO for Net Enabled Operational Support, Deloitte Consulting

Complex organizational structures require a well-defined mechanism for understand their situation and making decision. Workflows, defined through Business Process Management Notation (BPMN) and instantiated in Business Process Engineering Languages (BPEL), enable organizations to describe its Tactics, Techniques, and Procedure to increase its Situational Awareness and its ability to make timely decisions. Situation Awareness alone does not solve the issues associated with making timely decisions. Decision Support Solutions require an integrated mechanism for collaborating and an ability to capture the associated context. Good decision-making occurs when the right stakeholder, possess the correct information and is able to easily understand the situation he/she is faced with.



Denotes Session Based on 2009 Handbook Chapter

Service Oriented Agencies: Enabling Agility Through Transformational BPM, SOA, and BI (1B)

Dr. Setrag Khoshafian, Vice President of BPM Technology, Pegasystems Inc.

Vice President of BPM Technology, Pegasystems Inc.

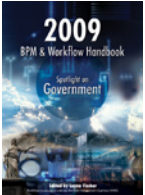
Three essential trends are coming together to provide the foundation for service oriented agencies: BPM, SOA, and BI.

This presentation will focus on these important trends in service orientation for the federal government. The objective of federal agencies — especially with the new administration - is to become transparent, efficient, agile as well as responsive to both internal and external stakeholders. The service oriented agency components are not just technology or federal architecture layers. BPM in particular is transformational. The presentation will show how the success and modernization in federal agencies depends largely on their ability to leverage complete BPM suites for change. The presentation will also show how service oriented agencies can develop a culture of service especially to the citizenry, using process automation for both Lean and Six Sigma continuous improvement.

Three essential trends are coming together to provide the foundation for service oriented agencies: BPM, SOA, and BI.



Day Two / Friday, June 19, 2009 (continued)



Denotes Session Based on 2009 Handbook Chapter

Future Cities: the New Architecture of Municipal Government (2B)

Christine Robinson, Noted Author and Industry Expert

State and local governments can take advantage of the frameworks in place used by the US Federal Government such as the Federal Enterprise Architecture and Department of Defense Architecture Frameworks, in concert with Business Process Management, to achieve substantial efficiencies and help them modernize their operations through continuous process improvement enabled by technology. The upcoming book entitled "Future Cities, Designing Better, Smarter, More Sustainable and Secure Cities" describes using this approach for a city. Central planning as an enterprise, while providing a great degree of autonomy on focused efforts that bubble up to the whole, can enable government, the public, the business community, non-profit sectors, and others to more actively participate toward making state and local governments more responsive and provide a greater degree of service to the public.



Denotes Session Based on 2009 Handbook Chapter

Modeling Requirements for the Management of Electronic Records in Public Administrations (3B)

Dr. Michele Chinosi, University of Insubria

Guidelines for designing records management systems, such as the original "MoReq" and the more recent "MoReq2" published in 2008 by the European Commission, which define Model Requirements for the management of electronic records. Practices and policies need to evolve beyond the limit to textual description of the documents' workflow, provide a more easily usable and more widely readable protocol which employ the most recent business process modeling techniques, such as BPMN and XPDL. This session will illustrate how BPMN can be used to represent most of the workflows in an easy readable format, adding capabilities as browsing, validation and sharing. Presented will be how to use BPMN to represent defined records management procedures, thereby enabling an increasing number of offices and institutions to leverage BPMN-compliant tools support to read, model and verify diagrams. Explained will be how the use of BPMN along with other linearization formats such as XPDL permits to derive from one diagram the XML code which could be used as input in several software tools.

Planning and Implementing BPM in New York's Health and Human Services Programs (4B)

FRD Project Team, OTDA, Bureau of Information Technology, State of New York

The Functional Roadmap Project (FRM) Project is a collaborative effort among multiple state agencies and local departments of social services. The goal is to improve customer access and delivery of services to the under served and unserved populations who are seeking health insurance/medical assistance, cash assistance, child care, food stamps, home energy assistance, protective services for adults and domestic violence/support services throughout New York State. The project encompasses the entire customer interaction from "first contact", whether that is in-person, by phone, through the mail, or via the internet, until the point where a customer ceases to receive services/benefits. The FRM Project Management Team will share processes, artifacts and lessons learned from their business process management planning and implementation efforts. The presentation will provide information on the activities that the project is undertaking and the necessary integrations required throughout the enterprise to make the project successful. The presentation will also address the Business Process Management Execution Plan (BPEP) focusing on 3 key aspects:

BPMN can be used to represent most of the workflows in an easy readable format, adding capabilities as browsing, validation and sharing.

- 1) The management processes that will govern the project, and how these processes will be implemented, and by whom;
- 2) The steps and models that are required to complete the deliverables to be in compliance with OTDA's Architecture Development Methodology; and
- 3) The quality standards and processes that will be applied to FRM Project deliverables.

The approach and processes presented relate to the whole project lifecycle and outlines the majority of the key milestone activities and deliverables.

