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Forrester's Forum For  
Sourcing & Vendor Management Professionals

# SOURCING TOMORROW'S BUSINESS OUTCOMES

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“The drumbeat of business change is speeding up. At this forum, we’ll help technology leaders ensure that their technologies, skills, and competencies keep pace.”

**Kyle McNabb**  
*VP, Practice Leader*  
Forrester Research

# Join Us

Forrester's Forum For  
Sourcing & Vendor Management Professionals

## SOURCING TOMORROW'S BUSINESS OUTCOMES

Your leaders demand new strategies, new architectures, new ecosystems, and new competencies. In this environment, you must play a central role in defining new technology-fueled destinations to achieve business outcomes and thrive in the digital age.

### WHO SHOULD ATTEND

- Line-of-business leaders driving services and sourcing decisions.
- Sourcing executives identifying and selecting service providers.
- Procurement leaders executing strategies, negotiating contracts, and setting prices.
- Vendor management professionals responsible for managing supplier performance.

### WHAT ATTENDEES WILL GAIN

During this results-oriented Forum, Forrester will unveil its **newest big ideas, toolkits, and Forrester Waves™** to teach you how to redefine your partner ecosystems and strategies to fuel tomorrow's business outcomes.

### FEATURING

In addition to the latest content from our analysts, Forrester will give attendees a complimentary copy of two new Forrester Reports:

- *Sourcing Digital Disruption* by Liz Herbert, *Principal Analyst*, Forrester Research.
- *Negotiating for Business Outcomes* by Mark Bartrick, *Senior Analyst*, Forrester Research.

### COLOCATED FORUMS

Forrester's Forum for Sourcing & Vendor Management Professionals is colocated with Forrester's Forums for CIOs, Enterprise Architecture, Infrastructure & Operations, and Security & Risk professionals. These Forums are being held simultaneously to allow you to network with more business leaders, bring additional team members, and access valuable additional content relevant to your challenges and responsibilities. All attendees receive complimentary access to all Forum sessions.



# SOURCING TOMORROW'S BUSINESS OUTCOMES



“For sourcing professionals, the difference between success and failure can sometimes rest on a few critical pieces of information.”

**Chris Andrews**

*Principal Analyst, Research Director*  
Forrester Research

# Industry Speakers



## **Paulo Bezerra**

*Marketing Development USA*  
Brasil IT+

Paulo Bezerra is the market development leader for BRASSCOM in the US. Paulo leads efforts to introduce and connect international markets and companies with Brazilian software and IT service companies. He has 20 years of experience assisting groups and companies interested in developing partnerships.



## **Whitney Bouck**

*Enterprise General Manager*  
Box

Whitney Bouck is responsible for driving the growth strategy for Box in the enterprise market across sales, marketing, product, and services. Prior to joining Box, Whitney was Chief Marketing Officer of the Information Intelligence Group at EMC.



## **Sebastian Grady**

*President and COO*  
Rimini Street

Sebastian is a proven veteran of the enterprise software industry with more than 26 years of IT and executive leadership experience. He has a strong track record in global customer service, enterprise software maintenance, marketing and service delivery.



## **Sue Scott-Douglas**

*Supplier Management Programme Director*  
Barclays

Sue Scott-Douglas' current role involves driving SRM improvements in quality and consistency across some of Barclays' key businesses, from risk and service management basics through to more advanced value enhancement techniques.



## **Greg Swimer**

*Vice President IT, Business Intelligence*  
Unilever

Greg Swimer is a global IT leader at Unilever, responsible for delivering new information management, business intelligence, reporting, consolidation, analytics, and master data solutions to more than 20,000 users across all of Unilever's businesses globally.



## **Saul Van Beurden**

*COO*  
Marsh International

Saul Van Beurden oversees the operations and technology (O&T) of the regions and countries Marsh International serves. His main objective is to set up and execute a common agenda by and with the regional heads of O&T, which will drive operational excellence.

