



SYMBIO®

7th Innovation Day

Info Booklet

27th June 2019 | Munich

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 CI Agenda

MAHLE

t.BPM

CLAAS

1:30 pm **Welcome**

2 pm



Customer Journey

The father of "Customer Intelligence" gives a talk about "Customer Journey". In our team workshops you create your own journeys. Finally all groups present their findings.

Phil Winters
CIAgenda

Workshop "Customer Journey"

3 pm



Automated Solution Documentation

Armin Kieber talks about why automated solution documentation is so important, how it may be achieved and what the most relevant obstacles are.

Armin Kieber
MAHLE

Idea board and panel discussion

3:45 pm **Coffee and Networking**

4:15 pm



Rethink Processes

Alexander Lübbe presents us the changing conditions of process management and introduces us to change management and digital tools.

Prof. Dr. Alexander Lübbe
Lecturer

World Café

5:15 pm



Managing Process Variance In A Global Environment

Tobias Effey gives a talk about "BPM challenges of a global manufacturer of agricultural machinery"

Dr. Tobias Effey
CLAAS

Live Feature Refinement "Variant NEXT"

6:15 pm – end open **BBQ and Networking**



Symbio Station

Parallel to the events you can inform yourself about new Symbio features and innovations at any time.



Ansgar Mayer
P+Z



Dirk Schlomski
P+Z



Phil Winters, CIAgenda

A pioneer in developing approaches to help organizations raise customer value and increase loyalty by delivering outstanding customer experience, Phil Winters is known internationally as The Father of Customer Intelligence. Phil draws on 30+ years' experience working with some 300 companies worldwide defining customer strategies to grow their businesses. He is an independent business advisor, a sought-after keynote lecturer and a highly effective moderator of customer perspective workshops.



Armin Kieber, MAHLE

Armin Kieber is BPM project lead within a global S/4 HANA standardization project for 1st tier automotive supplier MAHLE in Stuttgart. He is currently implementing a well collaborating set of tools supporting all phases of an IT application starting with business process modeling and requirements gathering in Symbio.

With several years in SAP consulting and 20+ years of SAP experience Armin is a senior project manager who additionally has been responsible for process modeling tools within MAHLE.



Prof. Dr. Alexander Lübbe, Lecturer

Prof. Dr. Alexander Lübbe is a BPM enthusiast. As a researcher, software developer, management consultant and organizational developer, he helped dozens of companies to do process management successfully. His dissertation was about workshop design for participative process modelling. He is now teaching students about theory and practice of process management from project contracting to digital transformation.



Dr. Tobias Effey, CLAAS

Tobias Effey is an expert in BPM, organizational development and change management. He managed to transform BPM at CLAAS from a documentation tool for ISO audits to a core initiative in the CLAAS Group, focusing on the CLAAS strategy pillars operational excellence and digitalization. Tobias is a mechanical engineer and developed his passion for process management during various process optimization consulting projects in numerous industries, countries and cultures. His current challenge is to implement BPM roles and methods in the whole organization.

PLOETZ + ZELLER
Process lifecycle partner

Date

27th June 2019

Start: 1:30 pm

Location

Office München

Einsteinring 41-43

85609 Aschheim

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[Registration Link](#)



Contact

Marketing

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[Link to google maps](#)