

Submission Guidelines from Keith Swenson, WfMC lead judge

The case studies submitted for a BPM award are not advertisements and should not read like one.

The readers of your case study are looking for information on how to best implement Business Process Management in their organizations. The purpose of making such information available helps the entire market, by reducing the incident of failure. Most of the ideas on how to organize people, and how to structure the information, are applicable in many products, yours included.

These books are meant to provide guidance for a number of years. Today's product features will continue to spread and evolve such that what we talk about next year may not be the hot features of today. But the lessons learned in how a particular organization approached supporting a particular situation, how well it worked, along with why it may or may not have worked well, will be information valuable for many years.

What people are NOT looking for is an advertising brochure that repeats a particular product name or vendor claiming that only that particular product has a particular trademarked feature that solves all the problems. This is not credible and the reader finds it is an annoying distraction.

Our Rule about advertising and self-promotion.

The rule is simple: the body of the use case should not include any trademarked terms. Product names, trademarked feature names, vendor names, etc. should be eliminated. Claiming that you made use of the "[fine Corinthian Leather](#)" are distractions from what is really important. The focus should be on what was done.

You are allowed one paragraph, at the very end of the case study, extending no more than 1/2 page, to describe the specific products that were used. In this paragraph you are free to use any trademarked terms desired. Please keep in mind that the useful lifespan of the book will be many years, and so avoid claims that might look silly in this context a few years from now.

The idea is that the submission is a story about a specific organization, their situation, the problem can easily be described in generic terms, what was done to address the problem, and the evaluation of success is all in generic terms. Then, at the end, additional details stating that such a product from such a company was used, or a particular consulting company implemented the solution. If the case study is useful, then it is likely that the reader will look favorably on the vendor who supplied the technology, but there is no reason to fill the entire submission with product references.

As long as the capabilities are described in generic terms, there is no reason to hide particular unique capabilities. For example, if your product is the only product that walks on water, it is acceptable to describe how walking on water was used to solve a particular problem. You should, however, realize that two years from now all products might walk on water, so you should not make any claims about how unique this is.

Our aim is to keep the quality high from the point of view of the reader, and to enhance the maturity of the market, not to be an advertising vehicle for the latest product slogans. Judges will be weighing this in their considerations. Several otherwise interesting awards submissions in previous years have lost considerable credibility and award points because of gratuitous self-promotion.