



7TH ANNUAL WORLD BPO/ITO FORUM

Conference Addendum

June 2–3, 2014 | New York, New York USA

SESSION UPDATES

SPEAKER ADDITION:



KEYNOTE: LEAP FORWARD WITH TECHNOLOGY Powered BPO Services

JUNE 2 / 1:30 – 2:20 PM



Robert Dunigan
Senior Vice President, Shared Services
Four Seasons Hotels and Resorts

NEW SESSION:



KEYNOTE: A Practical Approach to Customer Centric Interactions

JUNE 2 / 4:40 – 5:05 PM



Chris Lord
Senior Vice President, Global Growth Strategy and Marketing
Hinduja Global Solutions

The digital environment has dramatically changed the way customers expect and demand to engage with brands. It's a change or die situation for businesses that need to transform quickly to integrate online and offline activities to serve customers 24x7 service in their channels of choice. At the same time, businesses need to balance their own needs for revenue uplift and cost containment within this new digital model. This session provides insight into the current customer service landscape, showcases best practices for customer engagement and provides real-life examples and results from transformative, customer-centric strategies.

NEW SESSION:



KEYNOTE: Rise of the Robots

JUNE 3 / 9:00 – 9:30 AM



Lee Coulter
CEO Shared Service Organisation
Ascension Health

The next and perhaps final frontier of low cost labor: Robotic Process Automation (RPA) is here today and here to stay. Today's are far more than the screen scraping click trainers. RPA is advancing quickly as a platform delivered service and being upgraded with cognitive capabilities that will change service delivery. RPA is creating new opportunities and challenges for BPO providers and clients alike.

NEW UPDATE:



KEYNOTE: Maximizing Innovation By Leveraging Nine Styles

JUNE 3 / 9:30 – 10:00 AM



Carol Foley
Executive Vice President,
Director of Knowledge
Leo Burnett Worldwide



Michael Peters
Global Director of
Corporate Strategy
Leo Burnett Institute of Behaviour

The world is awash in books, articles, and seminars on how to enhance your organization's innovation quotient. Relatively absent from the discussion, however, is the notion that individual people or organizations may have specific 'styles' to which they naturally gravitate, and whether or not certain styles are more productive than others. Leveraging groundbreaking research, Leo Burnett Co. has discovered nine equally successful styles of innovation, with important implications for how your organization pursues innovation initiatives.

NEW UPDATE:



CHARTING YOUR BPO/ITO ROADMAP Panel: Effective Vendor Management: Maximizing Value in a Multi-Sourcing Environment

JUNE 3 / 12:00 – 12:50 PM

MODERATOR:



Soumitra Rathod
Corporate VP, Vendor Governance
New York Life Insurance

SPEAKERS:

Nathan Ayres, Executive Director – Global IT Procurement & BPO, Merck
Fred Mapp, Author; former CIO AMD and Honeywell Industrial Controls
Tina Merry, Group Development Director, Electronic Arts
Chris Lord, Senior Vice President, HGS – Hinduja Global Solutions

IT & BPO play a critical role in driving competitive advantage. Balancing efficiency with effectiveness built on real business needs and value based outcomes is the key to finding the right mix of sourcing for your organization. The days of the "mega deal" are long gone, and now the buyer has to be even smarter - orchestrating multiple boutique suppliers with specific skill sets to form a best of breed model. Your partner / supplier companies each have their own operating system that they want to leverage across their multiple customers, so your organization has to act as a sort of "hypervisor" in order to get them all to work together. Attend this panel and hear valuable lessons learned and insights from CIO's, experienced practitioners and leading service providers.

KEY LEARNING POINTS:

- Monitor the balance of trust and control between multiple suppliers/partners.
- Define an effective collaboration strategy that starts with an evaluation of your organization's internal collaborative culture and extends out to suppliers/partners.
- Incorporate business based metrics for managing and evaluating value and performance of your suppliers/partners.

