

EMRG's 9th Annual BPO Conference
 Sheraton Hotel Park Lane London June 23rd 2009

GLOBAL SOURCING

ONSHORE | NEARSHORE | OFFSHORE
 BPO • HRO • KPO



Alex Mead
 Chief Operating Officer
 Customer Experience




Keith Fairbrass
 Finance Director
 HR Transformation




Dr Bhaskar Dasgupta
 Head of Global Project
 Management Office



The world's local bank



John Hall
 Senior Vice President
 Business Support




Andy Higbed
 Head of Resourcing



VIP
 DINNER
 JUNE 22ND


INNOVATION




CHANGE

BOAT TRIP
 RIVER
 THAMES
 JUNE 23RD

TRANSFORMATION



Annette Barnes
 Senior Vice President
 Credit & Loss prevention Executive




Gary Madden
 Business Program Director




Mark Payne
 Vice President
 Global Shared Service
 Center Operations



• COMPLIMENTARY INVITATIONS AVAILABLE FOR FINANCE DIRECTORS / CONTROLLERS / CFO'S •

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20 YEARS
 1989 - 2009





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EMRG's 9th Annual BPO Conference

FOCUS AREAS: BPO HRO KPO

A DRAFT OF THE CONFERENCE IS BELOW. THIS WILL BE UPDATED WEEKLY.
WE EXPECT A FULL CONFERENCE BROCHURE TO BE READY END OF APRIL.
A FEW SPEAKING / SPONSORSHIP SLOTS REMAIN.

PLEASE [CONTACT US](#) FOR MORE DETAILS

SCHEDULE

Monday June 22nd: 7.00pm - 10.00pm

**Pre-conference Dinner
with after dinner speaker**

(By invitation only)



Tuesday June 23rd: 08.30am - 5.15pm

All day conference

Sheraton Hotel, London



Tuesday June 23rd: 6.15pm - 9.15pm

Evening Boat trip River Thames

(All delegates invited)



Wednesday June 24th: 10.00am - 1.00pm

Procurement Outsourcing Workshop



8.30am – 9.30am REGISTRATION

9.30am – 9.40am CHAIRMEN'S WELCOME



Mark Payne
Vice President & Global
Head of Shared Services



Amit Badami
Founder & Director

SUNGARD®



Emerging Markets
Research Group Ltd

9.40am – 11.00am PLENARY SESSION

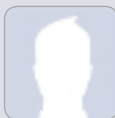
ACCELERATING THE BENEFITS OF OUTSOURCING: CREATING IMMEDIATE IMPACT AND VALUE ADDITION WHILST DE-RISKING THE OUTSOURCING PROCESS

How can buyers of outsourcing services engage with suppliers quickly & cost effectively, with little initial investment and generate rapid returns with minimal risk. Can this be achieved and if so how? What lessons have been learnt from previous outsourcing transactions and how can they be applied?

- Identifying and managing outsourcing "blind spots"
- Deal structuring to generate immediate savings
- Remote transitioning / knowledge transfer / change management / cultural barriers
- Rapid transformation through onshore re-engineering and offshore process improvement
- Driving efficiency improvements through process re-design, automation & optimization
- Transforming the business model - fueling supplier enabled innovation & improved knowledge management
- "Bundling" supporting whole end-to-end processes, consolidate/ standardize IT platforms



John Hall
Senior Vice President
Business Support



Paul Moran
Head of Transaction Processing



Sanjay Sridher
Director Shared Services

DSM

ZURICH

Balfour Beatty

11.00 – 11.30am NETWORKING TEA & COFFEE BREAK

11.30am – 1.00pm STREAMED SESSIONS

A

B

C

STREAM A: BACK OFFICE (F & A / TRANSACTION PROCESSING)

OUTSOURCING: ENABLING BETTER BALANCE SHEET MANAGEMENT. CREATING A SUSTAINABLE BOTTOM LINE IMPACT FOR THE P/L ACCOUNT

- Creating an end-to-end outsourced finance function with multi-lingual delivery of more complex back office processes
- Benefits realized from the new global back office: shortening of financial close, better working capital management, improved financial transparency, reduction in process cycle times
- Accelerating back office transformation, results to date & change management challenges (operational alignment, process design, change execution structures)
- Lessons learnt in managing cross functional, cross geographic and cross business teams to optimise the procure to pay process
- Improving cash flow and working capital by benchmarking and adopting cutting edge P2P practices
- Reshaping and re engineering the business to be prepared for the future



Ravi Rao
Global Procure to Pay
Process Excellence Director



Dr. Bhaskar Dasgupta
Head of Global Project Management Office
Global Finance Change Programme