Also Featuring:

**Gael Dominique**, *IT Purchasing and Supplier Relationship Director*, Saint Gobain

**Rick Hillier**, *Procurement Director*, VocaLink

**Keith Holburn**, *Procurement Manager*, British Airways

**Helmut Reisinger**, *Senior Vice President Europe*, Orange Business Services

**Shahram Sharif**, *Executive Vice President and Country Manager*, Anatole

# Featured Keynotes

## THE BUSINESS DEMANDS OF THE PERPETUALLY CONNECTED



**George F. Colony**

*Chairman of the Board, Chief Executive Officer*  
Forrester Research

Device proliferation and consumer adoption of cloud brings an epochal change in expectations and a tectonic shift in future business outcomes. People — your customers and employees — are increasingly perpetually connected. Forrester Chief Executive Officer George Colony will discuss how the perpetually connected customer has redefined business strategy. During this session attendees will learn:

- How the perpetually connected customer affects your competitive strategy.
- What the new role of technology is in our perpetually connected world.
- What will characterize tomorrow's winners and losers.

## UNLEASHING THE DATA ECONOMY



**Eve Maler**

*Principal Analyst*  
Forrester Research



**James Staten**

*VP, Principal Analyst*  
Forrester Research

The time is now for a data economy that lets you unlock the hidden value of your corporate data. Emerging marketplaces exist today and are showing the way toward broader market adoption. In this session attendees will learn:

- Who today's market leaders in opening up the data economy are.
- What technologies, standards, and methodologies they leverage to make this market real.
- What steps you can take today to assess your opportunities and begin profiting from the data economy.

## BUILDING AN EFFECTIVE SUPPLIER RELATIONSHIP MANAGEMENT COMMUNITY



**Sue Scott-Douglas**

*Supplier Management Programme Director*  
Barclays

Very few organizations have comprehensive visibility and influence around all of their supplier touchpoints, and the challenge of visibility will only increase. Sue Scott-Douglas will share her insights into successful supplier management. In this session attendees will learn:

- How to create a common vision for excellence in SRM.
- How to implement a formal education curriculum and the application of best practices.
- How to deliver consistent execution across the group.

## A 10-YEAR HYPE CURVE IN PERSPECTIVE: A PERSONAL REFLECTION



**Saul Van Beurden**

*COO*  
Marsh International

Saul will share lessons of the past and look into the future of IT. Attendees will learn:

- How IT has evolved over the past 10 years.
- Lessons from Saul's personal experiences.
- How IT will continue to evolve.

## LESSONS FROM CITIZEN ENGAGEMENT



**Jennifer Belissent, Ph.D.**

*Principal Analyst*  
Forrester Research

Demands of connected citizens increasingly challenge business and government. New digital technologies help address those demands, facilitate new forms of engagement & service delivery, open new avenues for economic development & innovation, and change the business of government. Attendees will learn:

- What connected citizens and governments expect of each other.
- What businesses can learn from governments' efforts to better engage with connected citizens.
- How governments use technology to foster economic development.

## PANEL: GAME-CHANGING SVM STRATEGIES



PANEL MODERATOR: **Chris Andrews**

*Principal Analyst, Research Director*  
Forrester Research

### PANELISTS:

**Gael Dominique**, *IT Purchasing and*

*Supplier Relationship Director*, Saint Gobain

**Rick Hillier**, *Procurement Director*, VocaLink

**Keith Holburn**, *Procurement Manager*, British Airways

Leading SVM organizations are clear about their organizational mandate and 2013 priorities. In this session attendees will learn from these panelists:

- How to focus SVM efforts.
- How to generate innovation through your strategic supplier relationships.
- How to provide greater value to your business counterparts.

## PANEL: NEW IDEAS FOR INNOVATION AND SAVINGS



**MODERATOR: Chris Andrews**  
*Principal Analyst, Research Director*  
Forrester Research

### PANELISTS:

**Wolfgang Benkel**, *Principal Analyst*, Forrester Research  
**Christine Ferrusi Ross**, *VP, Global Council and Research Director*, Forrester Research

**Duncan Jones**, *VP, Principal Analyst*, Forrester Research

What can you learn from the hundreds of enterprises and vendors we speak to each year? What cost savings, risk mitigation, and innovation business outcome examples can you embrace? This idea session will instruct attendees on:

- What cutting-edge capabilities can change your sourcing strategy.
- What new suppliers you should be watching.
- What's hot in sourcing.