BIOGRAPHIES UPDATES



Justin Anthony
Director
Outsourcing Malaysia

Justin J Anthony is a Director, at Outsourcing Malaysia, an initiative of the outsourcing industry and the chapter of PIKOM - the National ICT Association of Malaysia. Justin's leadership involves the planning and strategizing key activities towards achieving the needs of the outsourcing industry in Malaysia. He works very closely with the government of Malaysia through its respective agencies to facilitate in the nurturing and growth of the sourcing industry. His wealth of experience over 20 years is spread over in the areas of audit, finance & accounting, taxation, general management, and human resources management. He has performed multiple roles in finance & accounting leading teams mostly in industries such as services, construction, hospitality and turnkey projects. He was formally with Microsoft Malaysia where he had served at the national level under the Economic Transformation Programme, National Key Economic Area, Business Services. He is also a member of the NKEA Business Services Steering Committee under the National Key Economic Area (NKEA) Business Services a government initiative under the Economic Transformation Programme (ETP) and Data Centre Certification Approval Committee.



Lynda Arsenault, MEC, CITP
Director, Outsourcing & Technology
NOVA SCOTIA BUSINESS INC. (NSBI)

As Director, Outsourcing & Technology with Nova Scotia Business Inc. (NSBI), Lynda is responsible for attracting national and international investment opportunities into Nova Scotia, Canada. Ms. Arsenault brings over 16 years of experience in account management, sales and marketing both in the public and private sector. Her current role involves travelling internationally negotiating detailed contracts with C-level executives of multinational firms. Lynda has been an integral part of NSBI since 2006 serving in a number of key roles including Manager, Client Relations which involved overseeing the Client Investment Portfolio for over 77 companies who export their products or services. Prior to this Lynda worked in a management role at Clear Picture Corporation, an IT company that specializes in on-line employee surveys in over 80 countries. She holds a Masters Degree in E-commerce (MEC) from Dalhousie University and has achieved the Designation - Certified International Trade Professional (CITP). Lynda is an active volunteer with Junior Achievement of Nova Scotia and the Canadian Cancer Society.



Thom Barnhardt
President
BizPoland.pl

Thom Barnhardt has been based in Poland (and previously Hungary) for more than 17 years, and has developed many business magazines and websites, including BiznesPolska media group, focused exclusively on Poland and the CEE markets. In addition to 8 business directories, several websites and 3 annual business Awards events, the firm publishes the annual Directory "CEE Shared Services and Outsourcing" and hosts the annual "CEE Shared Services and Outsourcing Awards" in February in Warsaw, Poland. Barnhardt attended the University of Virginia and Darden business school, and worked 5 years in corporate banking with Bank of America in Charlotte. Proud father of 18-month old Sarah.



Robert Dunigan
Senior Vice President, Shared Services
Four Seasons Hotels and Resorts

Robert is responsible for development and deployment of cross-functional Shared Services and Outsourcing solutions in Four Seasons locations worldwide. Robert

works with hotel owner groups and external consultants in evaluating hotel performance and implementing various systems designed to impact flow-through.

Robert has over 20 years' experience with Four Seasons in a variety of roles at the property, regional, and corporate levels across a wide range of geographies. Earlier experience includes work with Ian Schrager Hotels in New York and with Omni Hotels, both in hotel and corporate positions.

This year HFTP is proud to honor Robert F. Dunigan, CHAE, CHTP. CHTP of the Year Robert Dunigan has been in the hotel business since graduating from the University of New Hampshire in 1981, with majors in hotel administration and French. Bob has been employed by Four Seasons Hotels since 1991 and is an area controller, currently working with Four Seasons properties in Palm Beach, New York City, and Paris. Bob is also a member of the Four Seasons Technology Advisory Group; this body is an interdisciplinary group of senior managers who select and implement technology hardware and applications in all Four Seasons locations worldwide. Before working for Four Seasons, Bob worked as controller at the Omni Berkshire Place and Royalton Hotels in New York City. Bob has been an active HFTP member since 1988 and is past president of the Florida Gold Coast Chapter.

