



The 2011

Strategic Outsourcing Conference

Capitalizing on Opportunities in the New Global Landscape

January 27–28, 2011 Ritz-Carlton Buckhead, Atlanta, GA



- Capitalize on evolving trends and delivery models to enable long term growth and success
- Drive desired business outcomes through improved relationships with partners with transparency, trust and collaboration
- Effectively govern the outsourcing relationship to minimize risk and improve performance

Presented with assistance from **Deloitte.**



Thursday, January 27, 2011

REGISTRATION AND CONTINENTAL BREAKFAST 8–8:45 AM

CHAIRPERSON WELCOME AND INTRODUCTION 8:45–9 AM

Antonius (“Ton”) Heijmen, Senior Advisor Outsourcing/Offshoring,
The Conference Board

A 9–10 AM

The Changing Landscape of Outsourcing

The outsourcing/offshoring industry has survived the financial crisis and some of the participants have done very well indeed. What have we learned? During this session we will share some of the results of the latest round of our longitudinal offshoring research, conducted by The Conference Board and Duke’s Offshoring Research Network (ORN), now in its fifth year. We will explore the evolving trends in delivery models and the movement to new destinations, including the emergence of second and third tier locations in the traditional offshoring countries. We will look at changing risk factors and the continuing globalization of innovation. One large insurance company has made major moves into the offshoring field and we will hear from one of the pioneers in this arena and how her company is progressing with their offshoring “venture”.

Antonius (“Ton”) Heijmen, Senior Advisor Outsourcing/Offshoring,
The Conference Board

Peggy Fechtmann, Executive Vice President for Global Capability Sourcing, **MetLife**

B 10–11 AM

Assessing the Changing Delivery Models

What are the current and emerging delivery models that corporations need to consider when developing their outsourcing/offshoring strategy? What are the benefits and risks of each? What are the key trends in corporations for choosing the delivery models in outsourcing and offshoring? This session will explore the ways to develop and execute a tailored service delivery strategy that meets your organization’s long-term needs while providing a platform for cost-effective growth.

Erica Volini, Principal, **Deloitte Consulting LLP**

NETWORKING AND REFRESHMENT BREAK 11–11:15 AM

Call Customer Service at 212 339 0345

Benefits of attending

- Gain the knowledge to move from simple cost savings transactions to strategic value added initiatives such as secured talent, improved technology, globalized innovation, etc.
- Explore the emerging vs. mature offshore destinations as well as the cultural nuances that need to be considered to ensure success
- Leverage the resources of your partners to get more value out of your engagement
- Look beyond cost savings to find greater efficiencies and extract value that outsourcing can bring to the business over time
- Identify the key competencies the team leaders and members need to possess in order to achieve the goals

Who should attend

This conference is intended for senior executives who approve, execute and are actively involved in their organization's outsourcing and offshoring ventures and those who are looking to gain insight into achieving greater efficiency, value and success in their engagements, particularly in the evolving outsourcing landscape.

Previous participants of the Strategic Outsourcing Conference

ADP	Kraft Foods, Inc.
Aetna Inc.	Limited Brands
Allstate Insurance Co.	MasterCard Worldwide
Best Buy Co., Inc.	Merck & Co., Inc.
Citigroup Inc.	MetLife, Inc.
Credit Suisse (USA), Inc.	Nestle USA, Inc.
Deloitte & Touche	PepsiCo, Inc.
Duke Energy Corporation	PricewaterhouseCoopers LLP
Duke University	Prudential Financial Inc.
EquaTerra	Reddy Ice Holdings, Inc.
Ernst & Young	Sara Lee Corporation
Exelon Corporation	State Farm Insurance Companies
Hallmark Cards, Inc.	SunTrust Banks, Inc.
Harris Corporation	Symantec Corporation
IBM Corporation	The Dow Chemical Company
Johnson & Johnson Pharmaceutical R&D	Wachovia Corporation
Knoll, Inc.	Xerox Corporation

C 11:15 AM–12:15 PM

Creating a Culture of Change within the Organization

Organizational resistance to change is counterproductive to the true benefits outsourcing can provide. Change must be managed throughout the entire lifecycle of the engagement, but in order to do so the organization must be able to foster the culture of change for continuous growth or your initiatives may be met with unwanted opposition at every pass. With a detailed view of the most successful change management techniques, the facilitator will demonstrate how you can communicate, engage and utilize key stakeholders to support your initiatives to most effectively achieve your goals.

Lara Nichols, Senior Director IT Sourcing and Asset Strategies, **Tyco International**

NETWORKING LUNCHEON 12:15–1:15 PM

D 1:15–2 PM

Case Study: Stages and Nuances of Structuring the Deal

During this session the facilitator will detail the steps needed to ensure that your sourcing strategy is set forth in the proper direction from proposal evaluation, choosing a supplier, documentation and communication; with a particular emphasis on operating in a global world and how you may need to consider the cultural aspects of various regions in developing your arrangement. In addition, find out what information or training the retained team will need during this process to ensure a smooth transition.

Alexandra Warly, Vice President and Chief Counsel Global I.S.,
Manulife Financial Corporation

E 2–2:50 PM

Extracting Greater Value Beyond Cost Savings

As companies have evolved within the outsourcing space they have become more sophisticated with their strategies. In order to provide greater growth and efficiencies companies need to look beyond cost savings and further leverage the value of their engagements. In this session, we will explore the operating model that will enable you to define and extract value over the lifecycle of your engagements and discuss what skills you need to execute the model to ensure lasting results.

