

Nintex InspireX 3-Day Event to Highlight Latest in Process Automation, Digital Transformation, and the Race to Becoming a Fully Digital Business

BELLEVUE, Wash., Jan. 9, 2017 /PRNewswire/ -- Nintex today announced keynote speakers for its upcoming second annual customer and partner conference, **Nintex InspireX®**, on February 13-15, 2017, in New Orleans, which will feature more than 50 sessions showcasing new innovations from Nintex including **Nintex Workflow Cloud™**, interactive product demos, and networking opportunities.

To register visit www.nintex.com/inspirex.

This year's keynote lineup kicks off on February 14 at 9 a.m. featuring **Nintex CEO John Burton** with technology leaders including **Microsoft Corporate Vice President for OneDrive and SharePoint Jeff Teper** and **Salesforce Vice President for Strategic Research Peter Coffee** and who will reflect on the digital landscape and what it means for business and IT leaders. Industry analysts from **IDC, Aragon Research**, and **451 Research** will follow with thought provoking discussions on trending topics:

- **Automation in the Age of Digital Transformation** | February 14 from 1:15-2:15 p.m.
Organizations of all types and sizes are currently enamored with (or plagued) by what some consider to be a new IT buzzword – Digital Transformation. The reality is that many organizations are taking it very seriously. Why, because they are concerned that the actions of rivals and the threats posed by new market entrants may put them out of business. They now seek new means to create competitive advantage. In this session **Carl Lehmann**, Principal Analyst at 451 Research will analyze digital transformation from both business and technical perspectives.
- **Next Generation Workflow Automation** | February 14 from 4-5 p.m.
Advances in artificial intelligence, the move to digital, widespread adoption of cloud and the changing role of the developer have made workflow more important than ever while at the same time changing customer expectations of what they need in workflow automation. This session led by **Maureen Fleming**, Program Vice President at IDC, will explore the opportunities and challenges customer face as they go digital.
- **The Race to Digital Starts with Workflow and Content Automation** | February 15 from 10:30-12 p.m.
The Digital Enterprise era is here and with it brings higher expectations for the enterprise to operate faster and with less complexity. Workflow and Content Automation (WCA) is poised to transform how content processes run in the enterprise. In this session, **Jim Lundy**, CEO and Lead Analyst of Aragon Research, will highlight key digital business trends and what enterprises can do with WCA to gain a competitive advantage.

InspireX is a three-day conference which provides attendees with an opportunity to connect and collaborate with Nintex customers and partners from around the globe. Attendees will hear best practices on how to easily integrate, extend, and synchronize their systems across the cloud to transform how work gets done.

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