Bob has been in the hotel industry since before graduating from the University of New Hampshire in 1981 with degrees in Hotel Administration and French Literature. His work experience includes Hotel Controller positions at the Omni Berkshire Place and Royalton Hotels in New York City, as well as a 3-year stint as Senior Internal Auditor at the corporate level for Omni Hotels. In addition, Bob has participated in about 20 new hotel opening and takeover situations, leading to a broad perspective on Hotel Financial Management. Bob has been employed at the Four Seasons since moving to Florida from New York in 1991. In the past year or so, Bob has been assisting with newly acquired properties in Atlanta, Paris, Lisbon, and Johannesburg, South Africa.

A member of HFTP, IAHA since 1987, a member of the Gold Coast chapter since 1991, and a CHAE since 1995, Bob was previously Membership Chairman, Chapter Secretary, and Vice President of our chapter. During the past year, Bob was President-Elect and Co-Chair of Program Speakers.



Joseph Dzaluk
VP, Global Infrastructure & Resource Management
IBM Global Technology Services

Joseph Dzaluk, Vice President of Global Infrastructure and Resource Management, IBM Global Technology Services, is responsible for managing over eight million square feet of IBM's global data centers that support its strategic outsourcing customers, including all related hardware, software and networking. These data centers are included in IBM's overall Project Big Green initiatives, and Joe leads the team driving these efforts within IBM. Prior to his current role, Joe was General Manager, Integrated Technology Delivery, for Europe, Middle East and Africa (EMEA), where he oversaw the activities of tens of thousands of IBM employees delivering a full range of strategic outsourcing services to a diverse customer base including multinational corporations doing business in seventeen different industries in forty three countries. Joe also served as Chief Financial Officer, Global Technology Services for Europe, Middle East and Africa managing over one thousand finance professionals responsible for all accounting, financial and controls aspects of the multi billion dollar strategic outsourcing business. He has twenty seven years of U.S. and international experience in the information technology industry and has held many senior executive IBM financial and operational positions. Joe is recognized as an industry expert and has been featured in over 40 publications including the Wall Street Journal, USA Today, BusinessWeek, ComputerWorld, Global Services Magazine, DatacenterDynamics, New York University Stern Magazine and Site Selection Magazine. Joe has a Bachelor of Science in Business Administration from Georgetown University and a Masters in Finance and Accounting from Marist College.



Danielle Fox de Augillar
Microsoft Senior Director, Supplier Strategy
Microsoft Corporation



Vinod Jain

Strategist, Global Asset Servicing CAO Team
BNY Mellon

Vinod Jain, strategist at BNYMellon in Asset Servicing Business. Presently, responsible for managing regulatory resolutions strategies, revenue control, global pricing re-engineering and optimization projects towards \$50M incremental savings. His responsibility includes successful implementation of centralized pricing and revenue control across assets servicing business. He handled and managed enterprise wide Dodd Frank (Title VII) mandate impacting OTC derivatives clients, client on-boarding, client Inquiry tracking, mergers Integration(M&I) and Business Process Management (BPM, BPO, KPO). Vinod has 18+ years of industry experience consisting of client relationship management, new business development, management consulting, security processing and transformation strategies to achieve cost reduction initiatives. Vinod holds M.B.A in Finance & Marketing (NY), M.S in Computer Sc (NJ), PMP, LSS and other Certifications. He recognized by "Omicron Delta Epsilon" (American & International Honor society in economics). He serves on WIN operating committee and involved with nonprofits.



Chris Lord

Senior Vice President, Shared Services
Hinduja Global Solutions

Chris Lord is a member of the global leadership team at HGS, a \$410 million company specializing in business process services that enable best in class consumer interactions and transactions with enhanced customer experiences. Chris leads global growth functions including strategy, marketing, capabilities, analyst and advisor relationships, and sales operations. With over 25 years of experience in IT and BPO services, Chris has helped organizations achieve significantly higher performance including Wipro (Country Head), Accenture (Partner, Financial Services), and EDS (SVP Financial Services). Chris has been an advisor to CEOs and executive leadership teams on outsourcing relationships across industries, launching new

business divisions, M&A activities, marketplace assessments as well as developing and executing strategic growth initiatives. His vast BPO insight and perspectives have been developed through deep client relationships providing strategic business services and through extensive operations in India, Philippines, Southeast Asia, UK, and throughout North America. This experience includes partnership facilitation, government incentives, business negotiations, risk management, and extensive relationships with third party advisors and industry analysts. Chris is very engaged within the outsourcing industry and has facilitated and participated in thought leadership outsourcing panels in the USA, Canada and Nasscom BPO India.