David N. Braxton, First Vice President, Global Outsourcing, **SunTrust Banks, Inc.**

NETWORKING AND REFRESHMENT BREAK 2:50–3:05 PM

F 3:05–4 PM

The Strategic Role of Contracting in Driving Desired Results

The strategic role that the contract can play in a sourcing relationship is often overlooked and underutilized. When executed effectively it will provide the foundation for collaboration, agility, innovation, and growth which are critical to obtaining the next level of value in your engagements. Through examples we will demonstrate how you can structure the contract to measure performance but also create a system for continuous improvement.

Suzanne F. Aquino, Executive Director, Supply & Demand Management- Outsourcing & Offshoring, **UBS AG**



G 4-4:50 PM

Structuring and Nurturing Effective Strategic Partnerships

As the outsourcing industry is becoming more sophisticated, organizations need to develop true partnerships and achieve enhanced transparency with their providers for optimal benefits. Strategically partnering with providers can grant an organization access to tools and processes that they otherwise may not have access to. Hear how you can develop a partnership program to identify which partners are more transactional or collaborative in nature and how you can develop a strategy to most effectively collaborate with them to expand the business value of the outsourcing relationships beyond the scope of the agreement.

Greg Eierman, Senior Manager, Global Business Services, **The Coca-Cola Company**

H 4:50-5:45 PM

Building and Retaining the Right Team for Outsourcing Success

The success of the outsourcing endeavor is only as effective as the people you have in place to execute the strategy. How can you ensure that you have the right people in place to manage the new environment that outsourcing has now created? What are the key skills to lead and achieve the organization's initiatives? Furthermore, how can you ensure that you have the structures in place to manage the fears and uncertainty that the retained team may experience during the transition phase? This session will address these questions and more to ensure that you have an understanding of the true competencies and characteristics needed to lead your organization to success.

Kevin McDonald, PHR, HRIP, Director, HR Operations, **The E.W. Scripps Company**

NETWORKING COCKTAIL RECEPTION 5:45-6:45 PM

HOSTED BY: **Deloitte.**

Friday, January 28, 2011

CONTINENTAL BREAKFAST 8-8:30 AM

I 8:30-9:30 AM

Transitioning to a New Service Delivery Model While Minimizing Risks and Maximizing Opportunities

There is a common misconception that, after outsourcing, all of the management responsibility is transferred to the provider. This is a recipe for disaster, especially as new delivery models are emerging and with that new risks are as well. Retaining the right team and building the foundational governance processes to manage the provider will ensure the provider stays on track and meets expectations. In this

Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

presentation, Deloitte will provide an overview of retained organization design, outline some of the key provider management processes critical for successful provider management and identify how to mitigate the new risks that are emerging today and in the future.

John Tweardy, Senior Manager, Deloitte Consulting LLP

J 9:30–10:20 AM

Mitigating New and Existing Risks through an Effective Governance Structure

With new delivery models emerging, new risk exposure must be recognized. These risks are becoming of central concern such as the intricacies of cloud computing. Best practice governance is the guiding measure within the relationship and critical to ensuring that objectives set forth in the contract are being met. During this session we will detail how to ensure that you have a system in place to properly measure and communicate the performance of the service delivery as well as protect your organization from any future disruptions or risks.

Eric Goodman, Director of Procurement, Americas, Deutsche Post DHL

NETWORKING AND REFRESHMENT BREAK 10:20–10:30 AM

K 10:30–11:15 AM

Establish a Foundation for Collaborative Innovation

Research shows that one of the most common challenges within the buyer/provider relationship is the lack of innovation. Each side would like to be innovative and has the capacity to be, but without the proper foundation and processes in place their efforts can quickly become derailed. During this session we will provide actionable recommendations to create a collaborative environment and strategic business partnerships from the onset including discussions around elements to be included in the contract and governing the process.

Anthony G. Humphrey, Director, Global Strategic Outsourcing
MeadWestvaco Corporation

L 11:15 AM–12:15 PM

Closing Panel: Leave No Stone Unturned

In this final session, the panel members will review the key concepts and learnings from this Conference, as well as discuss the pressing concerns and issues as expressed by the conference participants via the live audience polling conducted at the beginning. This session also will give you the chance to raise issues that were not previously discussed and pose to the panel any unanswered questions.

Moderator

Antonius (“Ton”) Heijmen, Senior Advisor Outsourcing/Offshoring,
The Conference Board

Panelists

David N. Braxton, First Vice President, Global Outsourcing, SunTrust Banks, Inc.
Eric Goodman, Director of Procurement, Americas, Deutsche Post DHL
Lara Nichols, Senior Director IT Sourcing and Asset Strategies, Tyco International

Presentations

Available online in advance of the conference

Registration Information

Online www.conferenceboard.org/outsourcing2

Email customer.service@conference-board.org

Phone 212 339 0345

8:30 am to 5:30 pm ET Monday through Friday

The 2011 Strategic Outsourcing Conference

Capitalizing on Opportunities in the New Global Landscape
Ritz-Carlton Buckhead, Atlanta, GA

Conference (967011-2)

January 27–28, 2011

Associates \$2,195

Non-Associates \$2,495

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Strategic Outsourcing Conference**.

Ritz-Carlton Buckhead
3434 Peachtree Road, Northeast
Atlanta, Georgia, 30326
Tel 404 237 2700

Hotel reservations cut-off date:
Wednesday, January 5, 2011

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



Recycled
Supporting responsible use
of forest resources
www.fsc.org Cert no. SGS-COC-003568
© 1996 Forest Stewardship Council

