



# BEYOND IT: EMPOWER DIGITAL BUSINESS IN THE AGE OF THE CUSTOMER

August 21, 2014  
The Westin Mumbai Garden City  
India

Visit <http://forr.com/cio14in>  
or Contact Cindy Ong:  
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“In this age of the customer,  
to become digital you need  
a technology agenda focused  
on winning and serving  
increasingly connected  
customers.”

**Dane Anderson**

*Forum Host and Vice President,  
Research Director, & Region Manager,  
Forrester Research*



# Join Us

## FORRESTER'S SUMMITS FOR CIOs

### Beyond IT: Empower Digital Business In The Age Of The Customer

The traditional CIO used to focus on the design and deployment of internal systems that enabled enterprise success through better employee productivity, organizational intelligence, and process control. No more: Now the CIO is front and center in the development and deployment of products and services for your customers — products and services that must scale and drive growth with high availability at the lowest possible cost. Here's the kicker: It's got to happen fast and in a way that allows for more shifts down the road. Success requires new skill sets and a new mindset.

#### At this Summit attendees will learn:

- The direction they need to help their firms transform into thriving businesses that embrace change as a matter of routine.
- Ways in which to turn emerging technologies and processes into quick-win, high-impact digital capabilities — and in the process, reinvent their technology management organizations for the age of the customer.

#### WHO SHOULD ATTEND

- Chief information officers
- Chief technology officers
- Chief architects
- Senior IT leaders: general managers, senior vice presidents, vice presidents, and directors

## WHAT ATTENDEES WILL GAIN

Through keynote speeches and track sessions, you will learn how to align your business, teams, and processes for success in the age of the customer. You'll leave prepared to:

- Build and deliver exceptional customer experiences.
- Engage your customers at defining “mobile moments.”
- Capture and analyze the most critical customer data.
- Organize and execute for digital disruption.

## FEATURING

In addition to the latest content from our analysts, attendees will get a look at a new Forrester report:

- *The State of Asia Pacific Digital Business 2014*  
By Clement Teo, Senior Analyst and  
Dane Anderson, Vice President, Research Director,  
Forrester Research

Digital business leaders are in the process of transforming industries and the competitive structures that define them, but most of the research on this dynamic covers the North American market. This report will survey the Asia Pacific landscape to outline the state of digital business in the region through an analysis of early leaders and the lessons they have learned.



# Speakers

## INDUSTRY SPEAKERS



**Bishwanath Ghosh**  
*Chief Information Officer*  
Mahindra & Mahindra



**Aruna Rao**  
*CIO*  
Kotak Bank



**Milind Khamkar**  
*CIO*  
Sanofi Aventis

## FORRESTER SPEAKERS



**Dane Anderson**  
*VP, Research Director & Region Manager*  
Forrester Research



**Katyayan Gupta**  
*Analyst*  
Forrester Research



**Manish Bahl**  
*VP, Country Manager*  
Forrester Research



**Nupur Singh Andley**  
*Analyst*  
Forrester Research



**Martin Gill**  
*VP, Principal Analyst*  
Forrester Research





# Agenda: Thursday, August 21

8:30	<b>Registration And Refreshments In The Solutions Showcase</b>
9:30	<b>Beyond IT: Empower Digital Business In The Age Of The Customer: Opening Remarks</b> <i>Dane Anderson, Vice President, Research Director &amp; Region Manager, Forrester Research</i>
9:45	<b>BIG IDEA: BUSINESS IS DIGITAL</b>  <b>The Future Of Business Is Digital</b> <i>Martin Gill, Vice President, Principal Analyst, Forrester Research</i>  A digital revolution is under way, opening up new channels, new product ideas, and new delivery models. To compete, your firm must transform into a digital business and create new sources of customer value. With lessons from our latest research, a leading Forrester expert will start down the path to understanding digital mastery. In this webinar/speech you'll learn why your company needs to transform and how to focus your digital investments to achieve maximum impact: <ul style="list-style-type: none"><li>• How today's firms are already transforming into a digital business.</li><li>• The dimensions of digital business that will impact your path forward.</li><li>• Key strategies that will catalyze your digital transformation and maximize business impact.</li></ul> <b>Industry Case Study TBA</b>
10:45	<b>Morning Networking Break In The Solutions Showcase</b>
11:15	<b>PLATINUM KEYNOTE WITH ORANGE BUSINESS SERVICES</b>
11:45	<b>BIG IDEA: THE AGE OF THE CUSTOMER</b>  <b>Welcome To The Age Of The Customer</b> <i>Nupur Singh Andley, Analyst, Forrester Research</i>  This new era represents enormous challenges for global marketers, but how are Singapore firms meeting this challenge? In this session, Nupur Singh Andley will answer these questions: <ul style="list-style-type: none"><li>• What is the age of the customer, and what challenges does it represent for marketing and strategy professionals?</li><li>• What is the role of customer experience in this new era?</li><li>• What is the state of customer experience management in Singapore?</li><li>• What can Australian firms do now to start winning in the age of the customer?</li></ul> <b>Industry Panel: CIO Role in the Age of Digital Business</b> <i>Manish Bahl, Vice President, Country Manager, Forrester Research</i> <i>Bishwanath Ghosh, Chief Information Officer, Mahindra &amp; Mahindra</i> <i>Milind Khamkar, CIO, Sanofi Aventis</i>  The role of a CIO will be critical in winning digital business. The panel discussion will provide thought-provoking ideas on the role of a CIO in digital business world. Also, the panelists will share insights on the steps CIOs must be taking to win in the age of digital business. Some questions that panel will cover: <ul style="list-style-type: none"><li>• Why CIOs must pay attention to the digital business?</li><li>• What are the important first steps CIOs must take towards building a digital business?</li><li>• What are the key changes CIOs must adopt to win the digital business?</li></ul>