## WRAP IT UP; I'LL TAKE IT - LESSONS TO TAKE HOME FROM SVM FORUM 2013



**Chris Andrews**  
*Principal Analyst, Research Director*  
Forrester Research



**Christine Ferrusi Ross**  
*VP, Global Council and Research Director*  
Forrester Research

Over two days, you'll participate in sessions designed to get you thinking about the value you can generate from your business. This closing session will summarize the key takeaways of the Sourcing & Vendor Management Forum 2013, highlighting the messages and actions you can implement in your office. This session will review with attendees:

- The key take-aways from all sourcing and vendor management sessions during the Forum.
- The best new ways to generate innovation and cost savings from suppliers.
- The most valuable lessons you and your peers should take back to the office.

## NEGOTIATING FOR BETTER BUSINESS OUTCOMES



**Mark Bartrick**  
*Senior Analyst*  
Forrester Research

Attaining cost savings is a key part of negotiations with your major technology suppliers. Yet too often, organizations focus on cost savings at the expense of their more strategic business objectives. This session will:

- Reflect on the rising demand for more outcome based contracts.
- Identify the key implications for your sourcing strategy and how you negotiate.
- Review how your key vendor relationships will need to change.

## EXECUTING A WINNING SERVICES SOURCING STRATEGY



**Wolfgang Benkel**  
*Principal Analyst*  
Forrester Research

Your sourcing strategy plays a major role in closing the gap between your organization's insatiable technology demands and your IT organization's ability to meet those demands. In this session we will instruct attendees on:

- What critical sourcing and vendor management decisions can fill this gap.
- Where you can increase the potential of your current IT services relationships.
- Key models for sourcing experts to follow, including outsourcing versus insourcing, assessing your company's sourcing maturity, and pricing model evaluations.

## BRASIL IT+: REGIONAL LEADER, GLOBAL PLAYER



**Paulo Bezerra**  
*Marketing Development USA*  
Brasil IT+

Brazil is well positioned as a leading growth economy. The time is now right to consider Brazil's IT capabilities as strategic alternatives for your innovation, productivity, competitive, and growth plans and requirements. Join us for an enlightening conversation with BRASSCOM, the Brazilian Association of Information Technology and Communication Companies, as well as with executives from selected leading ITC companies. Attendees will learn:

- How leading global and Brazilian IT companies have been successfully enabling the growth of companies in the domestic Brazilian and international markets.
- How your company can prosper and succeed when leveraging Brazil's ITC capabilities.
- How Brasil IT+ can collaborate in companies' productivity and competitive goals.

## THE EVOLUTION OF IT: DRIVING INSIGHT AND INNOVATION IN THE POST-PC ERA



**Whitney Bouck**  
*Enterprise General Manager*  
Box

Today's knowledge workers demand device choice and flexibility, and IT decision-makers require technology that regulates the flow of information but also delivers new innovations to vendors, clients, customers, and employees. In this keynote presentation, Whitney Bouck will look at the evolution of IT and the intersection of cloud, mobile, and social. In this session attendees will learn:

- What is driving all of the growth in mobile tools.
- What this shift means for the future of content management and collaboration.
- How we will communicate and collaborate in the post-PC enterprise.

## HOW TO CUT ORACLE AND SAP MAINTENANCE COSTS BY 50% WITH THIRD-PARTY SUPPORT



**Sebastian Grady**  
President and COO  
Rimini Street

The No. 1 dislike for many Oracle or SAP customers is the high cost of maintenance. Having a support alternative gives companies more leverage when negotiating with Oracle or SAP, resulting in substantial savings. Attendees will learn:

- How to leverage third-party support in your negotiations with SAP and Oracle.
- How to save up to 15 times your annual maintenance fees over 10 years with third-party support.
- How to replace an outdated vendor support model with a more relevant, responsive, and cost-effective model.

## TOO BIG TO DISRUPT?



**Liz Herbert**  
Principal Analyst  
Forrester Research

Leading suppliers advertise that they can help you deliver tomorrow's outcomes and manage new technology disruptions related to social, mobile, cloud, and analytics. But are they ready to help you build your front-office business strategy and address the needs of the perpetually connected? In this session attendees will learn:

- How to compare tech giants versus small players for sourcing digital disruption solutions.
- When large players can be a good source for business innovation.
- Sourcing strategies are vital for big and small players.

