



# **Value-Driven Business Process Management: The Value-Switch for Lasting Competitive Advantage**

*Peter Franz, Mathias Kirchmer*



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### Seize the competitive advantage with BPM at the heart of your strategy

*Value-Driven Business Process Management* provides the rationale and methods for using business Process Management (BPM) to gain clarity on how your business operates and develop the ability to put new ideas into action quickly. You learn how to redirect your focus from a "method-and-tool" view of BPM to a more broadly informed view of BPM as a powerful management approach.

**Peter Franz**, Managing Director for Business Process Management at Accenture, is responsible for the global team that helps clients achieve sustainable shareholder and customer value through scalable, efficient and agile business processes.

**Dr. Mathias Kirchmer**, Accenture's Executive Director for Business Process Management, leads the global BPM-Lifecycle Practice, as well as the program for the development of Accenture's Business Process Reference Models across industries and functional areas.



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