



For Immediate Release

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**BPM PARTNERS, THE BUSINESS PERFORMANCE MANAGEMENT EXPERTS,
SHOWCASE BEST PRACTICES AND WINNING STRATEGIES AT CONFERENCES
ACROSS THE U.S.**

*-- Independent Industry Authority and Implementation Consultants, BPM Partners,
Provide Strategic Counsel and 'Tips and Tricks' for Successful Performance
Management Implementations --*

Stamford, CT—April 22, 2004—BPM Partners, the leading independent authority on business performance management (BPM) solutions, has been invited to speak at a number of industry conferences on the strategies and tactics required for successful BPM initiatives. These conferences include the American Strategic Management Institute's Performance Summit 2004 this week at Caesar's Palace in Las Vegas; The Data Warehouse Institute's World Conference, May 9 – 14, at the Hynes Convention Center in Boston; DCI's Customer Relationship Management Conference and Product Showcase, May 25 – 27, at the Javits Center in New York City; Smart Manufacturing 2004, June 13 – 15, at Disney's Grand Floridian Resort and Spa in Orlando; and DCI's Business Intelligence and Data Warehousing Conference, September 28 – 30, at the Boston Park Plaza. Registration links to these events are at:
http://www.bpmpartners.com/events_conferences.shtml

Additionally, BPM Partners' experts are participating in an online event, BPM Strategies 2004 Online Conference and Expo, co-sponsored by *Business Finance* Magazine. This event can be viewed at the BPM Partners' Web site as well.

According to a recent META Group report, 2004 will see performance management solutions and related services revenue grow 15-20 percent as firms utilize BPM for both compliance activities and internal performance management. Strategic value from performance management software will drive improved visibility, better decision making, improved resource allocation, and increased predictability of operating costs to help firms meet current and future business needs.¹

"BPM is no longer a question of 'if'; it's a question of 'when,'" said Craig Schiff, president and CEO, BPM Partners. "Corporations worldwide are looking at BPM to increase the financial savvy of their managers and to better understand the operations – and therefore, performance – of the company."

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Attendees at these events will learn:

- Techniques for evaluating popular BPM applications and receive tools to align product with customized goals;
- The cultural and procedural impact of business performance management;
- How BPM provides financial transparency;
- How to integrate finance-driven performance initiatives throughout operations and other divisions;
- How BPM can enable compliance activities for Sarbanes-Oxley, Basel II, HIPAA, the Patriot Act and other regulatory issues;
- The impact of consulting expertise on successful BPM projects.

BPM is a combination of business processes, select measures (metrics, key performance indicators) and systems that enable an organization to understand, act on and influence its business performance. Budgeting, planning, consolidation, scorecards, dashboards, business intelligence (BI) and analytic applications all fall under the BPM umbrella. In addition, regulatory issues such as Sarbanes-Oxley compliance are often business drivers for today's BPM applications. BPM Partners recognizes that although performance management has increased dramatically in visibility and importance over the last 18 months, there is still a high incidence of project failure, due primarily to an informal needs and requirements analysis process and improper vendor selection.

About BPM Partners

BPM Partners is the leading independent authority on business performance management (BPM) solutions. BPM Partners' vendor-neutral consultants guide companies through their BPM initiatives from start to finish, helping companies attain the maximum value from their business performance management initiatives. This is done through hands-on services that provide insight on how to collect and analyze the right information to address specific business goals. BPM Partners leads clients through vendor selection, evaluation and implementation of departmental or enterprise-wide BPM systems.

By analyzing and then matching the client's requirements with the appropriate vendor, BPM Partners helps companies narrow the selection of vendors from a lengthy industry list that includes Applix (Nasdaq: APLX), Cartesis, Cognos (Nasdaq: COGN), GEAC (TSE:GAC), FRx Software, Hyperion (Nasdaq: HYSL), Longview Solutions, OutlookSoft, PeopleSoft (Nasdaq: PSFT), SAP (NYSE: SAP), SAS, Satori Group, SRC Software and others. For further details, go to www.bpmpartners.com

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¹ From META Group, Delta 2720, "Moving into 2004 with Business Performance Management," January 19, 2004, John Van Decker.