



## **BUSINESS PROCESS MANAGEMENT INITIATIVE TO SPONSOR PAVILION AT COMNET CONFERENCE AND EXPO**

*Pavilion will educate attendees about the value of establishing standards for business processes spanning multiple applications.*

**Framingham, Mass. - October 16, 2001** - IDG World Expo announced today that the Business Process Management Initiative (BPMI.org) will sponsor a pavilion at COMNET Conference & Expo to highlight the latest advancements in standards throughout business process management applications. COMNET Conference & Expo is scheduled for January 28-31, 2002 at the Washington Convention Center in Washington, D.C.

BPMI.org is a non-profit organization that encourages the development and operation of standards for business processes that span multiple applications and business partners. At the BPMI.org Pavilion, attendees will learn about the benefits of business process management, as well as initiatives currently underway to institute standards for the seamless integration of business applications. The pavilion will feature member companies, representing both established technology providers and visionary start-up firms, who are leading efforts to take the use of Mega Applications, web services, and business practices to the next level.

The BPMI.org Pavilion will be located on the floor of the Enterprise Application Summit, where attendees can also explore solutions for the extended supply chain, collaborative applications, partner relationship management, and peer-to-peer computing. Enterprise Application Summit will be featured at COMNET Conference & Expo together with ESPWorld, which will showcase the entire range of outsourcing options for enterprise end users.

"The target audience of these combined three events makes this the perfect forum to showcase the latest initiatives in business process management," said Layna Fischer, Executive Director of BPMI.org. "Business process management acts as the glue that integrates enterprises, their applications, service providers and systems, providing business with a top down methodology for the deployment and management of strategic business processes across the entire value chain."

BPMI.org members have developed viable process management solutions, and many have decided to implement standards in order to provide a viable mission critical platform for new process-aware applications. Consulting firms are also beginning to offer products and services based on the principles of process management.

"The creation of new standards for business process management is critical to the development of next generation collaborative computing," said Rob Scheschareg, vice president of sales, marketing and product development, IDG World Expo. "BPMI.org and its member companies will provide solutions and insight for all of our attendees facing integration, the largest single issue for today's IT department."

### About BPMI.org

Founded in August 2000, BPMI.org is a non-profit organization that empowers companies of all sizes, across all industries, to develop and operate business processes that span multiple applications and business partners, behind the firewall

and over the Internet. The Initiative's mission is to promote and develop the use of BPM through the establishment of standards for process design, deployment, execution, maintenance, and optimization. BPMI.org develops open specifications, assists IT vendors in marketing their implementations, and supports businesses using BPM technologies. To view the Initiative, a complete list of member companies, and benefits of membership, visit [www.BPMI.org](http://www.BPMI.org).

#### About COMNET Conference & Expo 2002

COMNET Conference & Expo, produced by IDG World Expo, is the premier event for companies focusing their IT initiatives on building or growing a "smarter network." COMNET attracts top executive decision-makers, buyers and users of networking and communications infrastructure within organizations and government agencies. ESPWorld and Enterprise Application Summit, featured at COMNET Conference & Expo 2002, will provide additional insight and solutions for a range of issues faced by network and business leaders, such as handling in-house enterprise issues, assessing new applications and working with service providers. For more information, please visit [www.comnetexpo.com](http://www.comnetexpo.com).

#### About IDG World Expo

IDG World Expo ([www.idgworldexpo.com](http://www.idgworldexpo.com)) produces world-class tradeshow, conferences, and events for emerging IT markets. As the leading IT event management company, IDG World Expo leverages its experience and knowledge of IT-focused events and conferences, enabling technology companies to capture the attention and loyalty of influential buyers. IDG World Expo's portfolio of conferences and events includes Macworld Conference & Expo, LinuxWorld Conference & Expo and BioITWorld Conference & Expo, COMNET Conference & Expo and COMNET Wireless Conference & Expo -- both of which feature Enterprise Application Summit and ESPWorld. IDG World Expo is a business unit of IDG, the world's leading technology media, research, and event company.

#### About IDG

IDG World Expo is a business unit of IDG, the world's leading technology media, research and event company. IDG publishes more than 300 magazines and newspapers and offers online users the largest network of technology-specific sites around the world through IDG.net ([www.idg.net](http://www.idg.net)), which comprises more than 300 targeted Web sites in 70 countries. IDG is also a leading producer of 168 computer-related events worldwide, and provides IT market analysis through 51 offices in 43 countries worldwide. Company information is available at [www.idg.com](http://www.idg.com).

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