

Forrester's Services & Sourcing Forum EMEA 2007

Driving Improved Business Performance Through Strategic Sourcing

November 29-30, 2007 - Hotel Radisson SAS - Nice

Event Agenda

Thursday 29 November, 2007

08:00 - 09:00	Registration in Technology Showcase
09:00 - 09:10	Forum Welcome Andrew Parker, Vice President & Research Director, Forrester Research
09:10 - 09:50	Keynote: Preparing To Increase Business Value Through Next-Generation Outsourcing <ul style="list-style-type: none">- What it takes to get the maximum value from sourcing relationships.- What next-generation sourcing is and how to achieve it.- What innovation means to you and your vendor partners. Stephanie Moore, Vice President, Principal Analyst, Forrester Research
09:50 - 10:30	Developing Sourcing Strategies <ul style="list-style-type: none">- Linking sourcing goals to business requirements.- Building enterprisewide consistency in a sourcing strategy. Alastair Henderson-Begg, Global Head of Sourcing, IT, Novartis
10:30 - 11:05	Morning Break in Technology Showcase
11:05 - 11:45	A Framework For Strategic Outsourcing Decisions <ul style="list-style-type: none">- How the characteristics of the IT organization dictate outsourcing options.- A step-by-step approach to determining the right outsourcing model for your business. Euan Davis, Principal Analyst, Forrester Research
11:45 - 12:25	Turning Stakeholder Input Into Sourcing Strategy <ul style="list-style-type: none">- Managing the connection with sourcing's key constituents.- Shaping the sourcing agenda. Ralf Stalinski, Vice President & CIO, Cognis
12:25 - 13:05	Strengthening Sourcing And Vendor Management Through Stakeholder-Centric Alignment <ul style="list-style-type: none">- How to determine and manage the expectations of the different internal stakeholder groups.- How to translate external vendor offerings into stakeholder-centric propositions.- How to leverage stakeholder-centric alignment to become respected as a valued contributor to the business. Pascal Matzke, Vice President, Forrester Research
13:05 - 14:10	Networking Lunch
14:10 - 15:10	Panel Session: How Strategic Is Global Delivery To IT Service Success? John McCarthy, Vice President and Principal Analyst, Forrester Research; Yuri Zaytsev, CIO, Swiss Re; Stefan Theili, IBM; John Buscher, Senior Partner, TPI
15:10 - 15:50	Strategic Sourcing In An Innovative Retail Group <ul style="list-style-type: none">- What really makes a strategic partnership?- How do external advisors support the sourcing process?- How can outsourcing partners provide added value to the enterprise? Steven-James Stockdale, CIO, Arcandor (formerly Karstadt-Quelle)
15:50 - 16:20	Afternoon Break in Technology Showcase
16:20 - 16:50	Global Services; Creating Business Impact Across International Communications Environments <ul style="list-style-type: none">-Manage mixed & legacy technology in your communications environments-Provide transparent costs & single, standardized SLAs – across geographically dispersed areas Dirk Idstein, Siemens Enterprise Communications
16:20 - 16:50	Gaining Higher Returns from Outsourcing <ul style="list-style-type: none">- How to create value through outsourcing- How to measure and achieve higher returns on outsourcing- What drives superior results from a partnership between the CIO and an IT supplier- What is the role of innovation, and how to achieve seamless transformations while modernizing the IT infrastructure, applications, technologies and services. Malcolm Frank, Senior VP of Marketing and Strategy, Cognizant
16:50 - 16:55	Short Changeover Break

16:55 - 17:35 **Keynote: Sourcing Trends — Understanding The Emerging Services Market**
-What are the emerging services and providers that firms should know?
-How are service providers working with clients to deliver more value?
-How will today's trends re-shape the services market, and what should sourcing people do to benefit?
Andrew Parker, Vice President & Research Director, Forrester Research

17:35 - 17:40 **Day One Closing Remarks** Andrew Parker, Vice President & Research Director, Forrester Research

18:00 - 19:30 **Evening Drinks**

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Friday 30 November, 2007

08:30 - 09:00	Breakfast in Technology Showcase
09:00 - 09:10	Day Two Welcome Andrew Parker, Vice President & Research Director, Forrester Research
09:10 - 09:50	Building An Effective Vendor Management Office -What is the role of the vendor management across the spectrum of requirements gathering, sourcing/contracting, supplier management, and risk management? -Where does the VMO fit in the organization? How is the role of vendor management different from traditional procurement? -How do you tier your suppliers? How do you handle the different tiers of suppliers differently in terms of contracting, re-pricing and performance reviews? John McCarthy, Vice President, Forrester
09:50 - 10:30	Management Methods For Continuous Value Improvement - Going beyond the written agreement to build client value from sourcing relationships. - Focusing on the levers that drive success. Sean Pepper, Executive Director & Global Head of Commercial Vendor Management, ABN AMRO
10:30 - 11:10	Platinum Sponsor Speech: Becoming A Globally Integrated Enterprise - How sourcing strategies play a major role in the transformation toward the globally integrated enterprise. Bridget van Kralingen, General Manager of IBM's Global Business Services in North and Eastern Europe
11:10 - 11:40	Morning Break in Technology Showcase
11:40 - 12:20	Governance Best Practices For Multiple Service Partners - The responsibilities of the central management group. - Managing multiregional programs. Ian Maginnis, VP Business Support Delivery, Kimberly-Clark
12:20 - 13:00	Can Contracts Create A Successful Relationship? - What are the key contractual features in a successful sourcing relationship? - Do performance management regimes work in practice? Peter Hall, Partner - Technology Practice, Wragge & Co
13:00 - 14:10	Networking Lunch
14:10 - 14:50	Managing A Global Multisourcing Strategy - Capturing the benefits of a global approach. - Building maturity in life-cycle management for TCO impact. - Connecting stakeholder needs to service delivery. Dirk Karl, Managing Director Operations and IT, ING
14:50 - 15:30	Shaping Vendor Management For Multisourcing Programs - Principles for multisourcing success. - How telecom service provider management illustrates current best practices. Phil Sayer, Principal Analyst, Forrester Research
15:30 - 15:40	Day Two Closing Remarks Andrew Parker, Vice President & Research Director, Forrester Research