



The 2010 Outsourcing World Summit®

Part of the Outsourcing World Summit Conference Series

February 15-17 | Disney's Yacht & Beach Club Convention Center | Lake Buena Vista, Florida



TOP EXECUTIVES – EXCEPTIONAL INSIGHTS



Tim McBride
CPO
Microsoft



Russell M. Bostick
EVP of Technology and Operations
Conseco



Ron Kifer, COP
Group VP and CIO
Applied Materials



Mary Henson
Program Management Office
Ryder Systems Inc.



Kevin Dollhopf
VP of Global Real Estate
Hanesbrands, Inc.



Daniel P. Boutross
SVP, Corporate Workplace
Bank of America



John Labella
VP of Application Development
Gap Inc.

USING OUTSOURCING TO EMERGE AS A LEADER IN THE NEW GLOBAL ECONOMY

Whether your goal is to streamline operations and improve your bottom line, find the perfect provider for your outsourcing opportunity, or simply learn from the best in the business, this event is for you. Join hundreds of buyers, sellers and advisors — your business colleagues — from around the world. Don't get left behind — take this journey and position yourself for the growth to come!

“If global outsourcing professionals can make only one conference a year, this should be it.”

—Elizabeth Halaki, Chief Marketing Officer,
Océ Business Services, Inc.

REGISTER NOW and get a gift card*!

(see back cover for details)

Join the Summit's



Begin cultivating potential business partnerships
with other delegates now!



Produced by



Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110



• THE 2010 OUTSOURCING WORLD SUMMIT

Welcome!

Not yet five years old, more than 100,000 members and affiliates worldwide, and still growing strong! That's IAOP, the International Association of Outsourcing Professionals.

As we gather for our 2010 Outsourcing World Summit, I am struck by how the receding economic crisis has made outsourcing an even more important management tool than ever before. In fact, our most recent survey of IAOP members found that flexibility, immediate cost savings, and support for future growth dominate as today's reasons for outsourcing. So, in spite of, or perhaps because of, the economic and political headwinds, partnering and collaboration – which is what outsourcing is all about – have become more, not less important.

We know what we want to create: a technologically interconnected global enterprise able to leverage the best of our company and the best of our partners toward effectively solving customer problems. The challenge is, how? How can my company leverage cloud computing and Software as a Service (SaaS) to find new solutions to today's and tomorrow's challenges? How can we best leverage offshoring in a world constantly reshaped by economic and political change? How can I help my company deal with the very real problems that are bound to occur in any highly complex, cross-company collaboration? How can we successfully expand the benefits of outsourcing to evermore knowledge-intensive parts of our operations such as R&D and design? And how can I, as an outsourcing professional, improve my skills and capabilities to the benefit of my company and my career?

Join us February 15-17 at The 2010 Outsourcing World Summit and get the answers to these and many, many other questions you face in designing, implementing, and managing outsourcing programs that create immediate and sustainable benefit for your company.

I look forward to seeing you there!

Michael F. Corbett
Chairman, IAOP

TABLE OF CONTENTS

Summit At-A-Glance.....3
Main Session Keynotes.....4-5
Buyer Practicum.....6
Provider/Advisor Practicum.....7
Educational Track Sessions.....8-15

Pre- & Post-Conference Workshops.....16
IAOP Chapters.....16
Social & Networking Events.....17
IAOP Membership.....17
Sponsors & Exhibitors.....18-19
Venue.....20
Registration.....20

THE OUTSOURCING WORLD SUMMIT

Since 1998, The Outsourcing World Summit has been the most highly respected annual gathering for outsourcing customers, providers and advisors from around the world. Game-changing ideas are shared. The latest trends and opportunities are identified. And hundreds of millions of dollars of business deals are initiated and made. This three-day intensive program is truly in a class by itself, offering delegates a full and comprehensive learning environment and networking experience.

What makes The 2010 Outsourcing World Summit the one educational and networking event on outsourcing you need to attend?

- **Pre- and Post-Conference Workshops:** Helping you learn about, quickly achieve or maintain the highly coveted Certified Outsourcing Professional® (COP) designation and eSCM Organization Best Practices.
- Expanded **Customer-Only Speed Networking** and a new **Provider/Advisor-Only Speed Networking** session
- Day three of The Outsourcing World Summit is a “**Conference Within a Conference!**” Attendees can select from IAOP's Real-Time Strategy Session or one of two hands-on practicum designed to help customers, providers and advisors get more value, right now, from their current outsourcing efforts
- **Audience Voting** is back! See what your colleagues are thinking about today's pertinent outsourcing issues
- **IAOP Chapter Showcase:** Learn how the association's global chapter network can support your professional needs
- **Gala Awards Luncheon:** See who's next to be inducted into **The Outsourcing Hall of Fame** and who will receive **IAOP's Member of the Year** awards
- **The Global Outsourcing 100®:** The world's best outsourcing service providers and advisors are announced
- **Global Services Mall:** The Summit's Exhibition Hall showcases top companies from around the world in an engaging and relaxed setting
- **Networking Receptions:** These special events bring delegates together for networking, professional and business development and, of course, a great time!

Whether your responsibilities are as an outsourcing customer, provider or advisor and regardless of your industry and functional focus, The Outsourcing World Summit delivers an exceptional return on your investment.

“A great opportunity to network with outsourcing colleagues, get exposure to new concepts and bring real learnings to the work place.” —Michael Staisiunas, COP, Manager, Kraft

Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

"The Outsourcing World Summit is always an outstanding place to learn about what is happening in our industry. The content of the presentations is great and the opportunities to see and speak with outsourcing professionals — new and experienced — is unmatched."

—Danny Ertel, COP, Partner, Vantage Partners, LLC



SUMMIT AT-A-GLANCE

Sunday, February 14, 2010

12:00 pm - 5:00 pm	Golf Outing - Osprey Ridge Golf Course
4:30 pm - 6:30 pm	<i>Pre-Conference Workshop: Certified Outsourcing Professional (COP) Prep Class</i>
5:30 pm - 6:30 pm	Early Registration Champagne Welcome

Monday, February 15, 2010

9:00 am	Conference Registration and Continental Breakfast
9:30 am - 11:30 am	Customer-Only Speed Networking Session
9:30 am - 11:30 am	Provider/Advisor-Only Speed Networking Session
11:30 am - 12:30 pm	IAOP Chapter Showcase & Luncheon
1:00 pm - 3:00 pm	Main Session Keynote Presentations
3:00 pm - 3:30 pm	Refreshment Break
3:30 pm - 4:20 pm	Educational Track Sessions - Round 1
4:30 pm - 5:20 pm	Educational Track Sessions - Round 2
5:30 pm - 7:00 pm	Welcome Reception in the Global Services Mall - Hosted by Accenture

Tuesday, February 16, 2010

7:30 am - 8:45 am	Continental Breakfast in the Global Services Mall
9:00 am - 10:45 am	Main Session Keynote Presentations
10:45 am - 11:10 am	Refreshment Break in the Global Services Mall
11:20 am - 12:10 pm	Educational Track Sessions - Round 3
12:15 pm - 1:45 pm	Outsourcing Hall of Fame and IAOP Member of the Year Awards Luncheon
1:50 pm - 2:40 pm	Educational Track Sessions - Round 4
2:40 pm - 3:10 pm	Refreshment Break in the Global Services Mall
3:10 pm - 3:50 pm	Educational Track Sessions - Round 5
4:00 pm - 4:50 pm	Educational Track Sessions - Round 6
5:00 pm - 6:30 pm	Cocktail Reception in the Global Services Mall - Hosted by HOV
6:30 pm - 7:30 pm	IAOP Members Reception - Hosted by IAOP's Membership Committee
8:00 pm - 10:00 pm	IAOP Networking Event - Dessert and Cordials Party at Epcot - <i>IllumiNations</i>

Wednesday February 17, 2010

7:30 am - 9:00 am	Continental Breakfast
7:30 am - 9:00 am	Customer-Only Networking Wrap-Up Session
9:00 am - 11:45 am	IAOP's Real Time Strategy Session/Hands-On Practicum
11:45 am - 12:00 pm	Closing Comments
12:00 pm - 1:30 pm	It's a Wrap Networking Luncheon - Barbecue on the Beach
1:30 pm - 5:00 pm	<i>Post-Conference Workshop: COP Advanced Intensive for COPs</i>
1:30 pm - 5:00 pm	<i>Post-Conference Workshop: eSCM Organization Best Practices</i>

Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110



• MAIN SESSION KEYNOTES



MONDAY, FEBRUARY 15

1:00 - 1:30 pm



Michael F. Corbett
Chairman, IAOP

1:30 - 2:15 pm



Russell M. Bostick
EVP of Technology and Operations, Consecro

2:15 - 3:00 pm



Tim McBride
CPO, Microsoft

TUESDAY, FEBRUARY 16

9:00 - 9:15 am

Neil S. Hirshman, COP
Partner, Kirkland & Ellis

9:15 - 10:00 am



The Disney Institute

10:00 - 10:45 am



IAOP Corporate Member Panel

LEARN HOW THE WORLD'S TOP COMPANIES REDEFINE AND REPOSITION THEMSELVES FOR SUCCESS THROUGH OUTSOURCING

State of the Outsourcing Industry

One of outsourcing's greatest visionaries, Michael Corbett, will welcome delegates and discuss how outsourcing will be instrumental in rebuilding the global economy. Highlighted will be results from IAOP's latest Member Survey.

