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## **SCHIFF TO ARTICULATE THE BENEFITS AND DISPEL THE MYTHS OF BUSINESS PERFORMANCE MANAGEMENT**

*—BPM Partners' CEO also to Preview Industry Survey Results at Business Intelligence Seminar —*

**Stamford, CT—October 24, 2003**—Craig Schiff, president and CEO of BPM Partners, the leading independent authority on business performance management (BPM) solutions, will lead the discussion on the realities and myths of performance management at the BrainStorm/*DM Review* Business Intelligence Seminar to be held November 6, 2003 at the Crowne Plaza, Times Square, New York.

Schiff is an industry veteran and true pioneer in BPM; previously he was a member of the Hyperion founding team and one of the founders of OutlookSoft. At the BI Seminar, Schiff will urge executives to consider the benefits of BPM to their businesses and will provide a glimpse at the results from the BPM Partners' annual industry survey. For those interested in participating in the survey and receiving summary results, the 2003 Performance Management Research Study can still be accessed at <http://www.bpmpartners.com/pages/873299/index.htm>.

“Preliminary results from our survey show that almost 70 percent of responding companies either have in process or are planning a BPM initiative,” said Schiff. “BPM initiatives are being driven by the demand for greater accuracy and accountability for financial reporting, including shorter cycles for closing the books. Companies need practical, no-nonsense advice for ongoing BPM projects in order to meet their strategic goals and improve financial performance.”

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 BPM applications.

The Business Intelligence Seminar Series, [www.brainstorm-group.com](http://www.brainstorm-group.com), provides an unbiased source of education, insight and expertise in order to ensure the success of Business Intelligence initiatives. These executive programs feature a strategic management perspective presented by the best and brightest industry luminaries, independent analysts and experienced practitioners from world class organizations. The forum includes the latest technological advancements, proven best of breed solutions and trends in Business Intelligence.

“The conference attendees will benefit tremendously from Craig’s depth of knowledge in the performance management industry,” said Gregg Rock, president and founder, The BrainStorm Group. “Craig provides his own considerable insight and experience into business intelligence and BPM solutions. Many organizations are in the early stages of their BPM implementation. We look forward to providing them exposure to best practices and proven BPM and BI solutions.”

“The business community needs experienced resources to help it make critical decisions on how to choose and implement a successful BPM application,” notes Ron Powell, publisher and editorial director of *DM Review*. “We are firm believers in tapping the industry’s top experts and providing them with a forum to communicate their insights and expertise directly to corporate executives, management and IT staff. This is why our magazine includes regular columns provided by industry authorities like Craig Schiff and why we invited him to speak to attendees at the BrainStorm/*DM Review* Business Intelligence Seminar.”

BPM Partners’ vendor-neutral consultants help companies with their BPM solutions from start to finish. They cover the project lifecycle from needs analysis and vendor selection through implementation and rollout. 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), Computer Associates (NYSE: CA), Comshare (TSE:GAC), FRx Software, Hyperion (Nasdaq: HYSL), Longview Solutions, OutlookSoft, PeopleSoft (Nasdaq: PSFT), SAP (NYSE: SAP), SAS, SRC Software and others.

#### **About BPM Partners**

BPM Partners is the leading independent authority on business performance management (BPM) solutions. BPM Partners consultants help companies understand the value of business performance management, provide insight on how to collect and analyze the right information to address specific business goals and lead clients through evaluation, vendor selection and implementation of departmental or enterprise-wide BPM systems. For further details, go to [www.bmpartners.com](http://www.bmpartners.com).

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