## FROM TACTICAL TO STRATEGIC SOFTWARE SOURCING



**Duncan Jones**  
VP, Principal Analyst  
Forrester Research

The struggle to balance complex business requirements, IT standards, vendor capabilities, and spending objectives — all while dealing with predefined renewal deadlines — makes software negotiation stressful. Too often, this stress leads to hastily prepared and poorly informed sourcing strategies that don't align with future business outcomes. This session will provide steps to:

- Be more proactive in your sourcing strategies.
- Align negotiations with software strategy.
- Achieve much stronger business outcomes.

## PANEL: SOURCING SUCCESS STORIES



MODERATOR: **Christine Ferrusi Ross**  
VP, Global Council and Research Director  
Forrester Research

### PANELISTS:

**Gael Dominique**, *IT Purchasing and Supplier Relationship Director*, Saint Gobain  
**Rick Hillier**, *Procurement Director*, VocaLink  
**Keith Holburn**, *Procurement Manager*, British Airways

Hear sourcing and vendor management experts discuss what they do to support innovation demands, maximize value from suppliers, and communicate the value of their role internally. This panel session will instruct attendees on:

- The changing role of sourcing and vendor management within the organization.
- Best practices for cutting costs and managing key supplier relationships.
- Changing innovation, security, and risk considerations.

## SOURCING STRATEGIES AND ENTERPRISE MOBILITY: MANAGING COSTS, ASSETS, AND SECURITY RISKS



**Shahram Sharif**  
Executive Vice President and Country Manager  
Anatole

New trends like the consumerization of IT, the proliferation of smartphones and tablets, the rise of mobile apps, and the growing mobile workforce represent an increasing challenge for enterprises and their IT organizations. In this session attendees will learn:

- Best practices in how enterprises source and deploy solutions.
- What costs are associated with solutions such as telecom expense management (TEM) and mobile device management (MDM).
- How to cope with the associated risks of deploying mobile productivity and bring-your-own-device (BYOD) programs.

## SOURCING MOBILITY: NEW CHALLENGES, NEW OPPORTUNITIES



**Brownlee Thomas, Ph.D.**  
Principal Analyst  
Forrester Research

Bring-your-own-device policies, video collaboration, and social technologies: These three telecom and mobility trends change the way your organization does business. Yet each trend poses new risks for your organization related to escalating costs, security management, and purchasing flexibility. This session will provide a roadmap for:

- How to handle the changing nature of these critical trends.
- How to enable an increasingly mobile workforce.
- How to balance flexibility, costs, and risks in your purchasing decisions.



