



IBM Haifa Leadership Seminar – Call for Participation

Business Transformation Seminar 2007

June 20, 2007

Organized by the IBM Haifa Research Lab

Business Transformation attempts to align the IT technology initiatives more closely with business strategy and vision to support and help innovate new business strategies. The degree to which a company can implement new initiatives to support changes in business strategy determines the business agility. The challenges at hand require laying a foundation for business strategy modeling and formalization, definition of required tools, methods and analytics. The work also addresses requirements to align and integrate business-driven modeling with the IT architecture to develop and provide new service offerings.

Important dates

April 29, 2007 : Presentation abstracts due

May 3, 2007: Notification of presentation acceptance

June 20, 2007: Workshop gathering and presentations

What to submit

Submissions must include an abstract. Please include your postal address, email, phone and fax numbers. An early email with your intention to submit a paper would be greatly appreciated. The authors are free to provide related documents (technical report, article) with additional details on their research work.

Where to submit

Authors should submit their original contribution (abstract only) electronically to Aviad Sela (sela@il.ibm.com).

When to submit

Please send your submission by April 29, 2007.

Seminar Organizing Committee

Aviad Sela sela@il.ibm.com

Nirit Icekson icekson@il.ibm.com



IBM Haifa Leadership Seminar – Call for Participation

Topics for Business Transformation Seminar 2007

Topics related to Business Transformation are of interest. These include, but are not limited to the following areas:

- Business strategy models, methods, analytics and tools
- Business architecture models
- Alignment and integration with IT architecture
- Business driven development
- Business driven service oriented architecture, design and development
- Integration between business models and SOA solutions
- Composite business services
- Business process management, including modeling and integration with enterprise risk , compliance or other external domains

Please feel free to further distribute this invitation to fellow researchers/developers.