

A Visionary Way to Novel Process Optimization Techniques

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Abstract: Modern process optimization approaches do build on various qualitative and quantitative tools, but are mainly limited to simple relations in different process perspectives like cost, time or stock. In this keynote a new approach is presented, which focuses on techniques of the area of Artificial Intelligence to capture complex relations within processes. Hence, a fundamental value increase is intended to be gained. Existing modeling techniques and languages serve as basic concepts and try to realize the junction of apparently contradictory approaches. This keynote therefore draws a vision of promising future process optimization techniques and presents an innovative contribution.

BRIEF BIOGRAPHY

Univ.-Prof. Dr.-Ing. Norbert Gronau (born 1964) studied engineering and business administration at Berlin University of Technology. He got his Ph.D. in 1994 and finished then his habilitation thesis in industrial information systems. Since more than ten years he holds the Chair of Business Informatics, esp. Processes and Systems at the University of Potsdam, Germany. His main research activities concentrate on the areas of knowledge management and process management, in private and public organizations. Together with the Potsdam Consulting Group, Prof. Gronau has supported a variety of small and large companies, by advising them. Prof. Gronau is editor of the scientific journals *Industrie 4.0 Management*, *ERP Management*, and *Productivity Management*. He is author of books on enterprise systems, knowledge management, and business process management, and also author of many research papers in those areas.