Michael F. Corbett is one of the best known experts in the field of outsourcing and chairman of IAOP, the global, standard-setting organization and advocate for the outsourcing profession. As an author, lecturer and visionary, Corbett has for the past 20 years contributed globally to the growth and development of outsourcing as a management profession and an industry.

Reimagining the Global Business Paradigm Through Outsourcing

The "new normal"™ in the global economy challenges all business enterprises to re-examine their business models. Fortunately, the market for outsourced capabilities has never been more robust. Russell Bostick of Consecro addresses how to evaluate your options today.

Bostick is responsible for all enterprise technology and operations shared services. This includes IT, policyholder services, non-LTC claims, and records and print management services for the Consecro insurance companies and Bankers Life and Casualty Company. Bostick is also responsible for the IT that supports Colonial Penn Life Insurance Company.

Microsoft's Global Sourcing Journey

Microsoft's evolving approach to sourcing includes linking guiding principles with execution practices. With the rapid growth of cloud computing as a new pathway for service delivery and procurement, Tim McBride discusses implications and opportunities, as well as emergent practices that foreshadow next-generation sourcing.

McBride leads Microsoft's global procurement group and is responsible for managing more than \$14B in indirect spending for the company. His responsibilities include strategic sourcing, category management, vendor management and professional training and development for procurement staff in more than 90 countries. He is a 14 year Microsoft veteran.



Day 2 – Welcome and Opening Comments

Leading Through Turbulent Times

Don't let a down economy be a time for caution. This is a chance to outpace your competition. In "Leading through Turbulent Times," explore the proven best practices that underlie the Disney approach to sustaining excellence during turbulent times. We will provide you with creative strategies to weather the economic climate and effectively meet the challenges of today's business environment. These strategies can easily be adapted to any organization or industry to help retain customers, engage employees, and position your organization for future ongoing success. In this session you will learn to:

- Lead with vision while managing with discipline
- Create and sustain a high performance culture
- Enhance the customer experience through employee engagement
- Nurture brand relationships
- Learn and grow from the experience

Voice of the Customer: An IAOP Corporate Member Panel

Moderator : Christopher A. Long, COP, General Manager, LifeMasters

Straight stories from outsourcing's front lines are shared by a panel of IAOP's Customer Corporate Members. Hear their experiences: successes, failures and things they'd do differently if they knew then what they know today. Issues discussed include deal structure, governance and implementation in an atmosphere of extreme economic uncertainty. moderator Christopher A. Long, COP, General Manager, LifeMasters and the following confirmed panelists: Oliver T. Bussmann, COP, EVP & CIO, SAP AG; Angela Marina Gracias, Head of Global Sourcing, Visa Inc.; John Fox, Vice President, CTM Strategic Planning, Global Sourcing & Relationship Management, Prudential; Rene Herlaar, COP, Head of Enabling Platforms, Vodafone The Netherlands; and Vera Lucia Marques, Information Services Director, Roche.

Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

• DAY 3: A CONFERENCE WITHIN A CONFERENCE

IAOP'S REAL-TIME STRATEGY SESSION

Spend the morning with this lineup of experts and hear where they think the industry is headed and why. The setting is a theater-in-the-round, with no Powerpoint slides and no standard speeches. Each session is on point, on target and designed to get you thinking and interacting throughout.

The Future of Globalization

Atul Vashistha, author of "The Offshore Nation: Strategies for Success in Global Outsourcing and Offshoring" and "Globalization Wisdom: The Seven Secrets of Great Globalizers" kicks off and hosts IAOP's Real-Time Strategy Session with a compelling vision of the organization of how the future will redefine outsourcing as we think of it today.

Atul Vashistha is founder and chairman of Neo Advisory (formerly neoIT), Neo Group and BestOutsourcingJobs.com. *Consulting* magazine named Vashistha as one of the "Top 25 Most Influential Consultants" and "Top 6 IT Powerbrokers." *HRO Today* and *FAO Today* named him a "Superstar."

Outsourcing's Frontier: A CIO's Perspective

Ron Kifer, IAOP's 2007 inductee into The Outsourcing Hall of Fame, returns to share what he's learned over the past three years about advancing outsourcing as a management practice at his company and what he believes the future holds.

As group vice president and CIO of Applied Materials, Ron Kifer has responsibility for global information services strategy, planning, operations, infrastructure and development.

Offshoring, Talent, and Organizational Implications

Talent management will become increasingly important for companies as the next decade unfolds. Vinay Couto takes a forward look at the implications of growing offshoring and offshore talent pools for highly skilled work, along with emerging global organizational models and talent management concepts.

Couto leads Booz's global shared services and outsourcing advisory work. His key areas of cross-industry expertise include business process re-design, SG&A transformation, shared services and outsourcing and offshoring.

Incubating the Future

Leading companies are now taking outsourcing even deeper into the heart of their core business operations, and working with their providers to develop entirely new kinds of outsourcing partnerships in areas like marketing, selling, and operational support services, and developing industry-specific service bundles. These emerging approaches bring technology and process expertise together in new ways. Michael Salvino shares today's best examples and what they suggest about tomorrow.

Salvino has responsibility for overseeing Accenture's comprehensive portfolio of cross-industry (customer contact, finance, HR, learning, procurement and supply chain) and custom BPO services.

The Global Evolution of Outsourcing

The global evolution of outsourcing in the commercial real estate industry has been a dramatic, unfolding story since the early 1990s. At the time of real estate outsourcing's inception, CBRE's value proposition involved building client relationships and trust with corporate clients. Recent experiences suggest that trust between the customer and provider creates a foundation where more and more services can be brought together under one common umbrella. This leads to a team model able to drive increased consistency and increased savings. Bill Concannon believes that this outsourcing model will create increased integration of portfolio strategy and optimization, greater sustainability and workplace efficiency innovations, and the increased integration of many of today's shared services, such as HR and finance.

Concannon is president, global corporate services for CB Richard Ellis, with responsibility for all GCS operations globally. He oversees the delivery of all services to GCS clients, including facilities management, transaction management, project management, and client strategies and consulting.

There is a session for you!

Select from IAOP's Real-Time Strategy Session or one of two hands-on practicum designed to help customers, providers and advisors get more value, right now, out of their current outsourcing efforts.

WEDNESDAY, FEBRUARY 17

9:00 - 9:30 am

Atul Vashistha, COP
Chairman, Neo Advisory & Neo Group



9:30 - 10:00 am

Ron Kifer, COP
Group Vice President and CIO, Applied Materials



10:00 - 10:30 am

Vinay Couto
VP and North America Practice Lead Organization and Change Leadership, Booz & Company



10:45 - 11:15 am

Michael J. Salvino
Group Chief Executive-BPO, Accenture



11:15 - 11:45 am

Bill F. Concannon
President, Global Corporate Services, CB Richard Ellis



Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110



• BUYER PRACTICUM

WEDNESDAY, FEBRUARY 17

9:00 - 10:30 am



Stephen D. Hunsberger
Director,
NewsCorp Dow Jones

HANDS-ON PRACTICUM #1: For Outsourcing Buyers Only

Want to know how to get more value today out of your organization's outsourcing program? This hands-on practicum delivers exactly that. Top outsourcing practitioners take participants through a step-by-step guide to elevating your company's outsourcing program right now.

