

iGrafx® Showcases Customer Success at Customer Conference 2015

Tualatin, OR. — August 27, 2015 — iGrafx®, a leading provider of Business Process Management (BPM) solutions, announced today the final agenda for its iGrafx Customer Conference, which will take place October 25-27, 2015 at Disney's Yacht and Beach Club Resort in Lake Buena Vista, Florida.

The theme for the iGrafx Customer Conference 2015 is "Inspire, Innovate, Transform" and will provide insight to how companies are successfully addressing their goals for process improvement and business transformation. The conference agenda showcases guest speakers from various organizations that are using iGrafx software and/or services as part of their Business Process Management initiatives. iGrafx company leaders, consultants and product managers will also be presenting new developments in company and product strategy as well as the latest software capabilities.

"The iGrafx Customer Conference is designed to bring together transformation leaders with similar goals of improving the way their business operates, in order to share best practices, successes and ideas," says Gretchen Burtney, VP of Marketing and Product Management at iGrafx, and conference organizer. "While all of the speakers and attendees are using iGrafx solutions, the focus is not strictly on the technology but rather on the path that organizations take to achieve their objectives. In a domain such as Business Process Management, where there are many different ways to approach similar issues, it is extremely valuable for organizations to share notes and learn what is working for their peers."

The majority of the conference presentations will be led by iGrafx customers such as Verizon, Cisco, Wells Fargo, Smurfit Kappa and JPMorgan Chase, with representation from various industries, including Financial Services, Government, Healthcare and Manufacturing.

The agenda also includes presentations by process management thought leaders and published authors Mark von Rosing, Chairman of LEADing Practice, and Tristan Boutros, VP of Warner Music Group.

iGrafx co-founders Ken Carraher and Ed Maddock will be presenting key developments in iGrafx product evolution and vision. "As organizations continue to adapt to the ever increasing competition and productivity challenges they face, they more and more are looking for successes and examples to help themselves innovate and transform. iGrafx Customer Conference 2015 provides a great venue for our customers to learn about successes others are having and the iGrafx vision about how to enable innovation and transformation in their organizations," says Ken Carraher, iGrafx CEO. "The iGrafx Customer Conference will help iGrafx customers incorporate our plans for product innovation and accelerate their own business excellence programs over time."

Detailed agenda information and registration for the iGrafx Customer Conference 2015 is open online to iGrafx customers at <http://www.igrafx.com/conference/igrafx-conference.html>.

About iGrafx

iGrafx business process management and analysis solutions empower organizations to achieve maximum performance. iGrafx captures and communicates the alignment of strategy, people, processes and technology, and unites the entire organization around delivering business value. iGrafx delivers strategic and operational decision support to enable our customers to become and remain world class competitors. For over 20 years, iGrafx products and services have been helping companies of all sizes across the globe manage their processes and optimize their business. For more information, please visit www.igrafx.com

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