Honeywell

HSBC 
The world's local bank

STREAM B: FRONT OFFICE (CUSTOMER CONTACT)

Stream Chair: Rob Pike, Chair of CCA Standards Council

SME CASE STUDY: DELIVERING SUPERIOR CUSTOMER SERVICE THROUGH A MULTI-LINGUAL MULTI-FUNCTIONAL ONSHORE DELIVERY CENTRE. **REGIONAL FOCUS: UK**



Chris Jell
Director of Operations

WhiteConcierge 

EXECUTIVE INTERVIEW: OPTIMISING THE CONTACT CENTRE WITHOUT SACRIFICING BUSINESS CRITICAL CUSTOMER SERVICE LEVELS



Annette Barnes
Senior Vice President
Credit & Loss Prevention Executive

Bank of America 

PANEL DISCUSSION

How have different sourcing models, people, process and technology come together in recent years to radically impact the customer experience.

- A blended future: a combination of homeshoring, onshoring, nearshoring & offshoring?
- The impact of new technologies: a threat or complement?
- The innovation drive: integration of platforms (voice, e-mail, chat, web, IVR)
- Driving customer loyalty, maximizing service revenue, and profits per customer interaction through integrated multi-channel solutions
- Enhancing the customer service experience, examples of best practices from the front line (Technical support/Sales support/Customer care)
- Quality assurance & building consistency of customer experience across a globally distributed work force
- Improving first time resolution, reducing average call duration, desktop optimization, speech analytics, root cause analysis, self & assisted service



Alex Mead
Chief Operating Officer
(Customer Experience)

fasthosts 



Roger Priestly
Business Manager

BT 



STREAM C: HR OUTSOURCING & PAYROLL

CREATING THE HR OPERATING MODEL FOR THE NEXT GENERATION

This session will explore current best practices, lessons learnt and new developments as organizations seek to create an optimal HR operating model encompassing outsourcing, shared services and cutting edge technology.

- Identifying the essential ingredients of a successful HRO deal: transition, data protection, governance, people, process and technology issues
- Cost benefit analysis to identify low hanging fruit: immediate impact items
- Creating a global HRO operating strategy and model
- Retained organization talent management
- Centralizing HR processes, creating a single HRIS, implementing self service
- Managing change and project failures, lessons learnt



Stream chair:
Prof. William Scott Jackson
 Oxford Brookes University



Roger Harrison
 Vice President
 Employee Service Delivery & BPO



Keith Fairbrass
 FD (Global HR
 Transformation Program)



Gary Madden
 Business Program Director



Andrew Spence
 Managing Director



2.15pm - 3.30pm

STREAM A: (PRICING / GOVERNANCE)

INNOVATIVE PRICING MODELS AND GOVERNANCE STRUCTURES

In a rapidly changing economic environment characterised by wild currency fluctuations and seismic shifts in corporate profitability, how can win-win buyer supplier relationship be created and maintained. This session will review current and new pricing models and governance issues.

- The end of time & material, cost plus and fixed pricing?
- The rise of transaction based pricing and innovative gain sharing structures
- Can a utility based pricing model work in reality?
- The contractual and legal issues for new pricing and governance models



Srinivas Krishna
Director Finance Operations
Global Vendor Management

Microsoft



Darryl Conley
Managing Principal Europe



Mark O'Connor
Partner



STREAM B: (KNOWLEDGE PROCESS OUTSOURCING - KPO)

This session looks at how data analytics, market research, compliance and regulation, legal process outsourcing and other value added corporate functions are being outsourced to onshore, nearshore and offshore locations.



Stream chair:
John Wilmott
Founder and CEO



3.30pm - 4.00pm NETWORKING & AFTERNOON TEA & COFFEE BREAK

4.00pm - 5.00pm

STREAM A: (RISK)

RISK MANAGEMENT IN A RAPIDLY CHANGING AND UNCERTAIN ENVIRONMENT

Given recent socio-economic and political events and well publicised corporate governance failures, the risk profile for outsourcing and offshoring has changed. This session looks at how the "risk landscape" has evolved and what companies need to do to prepare for this new environment.

- "A flight to quality": re-evaluating vendor risk
- People, process, transition and financial risk
- Stress testing the operating model for the new era
- Re-visiting old and new governance models (captive / shared services / 3rd party / JV)
- Creating "appropriate" KPI's that can adjust to changing circumstances and needs
- Reviewing contracts to ensure financial and operational risks are mitigated
- Corporate governance, compliance, internal control and assurance issues



Stream chair: **EQUATERRA**
Tony Rawlinson
Head of Financial Services Practice



Sanjiv Somani
Managing Director,
Group Offshoring



Pawan Randev
Director
Global Banking



Heather Rodgers
Head of Group Procurement
and Supplier
Management



4.00pm - 5.00pm

STREAM B: GLOBAL LOCATIONS FORUM

E.Europe | China | The Philippines

Roundtable discussion on existing and emerging offshore locations.