When the Sh*t Hits the Fan

Continuing the theme from last year's highly acclaimed session, "Where the Rubber Meets the Road," the skill of the customer has become a critical and sometimes overlooked central focus of outsourcing initiatives. "When the Sh*t hits the Fan" takes this discussion to a deeper level in the area of BPO. We have no choice but to think smarter and more innovatively about how to communicate, negotiate, and deliver if we expect our value to our business partners to grow. Leveraging key relationships with your external provider is the single biggest success factor to any BPO strategy. This session will provide you with the following tools: industry trends; keys to creating a case for change; sourcing lifecycle and methodology framework for BPO initiatives; go/no go decision points; success criteria traceability pyramid; key components of a BPO business case; SLA construction workbook used to document, communicate and provide SLA historical information; and vendor ranking and proactive management using consistent measurements and scorecards.

Stephen Hunsberger is an information technology executive with over 25 years' management experience. His successful track record includes: PMO initiatives, outsourcing activities, new development, enhancements and maintenance activities. Steve has a BS from Slippery Rock University, a MBA from Jones University and a PhD from Kennedy University.

Increasing an Outsourcing Relationship's Value Creation Potential

With few exceptions, customers and providers enter into outsourcing agreements with high expectations. Unfortunately, many outsourcing relationships fail to deliver on their full value creation potential. Adopting a joint value creation perspective is one way to improve the likelihood that everyone's expectations are met. In this session, Bill Metz will discuss the joint value creation approach and other ways to improve the value creation potential of an outsourcing relationship.

William Metz has been at the forefront of the trend to use outsourcing and global sourcing approaches, has led a number of key sourcing initiatives at P&G that have delivered significant savings and flexibility, and holds the Certified Outsourcing Professional designation. His current focus is on increasing the pace of new innovations and extracting additional value from existing P&G solutions via strategic partnerships.

10:45 - 11:45 am



William P. Metz, COP
Consulting Section Manager,
Procter & Gamble



Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

• PROVIDER/ADVISOR PRACTICUM

HANDS-ON PRACTICUM #2: For Providers and Advisors Only

Chair: Julian Millstein, Senior Counselor, Morrison & Foerster LLP

In a tough economy, providers and advisors alike are scrambling for business and aggressively looking for ways to increase the value they bring to customers. Spend the morning with our team of experts and come away with new approaches for doing both.

Benefits Quantification and ROI

Benefits quantification is a critical element of the outsourcing business case, but it loses all relevance without the necessary customer collaboration. This fast paced, hands-on workshop will tackle the challenges of working with the customer to create assumptions and gain their agreement on the elements required to quantify benefits and perform investment analysis. Not only will you gain valuable insights into this process, but you'll take away a professional, easy to use investment analysis tool for future use.

Kyle Andrews and Bill Hall are co-founders of Pretium Partners, a sales training and consulting company serving sellers of technology solutions, services and outsourcing. Pretium is a charter member of IAOP and Bill Hall sits on its Member Services Committee.

A New Model of Deal Development

We have come a long way from the early days of outsourcing, when providers and customer advisors were adversarial, to today's practice, where providers usually prefer an "advised" customer to a novice customer who may never get the deal done. This panel will explore concrete ways for advisors and providers to work together to create value for their firms and their shared customers, by focusing on information sharing, process improvement, new deal structures, and operationalization of industry knowledge, tools and best practices.

Julian Millstein of Morrison & Foerster's Global Sourcing Group, and described by the current edition of Chambers Global as "one of the founders of the whole technology law area in New York", has long been actively promoting improvement in the working relationships between outsourcing providers and customer advisors."

Go Vertical, Young Man!

The role of horizontal outsourcing expertise is diminishing in the market as the process of outsourcing becomes increasingly understood by client organizations. Just as we advise clients and professionals to re-skill, horizontal experts should be expanding their resumes by including vertical market and business process expertise. This session will discuss ways for providers and advisors to expand skill sets and increase value in the market while maintaining current career direction and opportunities.

During his 20-year career, Dean Davison has developed deep experience in both the supply side and the demand side of the services economy. He has worked as an industry analyst, where he coached IT organizations through outsourcing evaluations and decision-making processes extending through implementation strategies. He has traveled globally as an advisor to IT organizations, speaking at numerous events and forums worldwide, and training CIOs on six continents.

MAIN SESSION EVENT WRAP-UP

Wednesday, February 17 | 11:45 am - 12:00 pm

Final Thoughts on The 2010 Outsourcing World Summit

Michael F. Corbett, Chairman, IAOP

Mike Corbett brings delegates together one last time to share their most important learnings from the past three days and to help define their personal action plans for the year to come.



WEDNESDAY, FEBRUARY 17

9:00 - 9:45 am

Bill Hall
Kyle J. Andrews
Founding Partners,
Pretium Partners, Inc.



9:45 - 10:30 am

Julian Millstein
Senior Counselor,
Morrison & Foerster LLP



10:45 - 11:45 am

Dean Davison, COP
Managing Partner,
Collabera



Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110



• EDUCATIONAL TRACK SESSIONS

THROUGHOUT THE THREE DAYS, TAKE ADVANTAGE
ORGANIZED BY THE TOPICS MOST IMPORTANT TO

TRACK ONE: NEW STRATEGIES FOR A NEW GLOBAL ECONOMY

Track Chair: Danny Ertel, COP, Owner, Principal and Partner, Vantage Partners, LLC

Learn about emerging approaches for using outsourcing to succeed in the new global economy. The most innovative studies and groundbreaking ideas from across the field and from around the world are showcased.



Monday, February 15 | 3:30 pm - 4:20 pm

For Better or Worse: Maturing of Relationship Management in the Industry

Danny Ertel, COP, Owner, Principal and Partner, Vantage Partners, LLC

In the current economic environment, everyone is feeling pressure to reduce costs. As a result of this pressure, more outsourcing relationships are being stressed to, and sometimes beyond, their breaking point. Fortunately, relationship management capabilities have matured a lot over the past number of years ... or have they? Five years ago, Vantage Partners initiated one of the most comprehensive studies of the value of relationship management in outsourcing. What did we learn? How has the profession progressed since then? Where is the baseline today? In this session, Vantage will share the results of the 2009 study, compare them to the prior results, and explain how the industry is changing and what you can do to ensure effective relationship management during good times as well as bad.

Danny Ertel is a founder and director of Vantage Partners and a leading authority on negotiation, relationship management and conflict management. He leads the outsourcing practice area at Vantage and focuses on helping buyers and providers alike improve the way they negotiate and manage complex outsourcing arrangements.

Monday, February 15 | 4:30 pm - 5:20 pm

Duke University – Key Findings and Trends from 2009 ORN Annual Customer and Provider Surveys

Arie J. Lewin, Professor, Duke University, Fuqua School of Business

Duke University will present findings, new trends and insights from the ORN 5th annual client side global survey and 2nd annual service provider survey. This presentation will explore trends, challenges and what to expect from the outsourcing community. In addition to the most recent findings from the 5th annual client survey, the survey findings will include an analysis of the emerging global services industry and the intensifying competition between countries and providers for market share, new service offerings and next growth industries for BPO, ITO and KPO outsourcing. The ORN project is unique for its parallel surveys of client and provider companies. The total database consists of over 2,000 client companies and over 500 providers worldwide.

Arie Lewin is the lead investigator for the international Offshoring Research Network (ORN) project, which is tracking firm strategies and experiences in outsourcing and offshoring worldwide.

Tuesday, February 16 | 1:50 pm - 2:40 pm

Outsourcing R&D and Product Development: Lessons Learned

Anurag Asthana, Manager, Global R&D Collaboration and Outsourcing, Covidien

Jeff Russell, Director of Research Operations, Duke University, Fuqua School of Business

Cliff Emmons, Director of R&D, Covidien Surgical Devices

Gunjan Bagla, Managing Director, Amritt Ventures

This session will focus on how outsourcing R&D differs from outsourcing IT or call center work, multi-faceted approaches for outsourcing product development functions (domestic and global) and market driven (emerging markets growth) vs. capacity or cost driven (western markets and local talent issues). Lessons learned will focus on mistakes and shortcomings on providers' and client's sides and corrective actions and results.

Anurag Asthana is currently focused on managing the process of outsourcing and offshoring of R&D and product development related activities and projects. He has taken the COP Master Class and is a member of IAOP. Jeff Russell is project director of ORN and Duke CIBER and sits on the IAOP European Advisory Board. Cliff Emmons leads the R&D organization's industrial design, rapid prototyping, and global R&D collaboration groups for the surgical devices global business unit. Gunjan Bagla has 25 years of global sourcing, outsourcing, engineering, and marketing experience, and is the author of the acclaimed title "Doing Business in 21st Century India: How to Profit Today from Tomorrow's Most Exciting Market."