# Agenda: Monday, 10 June 2013

8:00 AM	<b>Networking Breakfast In The Solutions Showcase</b>
9:00 AM	<b>Welcome And Setting The Stage</b> Kyle McNabb, <i>Vice President, Practice Leader</i> , Forrester Research
9:15 AM	<b>The Business Demands Of The Perpetually Connected</b> George Colony, <i>Chairman of the Board, Chief Executive Officer</i> , Forrester Research
9:45 AM	<b>Unleashing The Data Economy</b> James Staten, <i>Vice President, Principal Analyst</i> , Forrester Research Eve Maler, <i>Principal Analyst</i> , Forrester Research
10:15 AM	<b>Industry Keynote: TBA</b>
10:45 AM	<b>Morning Networking Break In The Solutions Showcase</b>
11:30 AM	<b>Sourcing Tomorrow's Business Outcomes: Opening Remarks</b> Chris Andrews, <i>Principal Analyst, Research Director</i> , Forrester Research
11:40 AM	<b>Too Big To Disrupt?</b> Liz Herbert, <i>Principal Analyst</i> , Forrester Research
12:10 PM	<b>Building An Effective Supplier Relationship Management Community</b> Sue Scott-Douglas, <i>Supplier Management Programme Director</i> , Barclays
12:40 PM	<b>Intermission</b>
12:45 PM	<b>Premier Keynote With Box:</b> Whitney Bouck, <i>Enterprise General Manager</i> , Box <b>Premier Keynote With Brasil IT+:</b> Paulo Bezerra, <i>Marketing Development USA</i> , Brasil IT+ <b>Premier Keynote With Orange Business Services:</b> Helmut Reisinger, <i>Senior Vice President Europe</i> , Orange Business Services
13:15 PM	<b>Lunch And Dessert In The Solutions Showcase</b>
14:30 PM	<b>From Tactical To Strategic Software Sourcing</b> Duncan Jones, <i>Vice President, Principal Analyst</i> , Forrester Research
15:00 PM	<b>Platinum Session With Rimini Street:</b> Sebastian Grady, <i>President and COO</i> , Rimini Street
15:30 PM	<b>Afternoon Networking Break In The Solutions Showcase</b>
16:00 PM	<b>Sourcing Success Stories</b> Panel Moderator: Christine Ferrusi Ross, <i>Vice President, Global Council and Research Director</i> , Forrester Research Panelists: Gael Dominique, <i>IT Purchasing and Supplier Relationship Director</i> , Saint Gobain Rick Hillier, <i>Procurement Director</i> , VocaLink Keith Holburn, <i>Procurement Manager</i> , British Airways
16:30 PM	<b>Game-Changing SVM Strategies</b> Panel Moderator: Chris Andrews, <i>Principal Analyst, Research Director</i> , Forrester Research Panelists: Gael Dominique, <i>IT Purchasing and Supplier Relationship Director</i> , Saint Gobain Rick Hillier, <i>Procurement Director</i> , VocaLink Keith Holburn, <i>Procurement Manager</i> , British Airways
17:00 PM	<b>New Ideas For Innovation And Savings</b> Panel Moderator: Chris Andrews, <i>Principal Analyst, Research Director</i> , Forrester Research Panelists: Wolfgang Benkel, <i>Principal Analyst</i> , Forrester Research Christine Ferrusi Ross, <i>Vice President, Global Council and Research Director</i> , Forrester Research Duncan Jones, <i>Vice President, Principal Analyst</i> , Forrester Research
17:30 PM	<b>Networking Reception In The Solutions Showcase</b>

# Agenda: Tuesday, 11 June 2013

8:00 AM	<b>Networking Breakfast In The Solutions Showcase</b>
9:00 AM	<b>Sourcing Tomorrow's Business Outcomes: Welcome Back</b> Chris Andrews, <i>Principal Analyst, Research Director</i> , Forrester Research
9:10 AM	<b>Negotiating For Better Business Outcomes</b> Mark Bartrick, <i>Senior Analyst</i> , Forrester Research
9:40 AM	<b>Platinum Session With Anatole</b> Shahram Sharif, <i>Executive Vice President and Country Manager</i> , Anatole
10:10 AM	<b>Morning Networking Break In The Solutions Showcase</b>
10:40 AM	<b>Executing A Winning Services Sourcing Strategy</b> Wolfgang Benkel, <i>Principal Analyst</i> , Forrester Research
11:10 AM	<b>Sourcing Mobility: New Challenges, New Opportunities</b> Brownlee Thomas, Ph.D., <i>Principal Analyst</i> , Forrester Research
11:40 AM	<b>Wrap It Up; I'll Take It - Lessons To Take Home From SVM Forum 2013</b> Christine Ferrusi Ross, <i>Vice President, Global Council and Research Director</i> , Forrester Research Chris Andrews, <i>Principal Analyst, Research Director</i> , Forrester Research
12:10 PM	<b>Networking Lunch And Dessert In The Solutions Showcase</b>
13:30 PM	<b>A 10-Year Hype Curve In Perspective: A Personal Reflection</b> Saul Van Beurden, <i>COO</i> , Marsh International
14:00 PM	<b>Lessons From Citizen Engagement</b> Jennifer Belissent, <i>Principal Analyst</i> , Forrester Research
14:30 PM	<b>Architecting Tomorrow's Business Outcomes: Closing Remarks</b> Kyle McNabb, <i>Vice President, Practice Leader</i> , Forrester Research
14:45 PM	<b>Conclusion</b>



# 1-On-1 Analyst Meetings

## Expert Advice

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To receive the group rate you must book online under the travel info tab at [www.forrester.com/SVM13EMEA](http://www.forrester.com/SVM13EMEA).



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Lancaster London

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