Stream chair:
Frank Casale
CEO
Outsourcing Institute
theoutsourcinginstitute
@outsourcing.com

5.00pm -5.15pm **WRAP UP**



For an invitation and a full conference brochure, please email us at:
info@emrgind.com

REGISTRATION FORM



**VENUE: The Sheraton Hotel,
Park Lane, London**
(Nearest Underground: Green Park Station - 5 min walk)



Yes, I confirm my place at the seminar on 23rd June 2009

PLEASE TICK ONE OF THE FOLLOWING:

Stream A (HR)

Stream B (Customer Contact)

Stream C (Back Office)

Yes, I confirm my place on the evening boat trip on June 23rd

Registration:

Title

Name

Surname

Job Title

Company

Address

Postcode

Phone

Fax

E-mail*

*Please provide yours or your secretary's details as all communication will be via e-mail

Four easy ways to register:

Registration Details

Return this form to: Conferences Manager, EMRG Ltd., St Martin's House, 16 St Martins Le-Grand, London, EC1A 4EN.

or
Fax a copy of this form to EMRG on: +44 (0) 207 397 8400,

or
call - +44 (0) 207 397 8338 or Via the website - www.emrgind.com

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Please tick one box: End user Vendor

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Please note that credit cards will be debited within 7 days of your registration onto the conference.

By Bank Transfer to: Barclays Bank Plc,
UK Sort Code: 20-29-90, Account no. 20569798.
Swift Code: BARCGB22.

Invoice will be sent on receipt of payment. N.B. Delegate fees' must be paid in full ten days prior to the conference.

This conference fee includes 3 course lunch, refreshments and full course documentation. The fee does not include travel or hotel accommodation. Please photocopy this form for multiple bookings.

END USER: A BUYER OF OUTSOURCING SERVICES (EG BANKS/ INSURERS/ RETAILERS...) MIDDLE / SENIOR MANAGEMENT FROM OPERATIONS, FINANCE, CUSTOMER SERVICES, IT WITH A CURRENT OR FUTURE INTEREST IN OUTSOURCING BUSINESS PROCESSES TO THIRD PARTY SUPPLIERS.

SUPPLIER: SUPPLIER OF SERVICES (IT/BPO FIRM, CONSULTANT/LEGAL FIRM/ INTERMEDIARIES/GOVERNMENTS & INWARD INVESTMENT AGENCIES).

OTHER: IF YOU DO NOT FALL INTO THE ABOVE TWO CATEGORIES, PLEASE E-MAIL US FOR CLARIFICATION.

We reserve the right to check end-user status and our decision on this will be final.

DELEGATE FEE (COMPLIMENTARY)

END USER

There is no fee to attend this conference for END USER organisations. We particularly welcome FINANCE, OPERATIONS, CUSTOMER SERVICE & HR executives from the Banking, Financial Services, Insurance, Public Sector, Retail, Telecoms, Manufacturing, Pharma, Media, Technology, and other sectors. If you are unsure of your status e.g. END USER or SUPPLIER, please e-mail us for clarification.

DELEGATE FEE

SUPPLIER

Please tick

Delegate	VAT @ 15%	Total	<input type="checkbox"/>
£595	£89.25	£684.25	

GROUP AND OTHER DISCOUNTS ARE AVAILABLE, PLEASE CONTACT US FOR MORE DETAILS

DELEGATE FEE INCLUDES CONFERENCE + BOAT TRIP

Indemnity

It may be necessary to change the content and timing of the programme, the speakers or the venue. Should for any reason, the venue or speakers change, or the event be cancelled for whatever reason beyond the control of EMRG, we shall endeavour to reschedule. In any event, the client hereby indemnifies EMRG and holds EMRG harmless from and against any and all costs, damages and expenses incurred by the client.

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Personal data is gathered in accordance with the Data Protection Act 1984. Your details may be passed to other companies who wish to communicate with you on offers related to your business activities. If you do not wish to receive these offers, please write to the Database Manager at the above address. Copies of the delegate list will not be given out at the end of the conference.

Cancellations

If you find it necessary to cancel your booking please contact us immediately. Cancellations notified by 5th June 2009 will be refunded in full. We regret that no refunds can be made on cancellations after this date. We are happy to accept substitute delegates at any time.