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BPM Industry Veteran Terry Schurter Joins Global 360 as Director of Product Strategy

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Award-Winning Author, Consultant and Speaker to Lead Education and Development of Company's Persona-Based Approach to BPM

DALLAS--(Business Wire)--

Global 360, a leading provider of Process and Document Management solutions, today announced that Terry Schurter, noted author, speaker, and consultant on Business Process Management (BPM), has joined the company as Director of Product Strategy. With over 15 years of experience as a leading BPM analyst, consultant, speaker and author, Schurter brings to Global 360 a level of knowledge and expertise virtually unparalleled in the industry.

Prior to joining Global 360, Schurter has been a consultant advising leading global companies on BPM initiatives. He is a co-author of *Customer Expectation Management, Success without Exception* (2006, Meghan-Kiffer Press), cited by Professor Colin Coulson Thomas (Professor of Direction and Leadership, University of Lincoln UK, noted corporate Board Advisor) as a "manifesto" for customer focused companies, and the recipient of the 2007 Global Thought Leadership Award from the BPM Group, presented to him at the Gartner BPM Conference in San Diego. He is also founder and Chairman, Board of Advisors of the International Process and Performance (IPAPI) Institute, and creator of the Certified Process Professional program, among other accomplishments.

Schurter is a longtime critic of the BPM industry not delivering on its original promise to dramatically improve how work gets done. According to Schurter, "I have always challenged the BPM industry to deliver on its original promise to drastically improve the productivity of process participants. I've said that the industry has fallen short on that promise and now, I am in a position to help the industry deliver on that promise. With the Global 360 persona-based approach to BPM, we are driving the industry past a myopic focus on process automation - how work moves through an organization - to a focus on improving people productivity, which is how the work gets done. Instead of focusing on modeling or automation or techno-widgets, Global 360 is actually digging into the nitty-gritty of real business process management. And that is how I believe we will realize the full potential of BPM that was recognized so many years ago."

"We hired Terry because we knew that he would continuously challenge Global 360 to expand its vision for BPM," said Global 360 president and CEO David Mitchell. "He has consistently been focused on the key to unlocking BPM's potential, to engage and solicit input from all of the users involved in a process - the people who actually do the work - rather than only the system designers. This is what our persona-based approach is all about."

An April 2009 survey of 781 business, government and IT managers bears out the fact that few participants are included in the development of a BPM system. It revealed that just 24.3% of users are "very involved" in process improvement and BPM system design. In addition, just 15% of survey respondents in organizations that have implemented BPM systems said process participant productivity increased more than 50%. The survey also showed that 84.7% of process participants "often" or "occasionally" design their own workarounds to their organization's BPM systems to get their work done.

It was largely Global 360's persona-based approach that drew Schurter to join Global 360. This approach starts with detailed models of what each type of user in a process needs to accomplish. Each type of user is then provided with unique "views" that include just what they need to get their jobs done. The views include information, tasks and tools delivered through engaging and intuitive consumer-style interfaces and support established patterns of behavior, goals

and motives. Users are free to personalize their views based on their individual preferences. In this way, viewPoint applications, ready to deploy out of the box, boost the efficiency of existing behaviors and empower process participants to adopt new ones.

In his new role, Schurter will work closely with Global 360's product marketing and research and development teams to crystallize product delivery around Persona-based BPM. He will also lead the development of master classes at both the business and technical levels to help the marketplace understand the persona-based difference and why it is so critical to doing business in the twenty-first century.

Concluded Schurter, "BPM is about people. It must enhance the customer experience, improve organizational operation and increase individual performance. That only happens when the people in the process are completely embraced. In its persona-based approach, David Mitchell and the Global 360 team have created the platform to make significant change for our industry, and our more than 2,000 clients. We are ready to roll up our sleeves, and roll out the products that will change how work gets done."

For more information on Terry Schurter visit <http://www.tschurter.com>.

About Global 360

With more than 2,000 customers in 70 countries, Global 360, Inc. is a leading provider of Process and Document Management solutions. Global 360 is headquartered in Texas with operations in North America, Europe, Asia Pacific and South Africa. For more information, call 1-214-520-1660 or visit the company web site at www.global360.com.

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