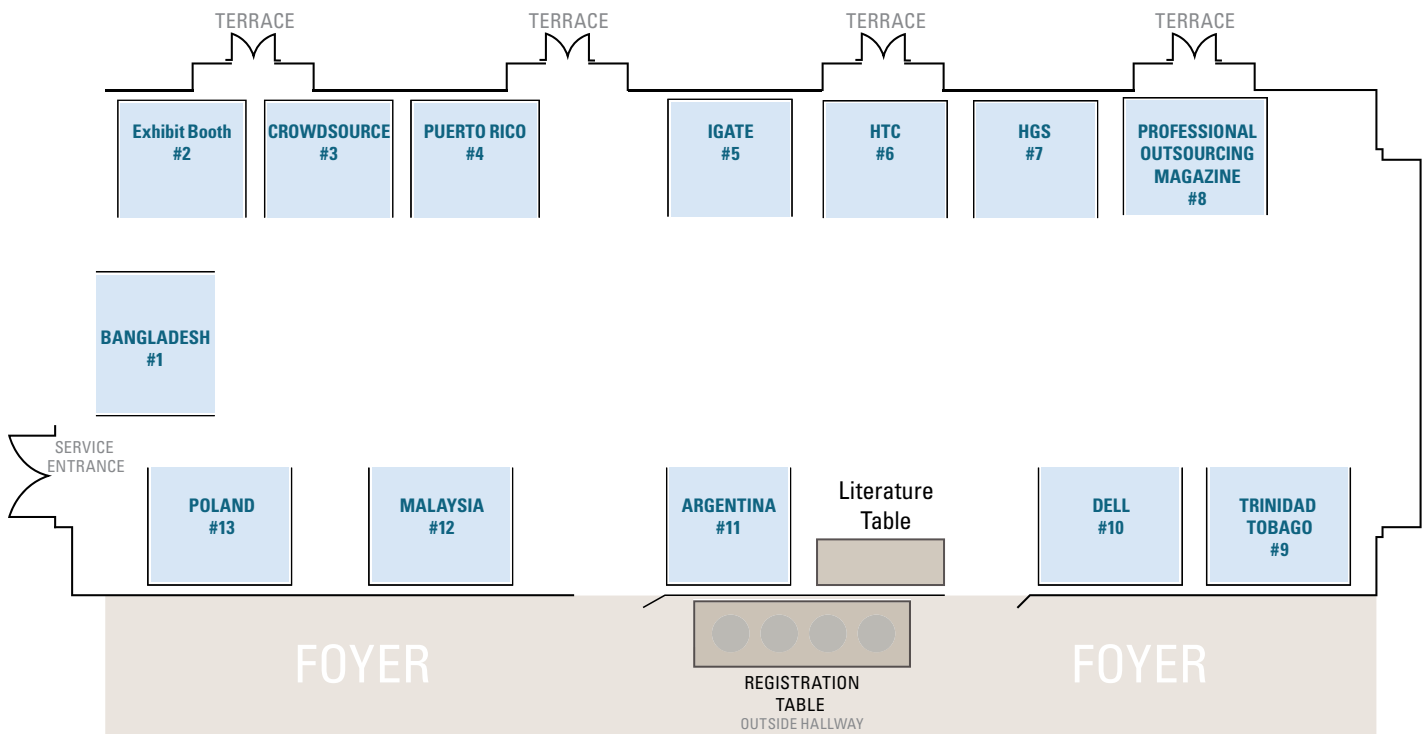
Darzy Norhalim

Director, Digital Malaysia
Multimedia Development Corporation (MDeC)