Tuesday, February 16 | 3:10 pm - 3:50 pm

Bundled Outsourcing

Dr. Leslie P. Willcocks, Professor, London School of Economics and Political Science

The London School of Economics will be presenting the findings of a major new research study by Willcocks on the growing trend towards "bundled" or "multi-tower" outsourcing, and the new value framework that is emerging for measuring the business benefits of bundled solutions.

Dr. Leslie P. Willcocks is recognized as one of the world's leading experts on outsourcing. He is a professor of technology work and globalization and director of the newly established outsourcing unit at the London School of Economics and Political Science.



Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

"What I enjoy most about The Outsourcing Word Summit is the leading outsourcing trends that are presented in the breakout groups. While they might not be popular or commonplace in the market, they clearly are a view of things to come."

—Joseph J. Tinney, Jr., Executive Vice President, ARAMARK Business & Industry



OF A WIDE-RANGE OF EDUCATIONAL SESSIONS TODAY'S OUTSOURCING PROFESSIONAL.

Tuesday, February 16 | 4:00 pm - 4:50 pm **A**

Refocusing the Human Contribution – Automation in the Cloud Transforms IT Services Business Models

Richard Sykes, Sole Partner, Dr. Richard Sykes

The IT services industry faces major transformation of both business models and markets. Amazon and Google, pioneers in the bulk manufacture and delivery of high volume, standardized software-enabled services in business to consumer markets, are now re-writing business to business services business models "in the Cloud." IT services are marked by high people intensity and direct supplier/client engagement. Automated infrastructural and back office services underwrite technology-intensive business models, including in the processes of client engagement. This enables an improved focus of vendors and their enterprise clients on how to best value-add, raising the effectiveness of the outsourcing process.

A strategic advisor in the transformation of business services of technology and business process sourcing, outsourcing and offshoring, Richard Sykes chaired outsourcing consultancy Morgan Chambers (now Equaterra) and now serves on the board of Intellect (UK IT, telecom and electronics industries association) and is a member of the IAOP European Advisory Board.



TRACK TWO: CUSTOMER EXPERIENCES: PREPARING FOR THE NEW NORMAL

Track Chair: Faisal Yousuf, Principal, Booz & Company

This track showcases actual customer experiences and demonstrates best practices in implementing all the forms of outsourcing. Sessions in this track dig deep into specific customer implementations within various industries and functions, as well as in an ever-expanding number of locations around the globe.

Monday, February 15 | 3:30 pm - 4:20 pm **C**

Putting Power into Outsourcing Contracts: Understanding their Potential to Mitigate Risks

Gregg I. Goldman, Executive Director, UBS

Goldman's team is responsible for providing legal support to UBS's IT and offshoring groups, including approving all outsourcing initiatives to UBS's captive in Poland and negotiating third-party outsourcing agreements. This session uses those experiences to explore strategies to maximize the benefits of outsourcing from the perspective of the customer, while managing the inherent risks.

Gregg is an executive director and global head of legal for group technology infrastructure services and group offshoring at UBS AG.

Monday, February 15 | 4:30 pm - 5:20 pm **C**

HBI Around the World: Outsourcing Challenges in Managing a Global Real Estate Portfolio

Kevin Dollhopf, Vice President of Global Real Estate, Hanesbrands, Inc.

J Glasgow, Principal, Colliers

This session explains how Hanesbrands Inc., one of the largest apparel companies in the world, tasked Kevin Dollhopf with developing a centralized corporate real estate group to manage the company's more than 28 million square foot global real estate portfolio and the challenges of outsourcing. The focus is on the HBI/Colliers partnership and finding the right "partner" in remote locations such as Southeast Asia, China, Latin America, India and other global locations. Challenges: differences in business models and cultures, market transparency and data, transaction structure and governmental issues.

Dollhopf is joined by J Glasgow, senior vice president and principal with Colliers Corporate Solutions. Glasgow oversees account management and advisory services for the firm's corporate clients.

Tuesday, February 16 | 11:20 am - 12:10 pm **E**

The Seven Mistakes of First-Time Offshoring (and How to Avoid Them!)

David Caldwell, Director of IT Effectiveness, Compassion International

Mark Hendrickson, IT Multi-Sourcing Consultant, Compassion International

The goal of this session is to help attendees understand different issues and components of a multi-sourcing strategy that includes offshore and nearshore engagements. In addition, the session will cover key organizational issues and challenges that must be addressed in areas such as corporate readiness, process maturity, risk and security, technical architecture, and stakeholder management as you look to execute a first time offshore project. It will also provide advice and pointers to resources for further research and exploration prior to pursuing an offshore partner.

David Caldwell is an executive-level professional with 20 plus years' experience in delivering cost-effective, high-performance business and information technology operations. Mark Hendrickson has represented customers ranging from Fortune 500 financial services firms to a startup company in outsourcing information technology, human resources, and accounting deals with domestic providers as well as providers in China and Ukraine.



Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

KEY: **E** Everyone **C** Case Study **A** Advanced



• EDUCATIONAL TRACK SESSIONS



Tuesday, February 16 | 1:50 pm - 2:40 pm **E**

Practical Lessons on Onshore Transitions – Bringing Work Back In-House

Eleanor M. Gates, COP, Director of Business Process Management, Liberty Mutual Insurance

Kurt Kohorst, COP, Vice President, Liberty Mutual Insurance

As organizations change, so do their strategies. Most outsourcing professionals are familiar with the steps required to set up and transition work to an outsourced environment. However, when a contract expires or your organization's strategy changes, how you do safely bring work back onshore and in-house? In this session, we will discuss a practical approach to rapidly developing an onshore transition methodology to safely bring work back. Kurt Kohorst and Eleanor Gates have firsthand experience transitioning an offshore program back in-house and they will share their approach and lessons they have learned along the way.

Kohorst brings more than a decade of property and casualty insurance experience to his leadership role at Liberty Mutual Insurance. He has experience across the full outsourcing lifecycle — from identifying opportunities to service management. He is an active member of the IAOP and has earned the COP designation.



Tuesday, February 16 | 3:10 pm - 3:50 pm **C**

Using Outsourcing in a Challenged Economy to Transform Workplaces and Optimize Real Estate Portfolios

Daniel P. Boutross, Senior Vice President, Corporate Workplace, Bank of America

Ben Chirgwin, Managing Director, Consulting, CB Richard Ellis

The need for space, and how it is used by corporations has changed significantly. Although the economic downturn is being blamed for much of the reduced need, alternative workplace practices are further reducing. These transformational changes are being experienced by corporations like Bank of America, where the combination of their My Work® program and business improvement efforts will reduce their need for space over the next five years by approximately 20 million square feet. With the support of its outsourced real estate partners, Bank of America was able to forecast future real estate needs for each of its major markets, and then analyze how best to optimize its workforce and portfolio across business, financial and real estate performance measures. These efforts resulted in regional programs that will help attract top talent, reduce turnover and reduce annual real estate costs by more than \$350 million over the next five years.

Daniel Boutross is the corporate workplace planning executive at Bank of America. He has responsibility for end-to-end long-term planning including, enterprise and market planning, advanced analytics and My Work. Benjamin Chirgwin, managing director with CB Richard Ellis, leads a team of strategic consultants that are dedicated to the Bank of America account.



TRACK THREE: PROVIDER EXPERIENCES: MEETING THE VALUE CHALLENGE

Track Chairs: Bill Hall & Kyle J. Andrews, Founding Partners, Pretium Partners, Inc.

This track focuses on experiences, issues and solutions of special interest to outsourcing professionals involved in providing outsourcing solutions to clients. Sessions in this track explore the challenges service providers face in building and delivering services in this highly competitive industry.



Monday, February 15 | 3:30 pm - 4:20 pm **A**

Growing Outsourcing Revenues: Sales Readiness Essentials

Daniel Hudson, President, 3forward

This session highlights the challenges facing outsourcing sales organizations and includes actionable strategies and recommendations for overcoming these forces. Topics include: key elements of a sales readiness plan; examples of sales readiness best practices; the five most important measurements to tracking sales success; and old rules and new tools: what still applies in the 2.0 world and how to make it work. It includes many real examples and case studies from large and emerging outsourcers around the world, and also provides important takeaway content and templates for sales leaders to apply immediately in their own organizations.

