



THE INTERNATIONAL OUTSOURCING FORUM &  
THE INTERNATIONAL OUTSOURCING FORUM LOCATIONS 2011

The Outsourcing & Location Selection, Knowledge  
Networking and Business Hub



2- 4 November 2011  
London UK, Venue – The Novotel London West

Time	Wednesday 2 November 2011				
13:30	<b>Delegate Registration</b>				
13:55 - 14:05	<b>Welcome Address – Arena International</b>				
14:05 - 14:40	<b>Keynote Address</b> <b>Led by – Ministerial Speaker – UKTI</b>				
14:45 - 15:25	<b>Opening IOF Presentation</b>  Key findings of a longitudinal study on the evolution of client companies` offshoring practices looking to provide international comparisons, including preferences for delivery models, choice of location and savings achieved. Find out in exclusivity about the latest trends from the most recent survey of service providers.  <b>Led by Dr Carine Peeters, Professor of International Business and Strategy, Offshoring Research Network (ORN)</b>				
15:25 - 15:55	<b>Coffee Break</b>				
15:55 - 16:45	<b>Performance &amp; Innovation Masterclass</b>				
	<b>Procurement Workshop</b>  Capturing a hidden margin point through procurement transformation & innovation  <b>Led by Mark Gillet, Program Director EMEA, ICG Commerce</b>	<b>IPA Location Selection</b>  How to align your investment promotion strategy and services to successfully guide a location selection project: <ul style="list-style-type: none"> <li>• Changing essentials of corporate site selection</li> <li>• Interaction between corporate investors and IPA's during all stages of an investment project</li> <li>• Best practices and latest trends in investment promotion</li> <li>• Things to never do in investment promotion</li> <li>• Final remarks and recommendations</li> </ul> <b>Led by Matthijs Weeink, Director Consulting, Investment Consulting Associates (ICA)</b>	<b>Workshop</b>  The challenge of enabling creativity and collaborating across organisations, countries and contract boundaries	<b>Workshop</b>  The real "money" legal issue	<b>Workshop</b>  How to meet people's challenges
16:50 - 17:50	<b>Networking Drinks</b>				
17:50 - 19:45	<b>Networking / Free Time</b>				
19:45 - 20:30	<b>IOF &amp; IOFL Drinks Reception</b> <b>Welcome Address from Government of Canada</b>				
20:30 - 22:15	<b>IOF &amp; IOFL Dinner - Sponsored by the Government of New Brunswick, Canada</b>				



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Thursday 3 November 2011			
Time	IOF Programme	Time	IOF Locations Programme
08.40 - 08:55	<b>Opening Remarks - Performance and Innovation Hub 1</b> <b>Led by Armand Angeli, IOF Chairman; Co- founder EOA France</b>	08.40 - 08:55	<b>Welcome Address</b>
08:55 - 09:35	<b>Keynote Presentation 1</b>  Organizational transformation: Proservartner:  <ul style="list-style-type: none"> <li>• Drivers behind change and link to company strategy</li> <li>• Integrating productivity enablers and service delivery teams under single new organisation</li> <li>• High-level plan and interactive discussion around key points with peers from other industries</li> </ul> <b>Led by Rakesh Sangani, Partner, Proservartner</b>	08:55 - 09:40	<b>Stream 1: Location Selection Masterclass</b>  Selecting outsourcing locations: changing requirements and decision drivers  Choosing the right location is critical to the success of any BPO or shared services project. Dozens of locations around the world are positioning themselves as the best places for BPO and SSC investment. Which locations live up to their promise and how are the location alternatives changing? How can companies make a sound location decision and avoid costly mistakes? This presentation looks at trends affecting the quality of BPO locations around the world and provides a practical, hands-on guide to picking the right place.  <b>Led by Andreas Dressler, Chairman IOF – Location, Managing Director, Terrain</b>
09:40 - 10:15	<b>Keynote Presentation 2</b>  A case study revealing WIND's IT strategic sourcing program: redesigning the sourcing strategy of IT and adopting a multi-sourcing model leveraging offshoring:  <ul style="list-style-type: none"> <li>• The problem statement and the strategic objectives of the project</li> <li>• The approach and the process followed to execute the project: scope, improvement levers, strategy</li> <li>• Optimizing the model for efficiency, effectiveness and long-term sustainability</li> <li>• Design a new operating model for IT</li> <li>• Define a transition plan to the new operating model</li> <li>• Lessons learned, do's and don't's</li> </ul> <b>Led by Gian Enrico Paglia, Director Innovation Technology Architecture, Wind Telecomunicazioni Spa</b>	09:40 - 10:15	<b>Location Selection Case Study 1</b>  This presentation will outline BCC's philosophy and process for selecting new delivery center locations. Based on one of BCC's most recent projects, the presentation will go through the actual methodology applied to assess potential locations, including the individual criteria used and the key factors determining the final location choice.  <b>Led by Stefan Thomas, Head of Europe, Middle East, Africa, Bosch Communication Center (BCC)</b>
10:15 - 10:30	<b>Coffee and Networking Break</b>	10:15 -10:25	<b>Coffee and Networking Break</b>
10:30 - 11:00	<b>Business Meeting 1</b>	10:25 - 11:00	<b>Location Selection Case Study 2</b>  Our experiences in setting up Delivery Centres Sponsored by MIDAS in Partnership with Aegis  <b>Led by Sudhir Agarwal, President, Global M&amp;A and Business Transformation</b>
11:10 - 11:40	<b>Business Meeting 2</b>	11:10 - 11:40	<b>Business Meeting 1</b>