Darzy Norhalim joined Multimedia Development Corporation Sdn. Bhd. (MDeC) in 2001, and currently is the Director of Digital Malaysia B40 Cluster. Digital Malaysia is a Malaysian Government programme, aiming to transform the country into a developed digital economy by the year 2020. B40 refers to the bottom 40% of the Malaysian households in term of income level, which is also widely known as the low-income household community. Presently, he is responsible in the planning and implementation of national-level programmes that will help, via digital means, to increase income and uplift quality of life of the B40 community. In his current capacity, he has been instrumental in creating policy framework to promote and grow crowdsourcing industry in Malaysia, and preparing the Malaysian citizens to benefit from new business models being made possible by today's digital technology. Previously, he led the rollout of the Multimedia Super Corridor (MSC) Initiative to all 13 States of Malaysia. His expertise and experience covers the areas of government policy and strategy to develop ICT industry as a new growth sector for the State economy, and to increase the adoption of ICT by enterprises and citizens. He was also specifically responsible in the formulation of incentives to fast-track development of Cyberjaya as Malaysia's national ICT hub, during its formative years. He graduated from Brown University with a Bachelor of Science (Mechanical Engineering) in 1994.

FLOOR PLAN UPDATES

Sponsor Showcase & Country Pavilion 9th Floor Card Room



CONFERENCE-AT-A-GLANCE

MASTER OF CEREMONIES:



Thom Barnhardt
President
BizPoland.pl

DAY ONE | MONDAY JUNE 2

8:00 – 8:40 AM **REGISTRATION & NETWORKING BREAKFAST BUFFET** Sponsored by *VTC*

8:40 – 8:45 AM **OPENING REMARKS:**
Kartik Kilachand, Co-Founder, World BPO/ITO Forum; Babu Lal Jain, Co-Founder, World BPO/ITO Forum, India; Chairman, WICS

8:45 – 9:10 AM **WELCOME ADDRESS:** Jim Noble, Author; Former CIO of GM, AOL Time Warner, Merrill Lynch, BP & Philip Morris

9:10 – 10:10 AM **OPENING KEYNOTE: Seeing Systems...The Key to Agility**
Marv Adams, COO, TD Ameritrade Holding Corp.

10:10 – 10:20 AM **SPECIAL PRESENTATION: Feel the Outsourcing Beat of the Heart of Europe In Katowice**
Piotr Uszok, Mayor, City of Katowice and Jolanta Jaworska, Director of Public Programs, IBM Poland

CHARTING YOUR BPO/ITO ROADMAP	INDUSTRY TRENDS <i>President's Room, 10th Floor</i>
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10:30 – 11:20 AM Panel: Five Key Risks in Developing and Executing a SmartSourcing Strategy Moderator: Beppe Urso, Leo Burnett Worldwide Speakers: John Gleason, formerly P&G; Andrew Wasser, Carnegie Mellon University; Chip Wagner, Alsbridge	Panel: The Rapidly Changing Landscape of Global Sourcing – Again! Moderator: PK Agarwal, TiE Global Country Representative Speakers: Lynda Arseneault, MEC, CITP, Nova Scotia Business Inc.; Dilara A Khan, Bangladesh; Justin Anthony, Outsourcing Malaysia; Racquel Moses, InvestIT
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11:30 AM – 12:20 PM Fireside Chat: Convergence of Cloud, Social & Mobile Speakers: Hasan Dewan, BNY Mellon; Harvey Koepfel, Pictographics Inc.; Raj Patil, aSpark & LiquidHub; Sasi Pillay, University of Wisconsin	Going Vertical Panel: Strategies & Emerging Business Models in 2014 and Beyond — the New Normal in Financial Services Moderator: Vishal Ahuwalla, UBS Speakers: Kapil Khetan, New York University; Vinod Jain, BNY Mellon
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SPECIAL SESSION <i>Olympic 5, 10th Floor</i>

