

NEWS RELEASE



MWD ADVISORS LAUNCHES NEW INSIGHT ON-DEMAND EVENT: DRIVING BUSINESS AGILITY AND VISIBILITY WITH PROCESS INTELLIGENCE

European IT research and advisory firm MWD Advisors announces the immediate availability of a free and on-demand virtual event focused on how organisations can enhance business performance alignment across the enterprise through Process Intelligence.

Horsham, UK – 25 JANUARY 2011 – IT analyst and advisory firm MWD Advisors (MWD) today launches the next in its series of ‘MWD Insight’ events, with an event entitled “Driving business agility and visibility with Process Intelligence”. The event is available immediately and free of charge at the MWD Advisors website ([www.mwdadvisors.com /events/procintel/index.php](http://www.mwdadvisors.com/events/procintel/index.php)) and includes two keynote presentations from MWD’s analysts as well as resources from the event’s sponsors in the virtual exhibition hall. The event is led by MWD analysts Neil Ward-Dutton, Research Director and BPM expert, and Helena Schwenk, Principal Analyst and analytics and information management expert.

About Process Intelligence: Bringing company alignment by linking strategy to execution

The idea of using business process thinking as a foundation for analysing an organisation’s current state and aligning it to deliver against a strategy is nothing new. In some situations, specialised Business Process Management (BPM) technologies can do a lot not only to help encode process knowledge, but also provide intelligence about how processes ‘under management’ are operating. But many organisations haven’t yet gone down the path of process automation with BPM technology; and moreover, even where investments in BPM technology have been made, the coverage of that technology is only very rarely broad enough to get a true end-to-end picture of business effectiveness against strategic objectives. In addition, the ‘vanilla’ insights from BPM technology platforms can be limited in their scope and usefulness.

Building a Process Intelligence capability enables you to gain a wide picture of operational business performance that can link strategy to execution, regardless of the extent of your investment in specialised BPM technology. In a nutshell, Process Intelligence is about instrumenting existing business processes to discover, understand and optimise their structure; and then applying analytics to those processes and the work within them to both improve operational decision-making, and to uncover opportunities for greater process optimisation and strategy alignment.

Organisations truly interested in 'business process thinking' and using it to drive corporate performance instinctively understand that you can't manage what you can't measure; but few of today's organisations have yet created the kind of performance management framework that Process Intelligence provides.

"In a nutshell, the goal of Process Intelligence is to ensure an entire company is aligned towards its stated performance objectives by linking business strategy to day-to-day business execution more efficiently and more effectively," explains Ward-Dutton. "But Process Intelligence isn't something you can simply buy off-the-shelf," continues Schwenk. "It's a capability that requires you to blend together new and existing tools for measuring, monitoring and managing your business. We want to equip enterprises with the insight and guidance they need to move forward with a Process Intelligence initiative, and will show how Process Intelligence fits in as one big part of the jigsaw making up an overall Performance Management framework."

About the event

Based on independent insights from MWD's technology and market research and analysis as well as best practice insights from business leaders, this event sets out to help enterprises explore Process Intelligence.

In the first of two keynote presentations, "Linking Strategy to Execution", Ward-Dutton and Schwenk discuss the following issues:

- Linking strategy to execution: the perennial challenge in a fast-changing world
- Getting under the skin of Process Intelligence – what is it and how does it help link strategy to execution?
- How does Process Intelligence build on and differ from established BI and Business Process automation / BPMS concepts?
- What kind of tools and techniques play a role in developing a Process Intelligence capability?

The second keynote presentation, "Gaining and Maintaining Momentum", provides practical insights and guidance to help enterprises get started and refine their Process Intelligence capabilities, including:

- The various ways to get started with Process Intelligence
- The market landscape and a model for thinking about and assessing vendor capabilities
- How to develop and maintain Process Intelligence momentum.

The event is kindly sponsored by Progress Software (Platinum Plus sponsor), Software AG (Platinum sponsor) and TIBCO (Gold sponsor), all of whom provide additional resources via their virtual 'booth' pages in the exhibition hall which can be accessed via the event home page.

How to attend the event

Visit the event "lobby" at <http://www.mwdadvisors.com/events/procintel/index.php> and from here access the keynote presentations and visit the virtual exhibition hall.

To access the keynote presentations free registration is required. New visitors can sign in using their LinkedIn credentials, or can set up a new MWD account. Existing MWD "Guest Pass" account holders can access the

event using their username and password. MWD maintains a strict data privacy policy and will not pass on details to any third-parties unless given permission to do so. Membership can be cancelled at any time.

Viewers are invited to leave their feedback from the event and in return will receive a 10% discount off MWD's premium research reports.

To access event content, the sponsor pages and other supporting materials please visit the main event page at <http://www.mwdadvisors.com/events/procintel/index.php>

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About MWD Advisors

MWD Advisors is a specialist European IT advisory firm which focuses exclusively on issues surrounding IT-business alignment. Founded in 2005 by two high profile UK-based industry analysts, MWD provides advice to enterprise IT organisations and suppliers of IT technologies and services to help senior decision makers make better business decisions, and to maximise the business value received from IT investments.

MWD's analysts bring over 60 years' experience working with senior IT decision makers worldwide from a range of industries including retail, financial services, oil and gas, travel and leisure, utilities, manufacturing, public sector, healthcare and telecoms. We use our significant industry experience, acknowledged expertise, and a flexible approach to advise businesses on IT architecture, integration, management, organisation and culture.

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