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PENTON'S BUSINESS PERFORMANCE MANAGEMENT
MAGAZINE PUBLISHES DEBUT ISSUE

DARIEN, CT – June 3, 2003 – Penton Media's *Business Performance Management* magazine, which targets senior-level business, finance and IT executives responsible for managing their company's business performance, premieres this month.

Business performance management (BPM) is a framework for organizing, automating and analyzing the business methodologies, metrics, processes, and systems that drive business performance to achieve maximum results. At its core, BPM is a blueprint for better business management and a fundamental part of every executive's job.

Components of BPM include business intelligence/data management; strategic and operational planning, budgeting and forecasting; actuals consolidation; performance analysis; metrics; executive "dashboards"; scorecards; analytics; collaboration; and process management.

Business Performance Management magazine explores the BPM initiatives that management executives need in their organizations to promote greater visibility and employee accountability and better align stakeholder goals with strategic and operational planning. The quarterly publication is the only one fully dedicated to covering every aspect of the BPM mandate within organizations today and to explore how BPM transforms organizational effectiveness.

"The economic downturn, the complexities of globalization, and the crises in corporate governance and financial reporting have underlined the need for greater transparency, more cost effective metrics, and integrated strategic and operational planning in organizations today," said **David Blansfield**, Editorial Director and Publisher of *Business Performance Management*.

"New technology now delivers systems that – when done right – can integrate and streamline essential business processes and facilitate more effective management of an organization's performance. As a result, BPM promises a significant and positive shift in the way organizations operate, stakeholders behave, and businesses perform," added Blansfield.

“Despite the market's youth, developments in BPM technology are spurring integrated business and organizational management methodologies that are resulting in significant, measurable change within organizations,” noted Craig Schiff, CEO of BPM Partners, in an article he contributed to the debut issue of *Business Performance Management*. “Early adopters of BPM systems are achieving top-quartile performance results in a range of areas: finance and accounting, budgeting, financial reporting, planning, consolidations, and performance measurement, to name but a few. The current business and regulatory environment is compelling many organizations to perform better in these areas to improve their competitiveness and maximize value.”

The debut issue of *Business Performance Management* answers many common questions about BPM, such as: How does BPM technology differ from traditional business intelligence and decision support tools? What role should IT play to facilitate a successful BPM initiative? Who are the leading providers in the BPM solutions market, and how will it evolve? How can an organization measure ROI on a BPM technology investment? Where can organizations get help in evaluating, deploying and maintaining BPM software?

The publication is free to qualified subscribers, and is accepting new subscribers at <http://www.bpmmag.net/subscribe>

Future issues of *Business Performance Management* will include lists of BPM information resources, new research and extensive coverage of implementation case studies. *Business Performance Management* has a circulation of 25,000 business, finance and IT executives in the U.S., Canada and Europe. It is part of Penton's Business Technology Group, an integral part of the Company's Technology and Lifestyle Division.

About Penton Media

Penton Media (NYSE: PME, www.penton.com) is a diversified business-to-business media company that produces market-focused magazines, trade shows and conferences, and online media. Penton's integrated media portfolio serves the following industries: aviation; design/engineering; electronics; food/retail; government/compliance; Internet/information technology; leisure/hospitality; manufacturing; mechanical systems/construction; natural products; and supply chain.

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