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Time	IOF Programme		Time	IOF Locations Programme
11:45 -12:15	<b>Business Meeting 3</b>		11:45 - 12:15	<b>Business Meeting 2</b>
	Performance and Innovation Hub 1 Financial transformation session	Performance and Innovation Hub 2 BPO session		
12:20 - 12:55	<b>Financial Transformation Keynote Session</b>  Financial transformation case study: how Credit Suisse have rolled out a new financial IT service across four continents	<b>BPO Keynote Session</b>  Maturity cycles of outsourcing: how to get your organisation thinking strategically and delivering innovative processes that can help cut costs and work most effectively with suppliers  <b>Led by James Simmonds, Global Business Process Outsourcing Lead, AstraZeneca UK Ltd</b>	12:20 - 13:00	<b>Location Selection Panel Discussion:</b>  Is there a standard blueprint that can be followed when it comes to location sourcing? Are there any specific pitfalls that one should avoid?  <b>Chaired by Andreas Dressler, Managing Director, Terrain Sudhir Agarwal, President, MIGAS in Partnership with Aegis Francesc Miron ,International Economic Relation Officer, Barcelona City Council</b>
13:00 - 13:35	<b>Financial Transformation Keynote Session</b>  Financial Transformation case study	<b>BPO Keynote Session</b>  <i>BPO case study- Focused on Supply Chain Management services</i>  <b>Led by M. Hubertus von Manstein, Global Logistics SM&amp;G Project Leader, Nokia Siemens Networks &amp; supported by Ian Barkin, Director, CapGemini</b>	13:00 - 13:30	<b>Address</b> <b>Led by UKTI</b>
13:35 - 14:35	<b>Lunch</b>		13:30 - 14:35	<b>Lunch</b>
14:40 - 15:10	<b>Business Meeting 4</b>		14:40 - 15:10	<b>Business Meeting 4</b>
15:15 - 15:45	<b>Business Meeting 5</b>		15:15 - 15:45	<b>Business Meeting 5</b>
15:50 - 16:20	<b>Business Meeting 6</b>		15:50 - 16:20	<b>Stream 2: Technical Implementation</b>  Tech City Regeneration & 2012 Legacy  <b>Led by Paul Bromelow, Director, London &amp; Partners</b>
16:20 - 16:30	<b>Coffee and Networking Break</b>		16:20 - 16:30	<b>Coffee and Networking Break</b>