12:45	<b>Networking Lunch</b>
13:45	<b>GUEST EXECUTIVE FORUM WITH XEROX</b>
14:15	<b>BIG IDEA: THE MOBILE MIND SHIFT</b>  <b>Industry Keynote</b> Aruna Rao, <i>CIO, Kotak Bank</i>  <b>Making The Mobile Mind Shift</b> Katyaan Gupta, <i>Analyst, Forrester Research</i>  Your customers and employees now expect to get what they want in their immediate context and moments of need. To deliver on this promise, your digital business must transform its platforms, processes, and people. Based on The Mobile Mind Shift, our recently-published book, we show how you can: <ul style="list-style-type: none"> <li>• Understand the impact of the mobile mind shift.</li> <li>• Engineer your digital business for mobile moments.</li> <li>• Master new systems of engagement.</li> </ul>
14:45	<b>Afternoon Networking Break</b>
15:15	<b>GUEST EXECUTIVE FORUM</b>
15:45	<b>Industry Keynote</b> Speaker TBA
16:15	<b>Industry Panel with Microsoft / Dell</b>
16:45	<b>BIG IDEA: DIGITAL BUSINESS</b>  <b>Technology Strategy In The Age Of Digital Business</b> Manish Bahl, <i>Vice President, Country Manager, Forrester Research</i>  Though digital business has been evolving for at least the last two decades, the pace of change has now reached a critical tipping point. Like a “frog in a saucepan”, organizations have typically waited until the heat is too great before deciding to make their next move. That time is now. Expectations about enterprise technologies are going beyond an executive’s fancy new phone or the latest tablet device. All business systems must now support and drive business objectives with the same ease, elegance, enjoyment, performance and assurance as users have come to expect with “the new normal.” <ul style="list-style-type: none"> <li>• How is digital business challenging traditional IT operating models?</li> <li>• What are the signs of reaching “digital breaking point?”</li> <li>• What must organizations do now to deliver robust digital business services as demand increases?</li> </ul>
17:15	<b>Closing Remarks</b> Dane Anderson, <i>Vice President, Research Director &amp; Region Manager, Forrester Research</i>
17:25	<b>Networking Drinks Reception In The Solutions Showcase</b>

# Registration & Sponsors

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## SPECIAL RATE INFORMATION

Forrester has negotiated group room rates for Summit attendees and sponsors.

## THE WESTIN MUMBAI GARDEN CITY

International Business Park, Oberoi Garden City  
Mumbai 400063, IN

Room reservations received by July 21, 2014 will be eligible for the group rate of INR 8,500 plus applicable taxes and fees for single occupancy. The negotiated group rate includes complimentary breakfast and is based on availability for reservations Saturday, August 16, 2014 through Saturday, August 23, 2014.

To make your reservation please email Lavina Mendonca at [lavina.mendonca@westin.com](mailto:lavina.mendonca@westin.com) or call +91 22 67361133 and mention **Forrester Research**. You must contact the hotel directly to take advantage of the discounted rate.



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CIOs**

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- **Engage with Forrester analysts.** Meet with our analysts to discuss how you can apply their insights in your organization.



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