

# AGENDA AT A GLANCE

## MONDAY 9 SEPTEMBER

Agenda correct as of 24 May 2013

07:30 – 20:15	Registration, Information and Refreshments							
09:00 – 10:00	<b>Gartner Keynote: The End of Outsourcing as we Know It</b> <i>Linda Cohen, Helen Huntley, Frank Ridder and Ian Marriott</i>							
10:00 – 10:45	<b>Guest Keynote: Mastering a New Reality: A Competitiveness Outlook for 2013 and Beyond</b> <i>Stéphane Garelli, Professor at IMD, and Professor at the University of Lausanne, Director of IMD World Competitiveness Center, Switzerland</i>							
10:45 – 11:30	Refreshment Break in the Solution Showcase				10:55 – 11:25 60 Seconds or Bust: Sponsor Snapshot <i>Moderated by: Richard Mitchell</i>			
	<b>A</b> CIOs and Senior Leaders: Growing and Succeeding in a Digital World	<b>B</b> Sourcing and Contract Managers: Selecting, Evaluating and Contracting for Optimal Deals	<b>C</b> IT Vendor Managers: Optimizing Your IT Vendor Ecosystem	<b>D</b> Activating the Next Generation Enterprise with Cloud and Industrialized Services	<b>Practical Outsourcing: Workshops, Clinics and Roundtables</b> <i>(Registration required, end-user organizations only)</i>			
11:30 – 12:30	CEO Concerns 2013 and the Implications for Sourcing <i>Mark Raskino</i>	Sourcing Reality 2014: The Arrival of the 'No Clue' Buyer <i>Frank Ridder</i>	Effective Vendor Management in a Cloudy World <i>Linda Cohen</i>	Charting Your Roadmap to the Cloud <i>Gregor Petri</i>	Roundtable: SaaS Vendor Selections and Governance Best Practices <i>Frances Karamouzis</i>	Roundtable: Managing the Conflicts Between Vendor Management and Procurement <i>Chris Ambrose</i>		
12:30 – 13:45	Lunch in the Solution Showcase							
13:45 – 14:45	Advanced Sourcing Strategies: How the Back-Office Funds Front-Office Competitiveness <i>Claudio Da Rold</i>	End-Users Outsourcing in Europe: Transform Complexity Into an Opportunity or Lag Behind <i>Gianluca Tramacere</i>	Differentiate Between MSI Offerings to Ensure Better End-To-End Service <i>Gilbert van der Heiden</i>	Pricing Trends and Methodologies: What are They and How do They Impact Your Deal? <i>Bill Maurer</i>	13:45 – 15:30 Contract Negotiation Clinic: Negotiating SaaS Contracts <i>Moderated by: Alexa Bona</i>	13:45 – 15:30 Workshop: Evaluate Your Vendor Management Maturity and Apply Tactics to Move From One Level to the Next <i>Moderated by: Chris Ambrose and Gayla Sullivan</i>	Roundtable: Defining Mobile Strategy and Managing its Impact on the IT Organization <i>Nick Jones</i>	
15:00 – 15:30	Solution Provider Session	Solution Provider Session	Solution Provider Session	Solution Provider Session				
15:30 – 16:00	Refreshment Break in the Solution Showcase							
16:00 – 16:45	Case Study	Case Study	Case Study: Eli Lilly	Case Study	16:00 – 18:00 Workshop: Using Application Portfolio Analysis to Enhance Your IT Sourcing Strategy <i>Moderated by: Frances Karamouzis</i>	16:00 – 18:00 Workshop: Business Value Measures to Link IT to Business Performance <i>Moderated by: Bill Maurer and Gianluca Tramacere</i>	Roundtable: Network Sourcing and Contracting Best Practices <i>Neil Rickard</i>	
17:00 – 17:30	To the Point: The CIO's Guide to Global Delivery: Strategies for 2014 and Beyond <i>Ian Marriott</i>	To the Point: Get the Most out of Your Staff Augmentation Deals <i>Helen Huntley</i>	To the Point: Vendor Intelligence: Harvesting Big Data Opportunities in Vendor Management <i>Gayla Sullivan</i>	To the Point: Can Outsourcers Really Manage a Hybrid IT Environment? <i>Bryan Britz</i>			Roundtable: Get it Done: Sourcing Execution at the Heart of the Nexus of Forces <i>Frank Ridder</i>	
17:45 – 18:15	To the Point: Sourcing for Mobile: New Skills, New Services and New Clouds <i>Nick Jones</i>	To the Point: How to be a Sophisticated BPO Client <i>Cathy Tornbohm</i>	To the Point: Best Practice in Scorecarding Your Vendor <i>David Ackerman</i>	To the Point: Cutting Through the Fog in Microsoft Office 365 Cloud Negotiations <i>Alexa Bona</i>				
18:15 – 20:15	Networking Reception in the Solution Showcase							