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	<b>Performance and Innovation Hub 1 Cloud Session</b>	<b>Performance and Innovation Hub 2 RIM Session</b>		
16:30 - 17:05	<b>Cloud Stream</b> Latest EU Developments that will help enterprise roll out a risk free and regulated Cloud Computing Technology	<b>Remote Infrastructure Management Stream</b> What is the potential of this service offering for large and mid-cap sized companies  <b>Led by HCL</b>	16:30 - 17:05	<b>Technical Implementation Case Study 1</b>  <i>Shared services as a key enabler of the transformation of the Finance function in Royal Dutch Shell</i> <ul style="list-style-type: none"> <li>• Earlier benchmarking for RDS Finance function to create the burning platform that enabled annual operating cost reduction of 40%</li> <li>• The Finance Functional Plan and how shared services strongly aligned and enabled that vision</li> <li>• How the evolution towards a process oriented organization within a global network enabled this transformation – from local centre based responsibility to global process governance</li> <li>• Examples of Top Quartile measurements by main process and our journey to TQ</li> <li>• Realignment of relationship to business partnering enabling E2E process delivery</li> </ul> <b>Led by George Connell, VP Strategy, Finance Operations, Royal Dutch Shell</b>
17:10 - 17:45	<b>Cloud Stream</b> Case Study: Cloud Computing – Looking past the hype  <b>Led by Omer Casher, Manager, Medical Imaging IT, Clinical Imaging Centre, GlaxoSmithKline</b>	<b>Remote Infrastructure Management Stream</b> Case Study: What is the potential of this service offering for large and mid-cap sized companies?	17:10 - 17:45	<b>Technical Implementation Case Study 2</b>
17:50 - 18:35	<b>Cloud Stream</b> Roundtable Discussion: Cloud Computing - Where does the Outsourcing Industry see the benefits and value in Cloud Computing?	<b>Remote Infrastructure Management Stream</b> Roundtable Discussion: What is the potential of this service offering for large and mid-cap sized companies?  <b>Sponsored by SIFY Technologies</b>	17:50 - 18:35	<b>Technical Implementation Panel Discussion:</b>  How important is it to have the right information in order to make the business case realisable and measurable  <b>Chaired by Andreas Dressler, Managing Director, Terrain Tom Dempsey, EMEA Director, Global Real State, Hewlett Packard</b>
18:35 - 19:00	Free Time & Networking			
19:15	Coaches Depart for Offsite Dinner			
19:45 - 22:30	Drinks Reception followed by Dinner			
22:30	Coaches depart for return to Hotel			



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Time	IOF Programme Friday 4th November 2011		Time	IOF Locations Programme
08:55 - 09:30	<b>Keynote Presentation 3</b> Our experiences of setting up in Serbia <b>Led by SIEPA</b>		08.55 - 09:30	<b>Keynote Address</b> <b>Led by WAIPA</b>
09:40 - 10:10	Business Meeting 7		09:40 - 10:10	Business Meeting 7
10:15 - 10:45	Business Meeting 8		10:15 - 10:45	Business Meeting 8
10:45 - 11:05	<b>Coffee and Networking Break</b>		10:45 - 11:05	<b>Coffee and Networking Break</b>
11:05 - 11:40	<b>Keynote Presentation 4</b> How to extract the next level of value from outsource relationships <b>Joel Walker, Head of Sourcing, Strategy &amp; Implementation, Customer Service, Cable &amp; Wireless Worldwide</b>		11:05 - 11:40	<b>Stream 3: HR / Workforce</b> <b>Led by Marketing Birmingham</b>
11:45 - 12:15	Business Meeting 9		11:45 - 12:15	Business Meeting 9
	<b>Performance and Innovation Hub 1 – CRM Session</b>	<b>Performance and Innovation Hub 2 – Legal Session</b>		
12:25 - 13:00	<b>CRM Stream</b> Workshop: Successfully Outsourcing Customer Facing Collections Activities <b>Led by Cees Jansen, VWA</b>	<b>Legal Stream</b> Workshop: Pre & Post Contract Processes revealing real life scenarios – DLA Piper	12:25 - 13:00	<b>Case Study 1</b>
13:05 - 13:40	<b>Case Study</b> Fox Home Entertainment EMEA <b>Led by John Willmott, MD, Nelson Hall</b>	<b>Legal Stream</b> Case Study	13:05 - 13:40	<b>HR / Workforce Panel Discussion</b> When considering and undertaking a sourcing programme how do you address the people challenge bearing in mind People are often cited as the most important asset of an organisation? <ul style="list-style-type: none"> <li>• How sourcing can help to tap into new resources and skills</li> <li>• Ways in which the existing staff can learn to maximise the benefits of the sourcing project</li> <li>• Key aspects of managing the migration of people across contracts</li> <li>• Key aspects of staff engagement – talking to the right people at the right time and in the right way</li> </ul> Panellists include :Speakers of the day <b>Marketing Birmingham</b>



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13:40 - 14:30	<b>Lunch</b>	13:40 - 14:30	<b>Lunch</b>
14:30 - 15:05	<b>HR Outsourcing Case Study</b>	14:30 - 15:00	<b>Business Meeting 10</b>
15:10 - 15:45	<b>Keynote Presentation 5</b> <b>Led by Armand Angeli</b> <b>Chairman IOF, Co- founder EOA France</b>		
15:50 - 16:35	<b>Farewell Address</b> Outsourcing in Poland & an insight into IOF 2012 plans <b>Led by Pomerania Development Agency Co</b>		
16:40	<b>Forum Ends</b>		
			