11:30 AM – 12:20 PM **Poland: Where Multi-lingual Talent, Thriving European Economy and Investment Security Create Opportunities in Katowice, Lublin, and Poznan**
Moderator: Anne Duncan, Lumiu
Speakers: Armand Angeli, European Outsourcing Association; Joseph Dzaluk, IBM Global Technology Services; Marcin Nowak, City of Katowice; Mariusz Sagan, Municipality of Lublin; Piotr Sawinski, City of Poznan

12:20 – 12:45 PM **BREAK:** Networking in the Sponsor Showcase & Country Pavilion

12:45 – 1:30 PM **NETWORKING LUNCH**

1:30 – 2:20 PM **KEYNOTE: Leap Forward with Technology Powered BPO Services**
Anil Bajpai, SVP and Global Head of Business Process Outsourcing (BPO), IGATE
Robert Dunigan, Senior Vice President, Shared Services, Four Seasons Hotels and Resorts

2:20 – 3:30 PM **SPEED NETWORKING SESSION**

CHARTING YOUR BPO/ITO ROADMAP	INDUSTRY TRENDS <i>President's Room, 10th Floor</i>
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3:40 – 4:30 PM Panel: From Outsource to Crowdsourcing: The New Digital Workforce Moderator: Carl Esposti, Crowdsourcing.org Speakers: Alex Kass, Accenture; Stephanie Leffler, CrowdSource.com; Matt Swanson, Silicon Valley Software Group; Darzy Norhalim, MDeC	Panel: New Delivery Models – Shared Service vs. Outsourcing – Nearshore vs. Onshore or Offshore Moderator: Armand Angeli, IAFEI, Europe, Middle-East & Africa (EMEA) Speakers: Nazrul Islam Khan, Bangladesh; Ernesto Galindez, CESSI Argentina; Puerto Rico – Speaker TBA
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4:40 – 5:05 PM **KEYNOTE: A Practical Approach to Customer Centric Interactions**
Chris Lord, Senior Vice President, Global Growth Strategy and Marketing, Hinduja Global Solutions





5:05 – 5:30 PM **KEYNOTE: The BPO Automation Myth**
Tanvir Khan, Vice President and Global Head - BPO, Dell

5:30 – 6:30 PM **CLOSING KEYNOTE: Strategic Partnerships for Value Creation**
Filippo Passerini, Group President – Global Business Services; and CIO, Procter & Gamble

6:30 PM **CLOSING REMARKS:** Jim Noble, Author; Former CIO of GM, AOL Time Warner, Merrill Lynch, BP & Philip Morris

6:30 – 8:30 PM **EXECUTIVE NETWORKING RECEPTION:** Admittance by Conference Badge

DAY TWO | TUESDAY JUNE 3

8:00 – 9:00 AM	REGISTRATION & NETWORKING BREAKFAST BUFFET
9:00 AM	OPENING REMARKS: Jim Noble, Author; Former CIO of GM, AOL Time Warner, Merrill Lynch, BP & Philip Morris
9:00 – 9:30 AM	 KEYNOTE: Rise of the Robots Lee Coulter, CEO Shared Service Organisation, Ascension Health
9:30 – 10:00 AM	 KEYNOTE: Maximizing Innovation By Leveraging Nine Styles Carol Foley, EVP, Director of Knowledge, Leo Burnett Worldwide and Michael Peters, Global Director of Corporate Strategy, Leo Burnett Worldwide
	 CHARTING YOUR BPO/ITO ROADMAP
10:00 – 10:50 AM	Panel: The Business Case for Impact Sourcing Moderator: Nish Acharyra, Northeastern University; Speakers: Kartik Kilachand, Head Held High; Dan Lang, Sutherland Global Services; Pumela Salela, Global Sourcing Council; Sarah Troup, The Rockefeller Foundation
10:50 – 11:10 AM	BREAK: Visit Sponsor Showcase & Country Pavilion
	 CHARTING YOUR BPO/ITO ROADMAP
11:10 – 12:00 PM	Panel: SMAC Strategies in Outsourcing: Driving Organizational Success Moderator: Raj Mahale, Cozen O'Connor Speakers: Shiv Kumar, EXL; Keith Zecchini, Parsons Brinckerhoff; Danielle Fox de Augilar, Microsoft
12:00 – 12:50 PM	Panel: Effective Vendor Management: Maximizing Value in a Multi-Sourcing Environment Moderator: Soumitra Rathod, New York Life Insurance Speakers: Nathan Ayres, Merck; Chirs Lord, HGS; Fred Mapp, formerly AMD and Honeywell Industrial Controls; Tina Merry, Electronic Arts
12:50 – 1:00 PM	CLOSING REMARKS: Jim Noble, Author; Former CIO of GM, AOL Time Warner, Merrill Lynch, BP & Philip Morris
1:00 – 1:50 PM	NETWORKING LUNCH