3forward President Dan Hudson brings more than 25 years' executive sales leadership in outsourcing and managed services. Hudson has led national sales teams for many leading companies and been responsible for developing and negotiating multimillion dollar agreements with many Fortune 500, OEMs, outsourcers and other global companies.



Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

"I was impressed by the collaborative tenor of the conference and the willingness of so many to engage in the challenges of others in the industry." —Brian Murphy, Director, Time Warner



Tuesday, February 16 | 11:20 am - 12:10 pm **A**

Why Have Outsourcers Become Public Enemy Number One vs. a Valued Business Partner, and, How Do We Change this Scenario?

Joseph J. Jacoboni, President & CEO, Contact Centers of America, LLC

Joseph Jacoboni will discuss the challenges the industry faces to deliver ROI to the client while also delivering best in class customer satisfaction. CCA is a leading outsourcer that promotes extreme customer satisfaction 2.0 by providing enthusiastic and knowledgeable customer representatives, leading edge (SaaS/cloud) technology and industry best operations practices. In his presentation, Jacoboni will share a number of examples from his 20 plus years in the contact center industry and his driving passion to improve the industry's role as the leading customer touchpoint.

Joe Jacoboni founded Contact Centers of America in 2007 to address the critical shortcomings he observed in the contact center industry, an area in which he is a pioneer. Recognizing the failures of offshoring and growing customer dissatisfaction with outsourcing, he founded CCA to bring jobs back to America.

Tuesday, February 16 | 1:50 pm - 2:40 pm **E**

Operational Excellence: The New Force Driving High Performance Through Outsourcing

Jeff D. Osborne, COO, Accenture

This session will look at how to drive outsourcing performance improvements through a disciplined approach of operational and process excellence, an approach that has been shown to improve both the quality and efficiency of service delivery.

Jeff Osborne, chief operating officer BPO, oversees the global operations of Accenture's BPO organization, which provides cross-industry, industry-specific and custom BPO services. He also manages service delivery operations — the delivery engine that provides clients with efficiencies of scale, specialization of skills and optimized services across Accenture's BPO delivery centers.

Tuesday, February 16 | 3:10 pm - 3:50 pm **A**

How to Make Client Relationships Stand the Test of Time

Joe Hogan, COP, Managing Director, Alsbridge, Inc.

Join Joe Hogan as he shares best practices to ensure your client relationships stand the test of time and continue to provide the value promised at contract signing. It takes two to make a relationship work. It takes objectivity and candor to grow a relationship over time, and it takes process, tools and methodology to keep the relationship on track. This session will share the real experiences of relationship management from the provider view and examine the use of best practice tool sets to achieve long-term lasting relationships.

Joe Hogan is a seasoned outsourcing professional with 35 years of experience. This experience includes both public and private sector client experience with the Army Air Force Exchange Service and Federated Department Stores, as well as achieving excellence in key executive leadership roles with EDS, Accenture and HP.



TRACK FOUR: THE MANAGEMENT PROFESSION OF OUTSOURCING: BECOMING A STRATEGIC BUSINESS PARTNER

Track Chair: Jagdish R. Dalal, COP, Managing Director of Thought Leadership, IAOP

As a profession, outsourcing is today the chosen career path for thousands of individuals all around the world. This track explores issues of specific interest to these professionals in building and advancing their careers and increasing their value to their organizations.

Monday, February 15 | 4:30 pm - 5:20 pm **A**

The Outsourcing Journey

Graham S. Pascoe, COP, Partner, PricewaterhouseCoopers

Based on PwC's outsource lifecycle, we have used rich pictures to guide the audience through the journey from strategy to exit. This proves to be an engaging and thought provoking presentation highlighting the benefits and the potential risks and pitfalls to be addressed along the way.

Graham Pascoe is a partner in PricewaterhouseCoopers (PwC) who specializes in operational improvement around large change programs and has deep expertise in the areas of outsourcing, off-shoring and shared services.



Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

KEY: **E** Everyone **C** Case Study **A** Advanced

• EDUCATIONAL TRACK SESSIONS



Tuesday, February 16 | 11:20 am - 12:10 pm **C**

Managing Complexities in Multi-Shoring Business Critical Process: A Case Study on Ryder Systems

Mary Henson, Program Management Office, Ryder Systems Inc.

Bryce Hayes, VP Sales & Client Services, Hinduja Global Solutions Inc.

This session focuses on customer retention; internal and external customer perception; the importance of partnering with your supplier; developing a team that understands both sides of the business; and supplier employee retention and its effect on a buyer's business.

Mary Henson has 20 plus years' experience in operations and project management with an emphasis on supplier and buyer relationships. Bryce C. Hayes has been involved with contact center and back office work for nearly 20 years.

Tuesday, February 16 | 1:50 pm - 2:40 pm **E**

The Outsourcing Professional

Jagdish R. Dalal, COP, Managing Director of Thought Leadership, IAOP

New issues related to globalization and the economy call into practice what we have learned from the industry's three decades of experience — from being able to communicate the value of outsourcing internally and externally, to structuring agreements that will work for the company during crisis and recovery, to setting up proven governance models. Outsourcing can only be a success if all practitioners — customers, providers and advisors — work together and are bound by common standards, ethics and good practices.

Jag Dalal is one of the best known and most highly respected thought-leaders in the field. He has worked as an outsourcing customer at corporations including Xerox and Carrier Corporation; as one of the founding partners of the business process outsourcing practice at PricewaterhouseCoopers; and most recently in his own firm, JDalal Associates.

Tuesday, February 16 | 4:00 pm - 4:50 pm **E**

Developing and Transforming an Outsourcing Industry

Rob Cayzer, Director, MDeC Malaysia

Rob Cayzer shares how development, management and coordination of a combination of complex global and local factors work together to ensure a fast growing yet sustainable high technology sector, while moving the Malaysian industry up the outsourcing value chain. Market makers, industry players and outsourcing professionals will obtain useful insights into long-term strategic technology and economic planning as well as tactical measures used for growth, competitiveness and innovation. Key stakeholders can take advantage of this knowledge and create a win-win situation.

Rob Cayzer is chartered to help MSC Malaysia companies capture market share and attract investments and high-technology ventures. He is founder of the MSC Shared Services and Outsourcing initiative, and subsequently steered Malaysia as a leading global hub. Rob has over 23 years of experience in the ICT and outsourcing industry.

TRACK FIVE: THE MANAGEMENT SCIENCE OF OUTSOURCING: PROVING RESULTS

Track Chair: Matt Shocklee, COP, President, Global Sourcing Optimization Services

As a new management science, outsourcing has several sub-disciplines that form the basis for its successful application to business. Sessions in this track look at these disciplines, tools and processes. This track asks and answers the question, "If I could change the world of outsourcing, what would I do?"



Monday, February 15 | 3:30 pm - 4:20 pm **C**

The Perfect Storm: The Gap's Experiences with Application Outsourcing

John Labella, Vice President of Application Development at Gap Inc.

Dinesh Bajaj, Associate Vice President and Head of the Retail Practice, North America, Infosys

John Labella covers the tumultuous journey that Gap Inc. IT underwent recently — and how the function emerged leaner, stronger and more effective. In mid 2007, Gap Inc. IT was reeling under vendor and contractor proliferation, with adverse impacts on performance, accountability and costs. It undertook an organization-wide effort to consolidate application support into a centralized function, rationalizing the existing supplier base to one partner and finalizing the transition prior to the peak season for retail. Additionally, there was a clear emphasis on greatly improving operational and cost efficiencies.

John Labella is vice president of application management for Gap Inc. located in San Francisco, California. Labella has spent the past six years managing various outsourcing initiatives and has developed the unique skills to leverage offshore suppliers. Dinesh Bajaj, associate vice president at Infosys Technologies Ltd., is responsible for running the retail practice in North America with responsibility for the Go-To-Market strategy, client relationships and engagements..



Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

"What I enjoy most about The Outsourcing World Summit is the opportunity to interact with other outsourcing leaders to share experiences and ideas. The education and connections are invaluable."
—Christopher A. Long, Executive Vice President and General Manager, LifeMasters



Monday, February 15 | 4:30 pm - 5:20 pm **E**

Optimizing Outsourcing Value from Existing Relationships – Insights & Learnings from the IAOP Value Health Check Survey

Matt Shocklee, COP, President, Global Sourcing Optimization Services

IAOP's Value Health Check Survey (VHCS) is an exciting new diagnostic tool designed to help outsourcing customers and service providers obtain a snapshot of the overall health of an existing outsourcing relationship. The results from the Value Health Check Survey will provide critical insights into the key drivers and dominant trends influencing the realization of business value from outsourcing. VHCS users will be able to gain insight on how their contract/relationship is performing relative to their peer group(s), as well. In this session, Shocklee will share exciting insights and findings gathered from use of this tool.