## TUESDAY 10 SEPTEMBER

08:00 – 16:50	Registration, Information and Refreshments							
08:30 – 09:15	<b>Gartner Keynote: Digitally-Enabled Business Model Innovation – Broad and Deep</b> <i>Dave Aron</i>							
09:15 – 10:00	<b>Guest Keynote: Seizing the Moment – The Journey To a New Sourcing Strategy</b> <i>Mark Hall, CIO, HMRC</i>							
10:00 – 10:45	Refreshment Break in the Solution Showcase							
10:45 – 11:45	Establishing Effective Outsourcing Governance – It's Now or Never! <i>Linda Cohen</i>	Utility Network Services – New Ways to Source Your Enterprise Network <i>Neil Rickard</i>	Review Vendors' Performance to Stop Them From Managing You <i>Ruby Jivan</i>	Harnessing a Global Talent Pool Through Crowdsourcing – Risks, Rewards, Opportunities <i>Helen Huntley</i>	10:45 – 12:30 Workshop: Business Value Measures to Link IT to Business Performance <i>Moderated by: Bill Maurer and Gianluca Tramacere</i>	10:45 – 12:30 Workshop: How to Pick the Right Data Center Outsourcing or Cloud IaaS Provider in Europe <i>Moderated by: Claudio Da Rold</i>	Roundtable: Cloud Migration or Cloud Migraine: A Self-Help Group for the Brave and the Wise <i>Gregor Petri</i>	
12:00 – 12:30	Solution Provider Session	Solution Provider Session	Solution Provider Session	Solution Provider Session				
12:30 – 13:45	Lunch in the Solution Showcase							
13:45 – 14:45	Succeed with Outsourcing at the Intersection of the Nexus of Forces <i>Frank Ridder</i>	Negotiating with the Software Mega-Vendors: IBM, Microsoft, Oracle and SAP <i>Alexa Bona</i>	The Vendor Management Playbook: Building the Foundation for IT Vendor Management <i>Chris Ambrose</i>	Future of Data Center Management Services <i>Bryan Britz</i>	13:45 – 15:30 Contract Negotiation Clinic: Contracting for Cloud Infrastructure <i>Moderated by: Dave Ackerman and Gregor Petri</i>	13:45 – 15:30 Workshop: Vendor Managers: Moving from Staff Augmentation to a Managed Service Model <i>Moderated by: Ruby Jivan</i>	Roundtable: Using Low Cost Cloud Services: Early Lessons and Practical Hints <i>Claudio Da Rold</i>	
15:00 – 15:30	To the Point: Real Life Examples of Industrialization and Consumerization of IT Services <i>Frances Karamouzis</i>	To the Point: Trust in IT Services Sourcing: 50 Shades of Grey? <i>Ian Marriott</i>	To the Point: The Goldilocks Principle: How Many Vendors is Just Right? <i>Linda Cohen</i>	To the Point: How to Align BPO with Your Business Shared Service Center, IT and Cloud Strategies <i>Cathy Tornbohm</i>			Roundtable: Using the MSI Role to Ease Complexity of Integrating Multiple Cloud and Outsourcing Providers <i>Gilbert van der Heiden</i>	
15:30 – 16:00	Refreshment Break in the Solution Showcase							
16:00 – 16:45	<b>Guest Keynote: Rethink – Practical Innovation</b> <i>Nigel Barlow, Change and Innovation Expert</i>							
16:45 – 16:50	Summit Close <i>Ian Marriott</i>							

At the Summit, please refer to the agenda in the event guide provided, for the most up to date session and location information

## AGENDA GUIDANCE

To help you navigate the summit agenda, we've identified track sessions that match your experience level and information needs. Specific categories include:

### MATURITY LEVEL

- F Foundational:** If you are at the early stages of your initiative, or are a newcomer to this space, these sessions will give you the necessary understanding and first steps.
- A Advanced:** If you are an advanced practitioner, these sessions are designed to take your initiative, or understanding, to the next level.

### FOCUS

- T Tactical:** Sessions providing tactical information that can be used straight away, with a focus on "how to", dos and don'ts, and best practices.
- S Strategic:** Sessions focusing on the strategic insight supporting the development and implementation of your action plan.

### PERSPECTIVE

- B Business:** Sessions geared toward business leaders, or IT professionals who need to understand the challenges and opportunities from a business, organizational, or cultural perspective.
- IT Technology:** Sessions that address technical concepts, details, and analysis.