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We help you INNOVATE by leveraging Analytics to gain customer insights and Mobile to enhance customer experience. Because when you SUCCEED ... we succeed too!



Visit our table during the Speed Networking Session to learn more ... and for a chance to win an iPad Mini!

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Banking & Financial Services | LifeSciences | Telecom | Hi-Tech

Date – 2nd June, Time – 2:20 PM – 3:30 PM

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We are ranked as one of the top 100 Global Outsourcing Companies by the International Association of Outsourcing Professionals, with multiple certifications such as Six Sigma, ISO 9001, 27001, HIPAA, GLBA, and PCI. We were also awarded with the eSCM-SP Level 4 Certification by the Information Technology Services Qualification Center (ITSqc), and is the only outsourcing corporation with Level 4 certification across multiple continents. **For more information visit, <http://www.teamhgs.com>**

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PLATINUM SPONSORS:



The Multimedia Development Corporation (MDeC) was incorporated in 1996 to strategically advise the Malaysian Government on legislation, policies and standards for ICT and multimedia operations including to oversee the development of the Multimedia Super Corridor (now MSC Malaysia). In 2011, MDeC's mandate was broadened by the Prime Minister to include driving Malaysia's transition towards a developed digital economy by 2020 through the Digital Malaysia Initiative.

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IB Technology Solutions (part of Indiabulls Group) provides Consulting, Systems Integration, Technology Platforms and Business Process Outsourcing Services to the Banking & Capital Markets, LifeSciences, Telecom & Hi-Tech verticals leveraging over 1400 FTE's in 12 locations and IP-based Technology frameworks for Mobile & Analytics. Indiabulls started in 2000 as India's first Online Brokerage and is now a conglomerate (net worth \$4Bn) with subsidiaries in Brokerage, Mortgage, Real Estate, Power and ITO & BPO Services. IB Technology Solutions led the success of Indiabulls Group by bringing together Platforms, People & Processes and we continue that legacy with external clients today.

Come visit us at our table during the Speed Networking Session (2:20 – 3:30pm on June 2nd).

Sunny Sharma • Indiabulls Technology Solutions Limited
2350 Mission College Boulevard, Suite 246, Santa Clara, CA 95054
TEL: +0124 - 682612 • sharma.sunny@ibtechnology.com • www.ibtechnology.com

SAPPHIRE SPONSOR:



Situated on the eastern coast of Canada, Nova Scotia offers several key advantages including competitive costs, skilled labour, and strategic nearshore location. The province is a natural fit for both domestic and international firms looking to expand their shared services and middle-back office operations to support their global footprint.

Nova Scotia Business Inc. (NSBI) is the province's private sector-led business development agency helping companies expand and enhance their growth potential, and increase their bottom line. **www.nsb.ca/sharedservices**

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PARTNER:



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FSOx editors, journalists, and a network of thought leaders, advisors, academicians, and research analysts continuously enrich our media and knowledge channels, giving financial services executives the critical information they need to lead their organizations in a global economy. As part of our Knowledge Xchange platform, FSOx also conducts and promotes industry-leading conferences around the world, provides training and education, hosts a marketplace for financial services decision makers, and facilitates leadership councils that bring together senior level executives in the financial services industry. **www.FSOx.com**