Matt Shocklee has over 25 years of experience in the field of outsourcing working with providers and advisors such as IBM, CSC, PWC, Capgemini and others. He's the US ambassador to IAOP, a COP and chapter chair of IAOP's Tools & Technology Innovation Chapter.

Tuesday, February 16 | 11:20 am - 12:10 pm **E**

Next Generation Resource Management – (or Getting the Right Person in the Right Place at the Right Time)

Randy Mysliviec, CEO, RTM Consulting

Outsourcing providers are challenged with how to keep human capital productively utilized, particularly where that labor should be billable to a client. Outsourcing consumers want to do business with efficient providers that will, in turn, provide more cost effective pricing. Offshoring, nearshoring, globalization, price pressures, increasing competition and other dynamics of a rapidly changing economy have changed the way we must manage labor. Whether you are a buyer or seller of outsourcing services, this presentation will describe innovative methods, processes and tools designed to achieve getting the right person in the right place at the right time.

Randy Mysliviec, CEO of RTM Consulting, is acknowledged by industry sources as an expert in global resource management, and innovator of the Just-in-Time Resourcing solution. With more than 30 years' experience leading human capital intensive organizations, Mysliviec helps multi-national companies with the complex challenges of optimizing deployment of human capital.

Tuesday, February 16 | 3:10 pm - 3:50 pm **C**

IBM Client Case Study IBM and a leading client

IBM and one of its leading customers will discuss the latest thinking on addressing today's unprecedented economic challenges.

Tuesday, February 16 | 4:00 pm - 4:50 pm **C**

A Case Study: Lean Philosophy Introduced to Outsourcing Model at GE Zachary Misko, Global Director, Kelly OCG

Six Sigma was all the rage over the last few years, and now LEAN has become the new buzzword in quality and process efficiency. LEAN is a broad catchphrase describing a holistic and sustainable approach of using less of everything to give you more. Learn how General Electric (GE) and Kelly Outsourcing & Consulting Group (KellyOCG) partnered to introduce LEAN into the recruitment process, reduced costs by 50 percent and cut over 30 steps out of the process. The session covers basic LEAN principles; examples of introducing and sustaining LEAN; how being LEAN can improve process; strategies for implementing LEAN; benefits of LEAN; and sustaining a LEAN environment.

As the global RPO director, Zachary Misko works with Fortune 500 clients throughout the world to develop and implement processes that improve and drive the hiring process, recruitment, on-boarding, retention and selection functions within a company. He also works to provide Kelly OCG-RPO and its employees with leadership and support as they continue to grow.



Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

KEY: **E** Everyone **C** Case Study **A** Advanced



• EDUCATIONAL TRACK SESSIONS

TRACK SIX: SOCIALLY RESPONSIBLE OUTSOURCING: DOING WELL BY DOING GOOD

Track Chair: Scott Phillips, Senior Manager, Accenture

There is no denying that as powerful a management tool as outsourcing is, its brand image is decidedly negative. In spite of the value outsourcing creates every day, it is equated in the public and even many employees', managers' and shareholders' minds with job loss, poor quality and lax security. Outsourcing professionals can help overcome this by arming themselves and others with the facts, sharing a vision of enhanced excellence and quality through outsourcing and by making socially responsible outsourcing a priority.



Monday, February 15 | 3:30 pm - 4:20 pm 

Next Generation Socially Responsible Outsourcing

Dr. Ganesh Natarajan, Chairman, CII National Committee on IT, ITes & eCommerce & Global CEO, Zensar Technologies Ltd.

As the world shakes off the effects of the recession and companies focus on increased competitiveness in the post-recession environment, it is important for all policy planners in key outsourcing destinations like the Philippines, Malaysia, Vietnam, China and India to develop new strategies that build on the success to date and further leverage outsourcing as a powerful tool for business and social change.

Dr. Ganesh Natarajan, is one of the most successful professionals in the Indian information technology industry and chairman, CII National Committee on IT, ITes & eCommerce & global CEO, Zensar Technologies Ltd.

Tuesday, February 16 | 11:20 am - 12:10 pm 

Vendors Beware: Buyers Expect Increasing Social and Environmental Responsibility from Outsourcing Providers

Bill Hefley, COP, Associate Teaching Professor, Carnegie Mellon University

Ron Babin, Associate Director & Assistant Professor, Ted Rogers School of IT Management, Ryerson University

This session will reveal findings from a 2009 survey of IAOP members and affiliates regarding the impact of social and environmental responsibility on global outsourcing. The presenters will examine key trends and will interpret the impacts for both buyers and providers of outsourcing services. In particular, the research will focus on gaps between buyer expectations and vendor capabilities.

Dr. Bill Hefley is the founding director of Carnegie Mellon's IT Service Management graduate program, where he teaches sourcing management. Ron Babin is a professor in IT management at Ryerson University in Toronto. He is also a doctoral candidate at the University of Manchester Business School, where his research examines the impact of CSR on global IT outsourcing.

Tuesday, February 16 | 3:10 pm - 3:50 pm 

From Vicious Spiral to Virtuous Cycle: How Outsourcing Could be the Answer to Rural America's Brain Drain

Monty P. Hamilton, CEO, Rural Sourcing, Inc.

How do we cope with the brain drain from rural America? Could domestic outsourcing be the white knight that rides into places like Mount Pleasant, Iowa or Statesboro, Georgia to save the day? Two unlikely companions, the Internet and the recession, have jump-started a revival of job growth in small town America. Over \$7 billion of TARP money is targeted for broadband access to these areas. So instead of trying to attract manufacturing jobs, forward thinking government entities and companies are leveraging the Internet and the quality of life offered in rural America to create jobs for a new post-recession economy.

Monty Hamilton began his career with Accenture in 1988. Subsequently, with former Accenture colleagues, he built Clarkston Consulting into an international firm with US and European offices. As CEO of Rural Sourcing, Inc. he is responsible for the strategy and execution to expand to 30 new high-tech hubs across the US.

"What I enjoy most about The Outsourcing World Summit are the conversations between the experts and the operators. The operators have a chance to learn from the top experts in the field of outsourcing regarding business models and industry trends."

—Christopher Johnson, Senior Manager, HR Operations, Best Buy



TRACK SEVEN (JUST ADDED!): OUTSOURCING'S NEXT FRONTIER: CLOUD COMPUTING

Track Chair: Arijit Sengupta, CEO, BeyondCore, Inc.

Cloud computing, or delivered hosted and scalable services over the Internet, is revolutionizing the way that outsourced services are sold, purchased and delivered. Sessions in this new track explore examples of how cloud computing is changing the outsourcing landscape and helping both clients and providers further optimize their outsourcing relationships.

Monday, February 15 | 4:30 pm - 5:20 pm **C**

The BPO Service Value Chain in a Cloud Context

Elliott Ichimura, Industry Market Development Manager, Microsoft

Arijit Sengupta, CEO, BeyondCore, Inc.

Ritesh Idnani, Head of BPO's Global Sales and Marketing, Infosys

The advent of cloud computing is opening up new ways to enable outsourced services and transforming the total cost of outsourcing equation. Cloud computing also offers a new twist on persistent questions like "where" data reside at any given time and what implications that has for regulatory compliance and service agreements. In this session, panelists from different perspectives in the BPO service value chain outline opportunities and challenges posed by cloud computing as a delivery vehicle. Microsoft will briefly discuss cloud computing capabilities, observed areas of exploration by provider, advisor and buyer communities, and implications for Microsoft's own sourcing practices. Infosys BPO will drill deeper into practical implications for provider operations as well as buyer service expectations, highlighting tradeoffs to consider when an organization seeks to capitalize on cloud-based computing. BeyondCore will then discuss how third-party value-added services can leverage the open platform provided by cloud computing to transform the total cost of outsourcing for customers and the operations cost for providers.

