05/26/2010

7:45 am - 8:15 am	**Registration and Continental Breakfast**
8:15 am - 8:20 am	**Welcome and Opening Remarks**
	The Agility Challenge
	Charles Pelton, Contributing Editor, Computerworld
8:20 am - 9:10 am	**Guest Keynote**
	People, Process, Technology: the IT Opportunity for Profitable Growth
	Jeanne W. Ross, Director & Principal Research Scientist, MIT Sloan School of Management

View Presentation

Business agility demands systems and process standardization. Agile firms embrace this paradox by building digitized platforms that suppoert reusable business processes. These platforms give these organizations a head start in their efforts to respond to new market opportunities and allow them to save money by not reinventing the wheel. How do firms design, develop and use these platforms? See what the author of *Enterprise Architecture as Strategy* and *IT Savvy* has to say about sustainable business agility.

9:10 am - 9:45 am	**The Framework**
	Creating the Roadmap for an Optimized Organization

Paul Brunet, Vice President, WebSphere and BPM, IBM

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In this session, attendees will learn how successful organizations initiate -- and maintain-- the three pillars of business agility: 1) building an organization with cost-effective market responsiveness; 2) adapting the right business intelligence to make smarter decisions; and 3) creating cost-effective processes that help automate, govern and employ the right business rules. The goal: true business agility.

9:45 am - 10:15 am	**Networking Break** **Meet your fellow participants**
10:15 am - 11:00 am	**The Real World** **Interactive Case Study Panel** Sergey Chernov, Manager, Enterprise Architecture, NiSource John Kreul, Vice President, Global Business Applications, Pepsi Beverages Company James Lutz, VP, IT Enterprise & Infrastructure Business Services, USAA Dan Simpson, Senior Vice President and Chief Information Officer, Physicians Mutual

Executives from three global enterprises speak about the steps (and missteps) they took while building the right application infrastructure, implementing their strategy for application integration, and incorporating world-class business process management tools. The format is hard-hitting, practical and full of great insights that can be used by most corporations.

11:00 am - 11:30 am	**Practical Metrics** **Measuring Success: ROI Strategies for Business Agility Efforts** Jon Richter, Executive Consultant, SOA Strategy and Portfolio Management, IBM

View Presentation

Explore live models to calculate ROI and other metrics to support business agility efforts. Explore true costs -- and benefits with multiple scenarios.

11:30 am - 12:45 pm	**To Work!**

Peer-to-Peer Discussion Groups
Attendees break into one of three workgroups, exploring key, actionable solutions to real-world problems in a peer-to-peer, interactive format. The goal is to present five action points to the other groups, outlining the technologies and processes needed to solve a particular business agility challenge.

The topics are:

Transforming Business Processes: Insights that Enable Innovation
Understanding how your business is performing and transforming your business processes into engines of innovation help address the challenges of today's marketplaces. In this live case, you'll begin to redesign processes, systems and strategies across a business network that embraces employees, customers, partners, and suppliers. It's all about the right solutions, tools, methodologies and best practices.

How to Find the Right Information To Maximize the Value of Business Interactions
This live case will see participants producing a set of agile process flows to allow rapidly access to rich information at the right time and in the right context. The idea: build the framework to assess the potentially millions of events that occur in an organizations business network every day and thereby take actions that maximize the value of business interactions. The key: the right interconnections for the business infrastructure.

Optimize Business Performance for Enhanced Productivity
In this live case, participants will map out the automation and governing of processes to transform disjointed activities (some manual) into streamlined, repeatable ones that ensure compliance with regulations and policies. The goal is to create highly agile interconnected processes to help optimize productivity and manage access to resources through broad, flexible, and continuous automation, reuse and governance.

12:45 pm - 1:00 pm	**Networking Break**
1:00 pm - 1:30 pm	**Working Lunch**
	Discussion Group Reports
1:30 pm	**Adjourn**