

NEWS RELEASE



MWD ADVISORS LAUNCHES NEW INSIGHT ON-DEMAND EVENT: REINVENTING CUSTOMER EXPERIENCES WITH BPM

European IT research and advisory firm MWD Advisors announces the immediate availability of a free and on-demand online event focused on helping enterprises drive customer experience improvement.

Horsham, UK – 28 JUNE 2010 – IT-Business alignment expert MWD Advisors (MWD) today launches the second instalment of its 2010 Insight event programme with an event titled “Reinventing customer experiences with BPM”. The event brings together valuable insights from a range of leading European BPM adopters, and is available for viewing immediately. It is free of charge at the MWD Advisors website (www.mwdadvisors.com) and will remain available for 12 months.

The event’s executive sponsor and keynote presenter is Neil Ward-Dutton, MWD’s Research Director and BPM expert. “When we ask organisations which business areas are most important for process improvement, we see strong consistency in responses: the areas which touch the customer,” said Ward-Dutton.

“Organisations are realising that their current CRM investments haven’t enabled them to deliver the customer experiences they want to deliver. There’s growing realisation that an outside in, customer-focused view can yield valuable insights and highlight opportunities for improvement in a way that the inside out perspective typically taken by yesterday’s CRM implementations couldn’t. We designed this event to help people understand how BPM initiatives and technologies can help drive customer experience improvement.”

The online event kicks off with an expert analyst keynote presentation, which is complemented by a series of in-depth 30-minute interviews with BPM practitioners that show how real organisations are succeeding in reinventing their customer experiences with BPM. Available from today are interviews with business leaders at Irish Life and Pinnacle People. Additional case studies will be added to the agenda over the next two weeks.

The event is aimed primarily at senior-level business and IT decision makers within enterprises with roles to play in driving customer experience improvements, including CIOs, COOs, CFOs, CTOs, business analysts and architects, senior marketing and customer advocacy professionals. The event will also be of interest to strategists, business development, and product managers from ISVs who are providing products and services in this space. Finally, it will also be relevant to business development managers from Systems Integrators who may be able to assist companies wishing to take advantage of BPM technologies and make positive business process change.

To access the keynote presentation and case study interviews a free MWD “Guest Pass” account is required. Guest Pass membership also provides access to a wide range of MWD reports and other online events. To register for an account please visit the MWD Advisors website (www.mwdadvisors.com/profile/). Membership is open to anyone and is supported by a strict privacy policy and can be cancelled at any time.

This event has been made possible thanks to the support of four sponsors: Pegasystems, Appian, Global 360 and Nimbus Partners. Those interested in finding out more about these companies’ offerings can visit a dedicated ‘booth’ page for each vendor displaying a brief profile, customer videos and case studies, whitepapers, a free BPM trial and other materials.

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

www.mwdadvisors.com

Contacts

Please direct all media enquiries to:

Beth Barling, Director

Phone: +44 (0)20 8099 8297

Email: beth@mwdadvisors.com