Arijit Sengupta is the CEO of BeyondCore, Inc. and the co-chair of IAOP's Outsourcing Tools and Technology Innovation Chapter. Ritesh Idnani, who heads BPO global sales and marketing at Infosys, has more than 10 years of experience in assisting global corporations choose processes to outsource, implement governance models and enhance performance of their outsourcing relationships. Elliott Ichimura develops industry solutions for Microsoft that help system integration, data, and managed services organizations build thought leadership, shape client experiences, improve service delivery and drive practice performance.

Tuesday, February 16 | 1:50 pm - 2:40 pm **C**

Cloud Computing for Service Excellence

Sanjiv Dalal, Chief Technology Officer, Firstsource

Technology is the essential platform that enables firms like Firstsource to deliver business process outsourcing (BPO) services to its customers. The progressive use of technology contributes to improved operations, lower costs and enhanced service delivery for clients. Firstsource CTO Sanjiv Dalal discusses the company's approach to technology as a service enabler, including its use of cloud computing, virtualization, global data management and information security, which have helped it achieve its service excellence goals.

Sanjiv Dalal is recognized as a technology pioneer and an early adopter of new technologies in the BPO industry, earning him a spot as one of CIO magazine's top 100 CIOs in 2009. Prior to joining Firstsource, Dalal was the founder & CTO of Customer Asset, one of the early BPO companies in India. Sanjiv has a graduate degree from the Indian Institute of Technology (IIT), Mumbai.



Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

KEY: **E** Everyone **C** Case Study **A** Advanced



• WORKSHOPS

IAOP

MEMBERSHIP

CHAPTER NETWORK

Through its active and expansive chapter network, thousands of IAOP members share their expertise and find knowledge on best practices for specific industry segments, topics and geographic areas. Chapters are chaired by IAOP corporate members and organized by geography, industry and special topic.

Attend IAOP's Showcase Lunch!

Featuring the Global Chapter Network. IAOP's chapter chairs in attendance will include:

Australia
Beijing
Canada (Toronto)
Central America
Chicago
Dallas
Dubai
Eastern Europe
France
Greater Cincinnati
Hong Kong
India (Delhi)
Italy
London
Malaysia
Midwest
New England
New York
Nordic
North Africa
Pacific Northwest
Philippines
San Francisco
Shanghai
Singapore-SiTF Best Sourcing
Contracting Process
Data Security
Engineering
Global Human Capital
Global Technology Industry
Governance
Healthcare Business Office
Legal & Compliance
Legal Outsourcing
Outsourcing Tools & Technology
Innovation
Sales & Marketing
Voice of the Customer

Interested in chairing a chapter? Email memberservices@outsourcingprofessional.org

COP WORKSHOPS and Special Training (Pre- and Post-Conference)

Register early! Limited space sessions available on a first-come, first-served basis

The Certified Outsourcing Professional (COP) program, developed by IAOP and the Outsourcing Standards Board (OSB), is the first program of its kind for the outsourcing industry. Supporting outsourcing professionals, the COP program provides the education needed for outsourcing success, as well as credentialing for individual and organizational differentiation.

The core of the COP program is the COP designation. This designation is awarded to individuals working as outsourcing customers, providers and advisors who have demonstrated the skills and capabilities required to design, implement and manage outsourcing programs with a high probability of achieving the organization's intended outcomes.

IAOP is pleased to offer three workshops at The 2010 Outsourcing World Summit in support of the COP program and the industry's ongoing effort to improve outsourcing outcomes by raising the bar for the professionals in the field.

Sunday, February 14, 4:30 pm - 6:30 pm

Introduction to IAOP's certification program

#1. Certified Outsourcing Professional (COP) Prep Class

The COP designation distinguishes individuals as leaders in the field of outsourcing. It helps foster an environment where all parties have a common and shared professional expertise and commitment. This class takes you through the requirements for earning the industry's only professional designation. It covers the Code of Ethics and Business Practices for Outsourcing Professionals and the Outsourcing Professional Standards. Topics include:

- A step-by-step guide to successfully completing the application process
- An in-depth review of the evaluation criteria and procedures
- An introduction to the Certified Outsourcing Professional (COP) Master Class
- A self-evaluation checklist for building your personal roadmap to certification

Fee: \$250 IAOP Members/\$350 Non-Members

Wednesday, February 17, 1:30 pm - 3:30 pm

Special invitation for COPs to network and learn!

#2. COP Advanced Intensive (For COPs)

This complimentary in-depth annual update is exclusively for individuals attending The 2010 Outsourcing World Summit who have already earned their COP designation. Join this elite group and discuss the field's most challenging and critical issues, build your top-notch professional network, earn the points you need to maintain your certification in full, and, best of all, hear how this coveted certification is already leading to greater opportunities and outcomes for outsourcing professionals and firms.

Recertification Points Earned: 5

Fee: Complimentary (COPs attending the Summit only – watch for your special invitation!)

Wednesday, February 17, 1:30 pm - 5:30 pm

New for providers and clients — improving and assessing an organization's sourcing capabilities.

3. eSCM Organization Best Practices

Faculty: Jeff Perdue, COP and Bill Hefley, COP, ITSq, LLC

One requirement of the Outsourcing Professional Body of Knowledge (OPBOK) is the "ability to assess and enhance over time an organization's outsourcing process maturity." This workshop will provide an overview of two eSourcing Capability Models and the associated appraisal methods, that can be used to meet this requirement. ITSq, LLC, the spin-off from Carnegie Mellon University created to promote best practice models for the global IT-enabled services industry, aims to extend the impact of the eSourcing Capability Models (eSCM-SP for service providers and eSCM-CL for client organizations). ITSq, LLC, provides support by training professionals about the Models, the eSCM-based methods for determining organizational capabilities, and related professional education programs with strategic partners, including IAOP.

COP Designation Points Earned: 8 COP Recertification Points Earned: 3

Fee: \$400 IAOP Members and Non-Members

For more information on the COP program and the eSCM workshop please contact Pam O'Dell, director, professional development, IAOP, at pam.odell@outsourcingprofessional.org or +1.845.452.0600 ext. 121.

Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

• NETWORKING & SOCIAL EVENTS

NETWORKING AND SOCIAL EVENTS

SUNDAY, FEBRUARY 14

Summit Golf Outing

Join fellow delegates for an enjoyable afternoon round on Osprey Ridge Golf Course. Additional fees apply.

Early Registration Champagne Welcome

Stop by the registration desk to pick up your Summit Guide and help us toast to another successful Summit!



MONDAY, FEBRUARY 15

Customer-Only Speed Networking Session

Join fellow customers for a morning of networking and experience sharing. This event will help you meet others early in the week so you can make stronger connections with colleagues working in the outsourcing space.

Provider/Advisor-Only Speed Networking Session *Added by popular demand!*
IAOP understands how important it is for providers and advisors to share knowledge and ideas on how to enhance their current services and be better partners.

IAOP Showcase Lunch

Featuring its Global Chapter Network. Have lunch on IAOP and meet IAOP's chapter chairs.

Opening of the Summit's Global Services Mall

Hosted by Accenture



TUESDAY, FEBRUARY 16

Networking Breakfast

Continue the previous evenings' meetings with breakfast in the Global Services Mall.

Awards Luncheon

Join IAOP in honoring the 2010 inductees into The Outsourcing Hall of Fame, along with IAOP's Members of the Year.

Cocktail Reception

Network with fellow delegates in the Global Services Mall. Hosted by HOV



Networking Event

Dessert and Cordials Party at Epcot — *IllumiNations: Reflections of Earth*

WEDNESDAY, FEBRUARY 17

Continental Breakfast

Get the final day off to a great start with coffee and conversation.

Customer-Only Speed Networking (Part II)

Join fellow customers for more networking and experience sharing toward the end of the event. This newly added session will allow you to share ideas and lessons learned from the event and forge relationships that will be important beyond the Summit.

Networking Luncheon

Network, exchange ideas, recap what you've learned with fellow delegates or just relax at the Summit's closing luncheon.



IAOP MEMBERSHIP LEVELS

Professional Membership gives individuals access to their peers and the latest outsourcing information — 24 hours a day, all around the world. Member discounts make participation in all of IAOP's programs and services more affordable.

Customer Corporate Membership makes companies better buyers of outsourcing services. It provides access to exclusive member-only services, participation in the association's research agenda and company wide support for its outsourcing program and professionals.

Provider/Advisor Corporate Membership allows companies to showcase their commitment and capabilities to IAOP's global network of influencers and buyers. In an industry that demands continuous learning and exceptional reputations for excellence, IAOP membership positions your company as a leader.

