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## **BPM PARTNERS: WHAT END USERS MUST KNOW ABOUT BUSINESS PERFORMANCE MANAGEMENT 2.0**

— *BPM Partners' Craig Schiff Embarks on Educational Campaign for Taking Business Performance Management to the Next Step* —

**Stamford, CT—October 31, 2006**—BPM Partners, the leading independent authority on business performance management (BPM) solutions is embarking on an educational campaign to help end users understand Performance Management 2.0, the next steps in BPM. Armed with this knowledge, end users will be better prepared to extend business performance management into operations, make more strategic use of analytics, and, ultimately, derive more value from their BPM applications.

The Performance Management 2.0 campaign will include speaking at high-level business events, ongoing articles in *DM Review*, an open dialog on Schiff's blog on the Business Intelligence Network and a report on BPM and Performance Management 2.0 via BPM Partners' annual BPM Pulse™ Survey and Beyond the Hype™ Webcast with *Business Finance* magazine.

"The ultimate vision of BPM is to harness the disparate data distributed through companies large and small to enable better decision making," said Craig Schiff, president and CEO, BPM Partners. "Most companies started with creating manageable and repeatable processes for financial information and metrics. Now, as they have learned the ins and outs of BPM, they are continuing to grow in their use of BPM for strategic decision making. Our discussions and articles will focus on success in this expanding area of BPM."

### **Performance Management 2.0 Campaign Activities**

The first round of activities supporting the Performance Management 2.0 campaign start immediately. They include:

- Schiff serving as a keynote speaker for this week's Fourth Annual Business Performance Management Summit, taking place Monday, October 30 and Tuesday, October 31. For more information, visit: <http://bpmmag.net/summit/?bpmpartners>

- November 5 -7, 2006 at the Westin Buckhead Hotel in Atlanta, Schiff will address attendees at CFO Magazine's Corporate Performance Management conference. For more information on that exclusive event, please visit: <http://www.cfoenterprises.com/cpma2006/index.shtml>
- An introduction to Performance Management 2.0, by Schiff, ran in a recent issue of *The Business Intelligence Network Newsletter*, available online at: <http://www.b-eye-network.com/view/3257>
- Schiff's blog, at <http://www.b-eye-network.com/blogs/schiff/>, invites readers to participate in a discussion or ask questions about Performance Management 2.0

Follow on activities will include additional live and Web events, articles, whitepapers, and the unveiling of results from the recently opened 2007 BPM Pulse Survey. Those interested in participating in the survey, can do so here:

<http://www.bpmpartners.com/BPMSurveyCentral.shtml>

These survey results are used for BPM Partners annual "Beyond the Hype" series of articles, white papers and Webcasts that review and grade the BPM vendor community, providing implementers with an impartial, objective view of the marketplace. This year's survey focuses on key elements of Business Performance Management 2.0

BPM – a growing software category with more than 100 vendors – 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, Basel II, and IFRS compliance are often business drivers for today's BPM applications.

### **About BPM Partners**

BPM Partners is the leading independent authority on business performance management (BPM) solutions and a founding member of the BPM Standards Group. 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 requirements definition, vendor selection, and deployment of departmental or enterprise-wide BPM systems. In 2006 BPM Partners was named a 'Small Jewel' in *Consulting Magazine's* annual selection of the most innovative consulting companies.

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, Clarity Systems, Cognos (Nasdaq: COGN), Hyperion (Nasdaq: HYSL), Infor, Longview Solutions, Microsoft (Nasdaq: MSFT), Oracle (Nasdaq: ORCL), OutlookSoft, SAP (NYSE: SAP), SAS and others. For further details, go to [www.bpmpartners.com](http://www.bpmpartners.com).

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