

Pegasystems' John Everhard to speak on smart BPM at Global Business Process Forum 2004

Submitted by: Pirate Communications

Wednesday, 5 May 2004

MEDIA ALERT

PEGASYSTEMS' JOHN EVERHARD TO SPEAK ON SMART BPM AT GLOBAL BUSINESS PROCESS FORUM 2004

WHO: John Everhard, director of technical services, Pegasystems Inc (NASDAQ: PEGA), Europe

WHAT: "Smart Business Process Management"

WHERE: Global Business Process Forum 2004,
"Enterprise Process Management, the BPM Event of 2004"
Radisson SAS Portman Hotel, London

WHEN: Wednesday, 12 May 2004, 10:45 a.m.

WHY: Pegasystems is a sponsor of The Global Business Process Forum, the world's premier arena for exchanging ideas and learning the latest trends in enterprise business process management (BPM). Everhard's session will focus on the adoption of smart BPM process and practice automation technology to optimize daily operations, realize cost savings, increase customer loyalty and comply with evolving government regulations, all with minimal effort. Attendees will learn what smart BPM is, why it is different from regular BPM, what results it achieves and where those results occur.

To find out more in advance of the event please contact Viki Ghavalas, viki.ghavalas@pega.com.

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