BPM and SOA: Bridging IT and Business Missions (5B)

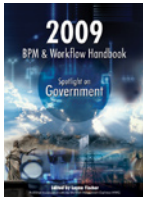
Andrew Gordon, Director SOA and Open Source Solutions, Unisys Federal

This presentation will examine how BPM and SOA governance solutions intertwine throughout the lifecycle of both the enterprise services and the business processes that consume them. Described will be how the combination of BPM and SOA governance solutions delivers true business value from SOA initiatives, balancing the architectural benefits of SOA against the cultural shift that business people are demanding. Examined will be how the introduction of BPM into transformation initiatives creates a common language between business and IT, enabling individuals with different skill sets and perspectives to sit down and model out (using modeling tools) business issues. Discussed will be how the process model serves as the common medium, flows into a running IT solution, providing business a sense of ownership in the technologies that support it. Also discussed will be how BPM can support IT's drive for system flexibility and reusability, as well as allowing business roles to have a larger hand in identifying project objectives.

continued next page



Day Two / Friday, June 19, 2009



Denotes Session Based on 2009 Handbook Chapter

Advantages of a Single Model Approach to BPM (2C)

Keith Swenson, Technical Chair, WfMC; VP of R&D, Fujitsu Computer Corp

The idea that business people will model the process is a common theme across BPM systems, but there are two distinct approaches to subsequently running the model. The "Model and Transform" approach allows the business user or process analyst to draw a model of the business process, but that model is then transformed to other forms for subsequent steps in the process. The original model is not viewed as being the actual executed process, but in fact just an early approximate representation of that. Another approach is known as the "Single Model" approach, where the business role draws a model of the business process that remains true to its original form through the entire lifecycle. A developer will extend the model with details necessary for automation of the process, but will not fundamentally alter the form of the model. The completed process definition is submitted to the server in a form that is true to the original process diagram. This session will outline the advantages as well as how and when to leverage the single model approach. Discussed will be issues of "round-trip" modeling, enabling iterative, agile development, ensuring accurate analytics, as well as how to identify circumstances where the "Model and Transform" approach maybe preferred.

Examined will be the changes introduced with BPMN 2.0 and the consequences these present to both developers and practitioners.

Understanding BPMN Release 2.0 (3C)

Robert Shapiro, XPDL Working Group Chair, WfMC and Founder, Process Analytica

Presented by one of the foremost authorities on business process modeling notations, methods and standards, this session presents the findings from hundreds of hours of hands-on research and analysis of the current BPMN 2.0 specification, as well as BPMN conformance and serialization. Examined will be the changes introduced with BPMN 2.0 and the consequences these present to both developers and practitioners. Discussed will be changes to existing functions from BPMN 1.2 to 2.0 including both new capabilities introduced and potential challenges with migration, as well as portability and conformance, plus exploration of XPDL 2.2 and the path forward.

Turning BPMN Processes Into Service Oriented Service Contracts (4C)

Chuck Georgo, MSc, CPT, Renown Industry Expert and Founder of nowheretohide.org

This session presents an approach for taking business processes and, through a process called Service-Oriented Analysis, develop service contracts for implementing Service-Oriented Architecture (SOA). Successful SOA implementations require defining and describing the "what" that software applications need to deliver, rather than defining and describing "how" an application or service should be built. This requires capturing the real world effects, the information interfaces/exchanges, and the service interaction requirements including authentication, authorization, integrity, confidentiality, reliability, and other rules for interacting with the service itself. These specifications are collected and organized into a "Service Contract" that is then used to build, buy or steal the software components necessary to deliver the desired real world effects. Through the use of various tools and templates, and real-world examples, this session will introduce participants to the process for carrying out a service-oriented analysis, as well as the format and content of a Service-Oriented Service Contract for each candidate services identified during the service analysis.

Building a BPM Business Case for Government (5C)

Robert Cain, BPM Senior BPM Consultant and Project Leader, SRA International

In this fast-paced but informative session, industry veteran with over a decade's experience in both the BPM and workflow sector as well as government and defense agency environments will walk participants through a step-by-step approach for building a BPM business case. Discussed will be both best practices and the common mistakes and pitfalls faced in winning and maintaining sponsorship, identify pilot process candidates, setting up a proof of concept, document and demonstration Return On Investment (ROI) projections, and setting up the project plan sustainable success. Offering insights gained through dozens of projects and initiatives, the presenter will provide participants will invaluable techniques for building a business case for winning and sustaining sponsorship for BPM initiatives.

Mission-Focused: Leveraging BPM for Enterprise Transformation (6C)

Nathaniel Palmer, Executive Director, WfMC; Chief BPM Strategist, SRA International

In this interactive wrap-up session led conference chair Nathaniel Palmer, participants will explore a "7-Step Guide For Building A Business Case and Success Plan For Launching Your Own Business Process Improvement Initiative" which builds on the core concepts and key learnings discussed throughout the conference. Participants will receive a 'trip report' summary of the event, including details on how to receive additional value and assistance as part of their participation in the conference. Other presenters will be invited to participate and an informal Q&A session will be held to address any outstanding questions or issues related to the conference.

June 18-19, 2009

Oracle Executive Auditorium in Reston Town Center
1910 Oracle Way • Reston, VA 20190
Free parking provided. Event registration is in the lobby.

HOTEL REGISTRATION

Do not delay, make your room reservations directly with one of the hotels below.

Hyatt Reston
(703) 709-1234
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Hampton Inn Reston
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www.hamptoninn.com

Room reservations and hotel charges are the responsibility of the individual registrant.

EVENT REGISTRATION

To register for the Process.gov conference, contact the Workflow Management Coalition.

Fax: **+1-781-735-0491**

Online: www.wfmc.org/gov

Phone: (888) 931-9995

Email: admin@wfmc.org

USPS: Workflow Management Coalition
759 CJC Hwy, Suite #363
Cohasset, MA 02025-2115 USA

AIR FARE

Dulles (IAD) is the closest airport to the event location.

Jet Blue will offer a 5% discount on airfare for conference attendees. Restrictions apply.

Code PROCESSGOV must be entered at time of airfare purchase to receive discount.

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Full membership is designed for software vendors and consultants engaged in the development and delivery of BPM and workflow solutions. Full Membership is required to hold any elected Coalition office, and provides the highest level of benefit for participation in the WfMC.

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Cancellations and No-shows: Provide written cancellation notice on or before June 11, 2009 for a 100% refund. Cancellations after June 11, 2009 and registrants who do not attend the event are liable for the full registration fee.