Special Offerings from IAOP



IAOP has entered a joint venture to launch **Globalization Today**, the official trade journal for the association's 100,000 members and affiliates worldwide. Premiering in January 2010, Globalization Today is pioneering in both its editorial focus and cutting-edge approach to media. It is the first publication to launch in seven distinct formats, including print, video/multi-media, iPhone and audio podcast.



Operator Evaluator is designed to assist the buyers and providers of outsourcing — the backbone of the outsourcing industry — to systematically enhance the quality of their work. It is the industry's first standard aptitude test for measuring the capability of data entry oriented tasks. This program will be expanded to other outsourcing tasks and business functions.



IAOP's **Value Health Check Survey (VHCS)** is an exciting new diagnostic tool designed to assist outsourcing customers and service providers in rapidly identifying opportunities to enhance the business value obtained from their outsourcing contracts/relationships. By using VHCS, IAOP members and non-members can quickly determine stakeholder satisfaction against an industry-standard metric for value creation through outsourcing.



BestOutsourcingJobs.com is an expanded recruitment/job posting service that is expected rapidly to become the leading global source for outsourcing jobs and talent.

Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

• SPONSORS, EXHIBITORS AND PARTNERS

EDUCATIONAL SPONSORS:

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments.

Booz & Co. has been at the forefront of strategy and technology consulting for more than 90 years. Providing a broad range of services in strategy, operations, organization and change, information technology, systems engineering, and program management, Booz Allen is committed to delivering results that endure. Headquartered in McLean, Virginia, Booz Allen has 3,000 + employees and generates annual revenue of approximately \$1+ billion.

CB Richard Ellis is the global leader in real estate services. Each year, it completes thousands of successful assignments — with clients from the gamut of industries. This volume creates market knowledge that allows CBRE to seize opportunities, speed the business process and create the most thorough, precisely accurate picture of global commercial real estate conditions and trends. Every day, in markets around the globe, CB Richard Ellis applies its insight, experience, intelligence and resources to help clients make informed real estate decisions.

Colliers is one of the leading commercial real estate organizations in the world. As a global affiliation of independently-owned real estate services firms with 9,327 employees in 241 offices in 54 countries, Colliers is able to provide expert local real estate advice wherever their clients need them.

Hinduja Global Solutions Ltd. (HGSL), part of the multibillion dollar conglomerate - Hinduja Group, excels in providing outsourcing solutions that include back office processing, contact center and customized IT services to its global clientele comprising of several Fortune 500 companies. The company has over 14,500 employees with offices in North America, Europe and 23 global delivery centers spread across India, the US, Canada, Mauritius and the Philippines.

accenture
High performance. Delivered.

booz&co.

CBRE
CB RICHARD ELLIS

COLLIERS
INTERNATIONAL

HINDUJA
Global Solutions

RECEPTIONS:

accenture
High performance. Delivered.

HOVServices
Exceed Expectations

EXHIBITORS:

accenture
High performance. Delivered.

CANADA
ATLANTIC ATLANTIQUE

A C S

beyond CORE

BLEUM
CHINA'S ODC EXPERTS

Capgemini
CONSULTING. TECHNOLOGY. OUTSOURCING

Expense Management Solutions, Inc.

enlighta
Global Services Governance

LOEB & LOEB LLP
1909-2009: A century of adding value.

HCL

Hexaware TECHNOLOGIES
YOUR SUCCESS IS OUR FOCUS

HINDUJA
Global Solutions

Infosys
POWERED BY INTELLECT
DRIVEN BY VALUES

INSIGMA
intetics
Where Software Concepts Come Alive

North Dakota
DEPARTMENT OF COMMERCE

océ
Océ Business Services

SITEL **SPI** **vantage partners**

VERTE+
BUSINESS SERVICES

WNS
Extending Your Enterprise

Xceed

Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110

Service providers and advisors gain a proven, unparalleled opportunity to influence the thinking and decision-making of client executives worldwide by playing a role at this high-level, executive conference. IAOP is pleased to announce the following corporate sponsors of The 2010 Outsourcing World Summit.



"It's a great forum for taking your game to the next level." —John Maher, CBRE

IBM – Companies today are challenged to keep pace with global markets, advancing technologies and the perpetual need for operational improvement. IBM's Managed Business Process and Strategic Outsourcing services enable companies to leverage IBM's resources, process innovations and capabilities delivered through a world-class global delivery network that is unmatched in the industry. Partnering with IBM frees clients to focus their investments and resources on growing their business, without sacrificing process optimization or innovation.

Infosys defines, designs and delivers technology-enabled business solutions that help Global 2000 companies win in a flat world. Infosys also provides a complete range of services by leveraging our domain and business expertise and strategic alliances with leading technology providers.

Infosys' offerings span business and technology consulting, application services, systems integration, product engineering, custom software development, maintenance, re-engineering, independent testing and validation services, IT infrastructure services and business process outsourcing.

Kirkland & Ellis LLP – Outsourcing has fast become a strategic tool and preferred business model that has a powerful impact on a company's growth and financial stability. Kirkland lawyers have experience in IT outsourcing matters that predates the use of the term "outsourcing" (i.e., facilities management), handling some of the largest, most comprehensive outsourcing transactions in history. Kirkland's experience covers not only IT outsourcing but also business process outsourcing. Kirkland lawyers have represented both service providers and customers in manufacturing, service, financial and other businesses that seek to outsource critical functions.

PwC Advisory provides business advice to help companies translate strategy into action. PwC's industry-focused professionals have skills in key areas that drive business performance — risk management, finance, operations, compliance, technology, change management, internal audit and investigations.



Infosys®

POWERED BY INTELLECT
DRIVEN BY VALUES

KIRKLAND & ELLIS LLP

PRICEWATERHOUSECOOPERS 

BREAKFAST:



AUDIENCE VOTING SYSTEM:

accenture
High performance. Delivered.

LANYARDS:



PENS:



NOTEPADS:



MEDIA ALLIANCE SPONSORS:

ACADEMIC ALLIANCE PARTNERS:

FORTUNE®
CUSTOM PROJECTS

GlobalizationToday
MAGAZINE



outsource
THE UK'S LEADING AUTHORITY ON OUTSOURCING AND OFFSHORING



IREO THE INSTITUTE FOR RESEARCH
EDUCATION IN OUTSOURCING



ITSQC

Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext.110



2600 South Road
Suite 44-240
Poughkeepsie, NY 12601

• VENUE & REGISTRATION



Disney's Yacht & Beach Club Resorts capture the spirit of another time. Return to the atmosphere of a New England-style seaside community. These charming resorts on Crescent Lake are an easy walk or boat ride to Epcot®, and a quick water-taxi ride to Disney-MGM Studios Theme Park. First class amenities include a state-of-the-art fitness center, an incredible feature pool and four incomparable restaurants – including an old-fashioned ice cream parlor. Adjacent to the resorts is the Boardwalk, an eclectic array of shops, eateries and entertainment. The guest rooms and suites are spacious and beautifully appointed, and both resorts are connected to the 73,000-square foot Convention Center. For your convenience, a block of rooms has been reserved at Disney's Yacht & Beach Club Resort at the special NEWLY REDUCED group rate of \$229. Suites are also available at a discounted rate. Make reservations today by calling +1.407.934.3372 or visiting www.disneyurl.com/OutsourcingWorldSummit2010. When calling, please identify yourself as attending "The 2010 Outsourcing World Summit." A limited number of rooms are available at the special group rate.

SPECIAL OFFER!

Register today at the IAOP member rate of \$1,700 (or the non-member rate of \$1,900) and get a **Gift Card worth up to \$200.***

The sooner you register, the higher the value! The gift card can be used to offset the cost of accommodations, meals, entertainment or gifts.

- Register between December 1-18 and get a **\$200 Gift Card**
- Register between December 19-31 and get a **\$100 Gift Card**
- Register between January 1-31 and get a **\$50 Gift Card**

Register online at www.IAOP.org

Questions? Contact the registration desk at +1.845.452.0600 ext. 110.

*Gift card valid only for guests registered at Disney's Yacht & Beach Club Convention Center during The 2010 Outsourcing World Summit dates.



I very much enjoyed The Outsourcing World Summit! It was the best professional conference I have ever attended (and I have been to quite a few in my lifetime)! I especially enjoyed the Hall of Fame luncheon and inductees' speeches. —*Kelly Sawyer, COP, Teleflex Medical*

