Key benefits of attending

- Select sourcing models and providers for business value
- Negotiate contracts for agility and innovation
- Develop the right performance metrics and incentives
- Manage vendors to improve behaviours and performance
- Develop a vendor risk management discipline
Sourcing IT services to ensure effective support to your business has never been more challenging. The proliferation of new technology options, delivery models and a shifting vendor landscape is combining with business opportunities and challenges, fuelled by digital initiatives, to create an unprecedented level of complexity.

The Gartner Sourcing & Strategic Vendor Relationships Summit will help you to set out a roadmap to conquer this complexity and drive business value. From the creation and re-calibration of effective sourcing strategies and governance, to best practice techniques for engaging and negotiating with the optimal choice of providers, and the latest techniques for the management of current and emerging providers, the Summit will deliver new thinking and concrete, actionable advice.

### Key learnings

This is the event for the sourcing community, helping sourcing executives, contract managers and vendor managers to make the best informed IT services sourcing decisions. Learn how to:

- Identify the best delivery models and providers for your needs, and negotiate contracts that will deliver real value to your business.
- Design a sustainable performance management program that includes the “right” performance metrics and incentives to keep your deals on track.
- Develop practical sourcing and vendor governance models, competencies and best practices to create sustainable value.
- Develop vendor management metrics, scorecards, and dashboards to measure and communicate vendor performance.
- Mitigate outsourcing and cloud risks by developing a vendor risk management discipline.
- Identify and leverage key disruptive technologies for both immediate and long-term value.

### Registration and pricing

**3 easy ways to register**

**Web:** gartner.com/eu/sourcing  
**Email:** emea.registration@gartner.com  
**Telephone:** +44 20 8879 2430

**Pricing**

- **Early-bird price:** €2,150 + VAT (ends 6 April 2015)
- **Standard Price:** €2,475 + VAT
- **Public Sector Price:** €1,950 + VAT

**Gartner clients**

A Gartner ticket covers both days of the Summit. Contact your account manager or email emea.events@gartner.com to register using a ticket.

**Bring your team**

Gain a much richer experience of the event and save!

Maximize your learning by attending with your group. Participate together in relevant sessions or split up to cover more topics, sharing your session take-aways later.

**Complimentary registrations:**

- 1 for every 3 paid registrations
- 2 for every 5 paid registrations
- 3 for every 7 paid registrations

For more information, email emea.teamsend@gartner.com or contact your Gartner account manager.
Get your ‘How to’ roadmap with new thinking and actionable advice

What’s new

This year’s event will deliver practical, real-world advice on new topics such as:

- Driving cost optimization in an existing sourcing relationship
- The ten key ingredients you need to have for a successful outsourcing contract
- How to Implement vendor contingency and risk planning
- The Internet of Things and how it will impact on your sourcing decisions
- How to use Gartner’s new vendor management framework to drive more value, reduce risk and define vendor management responsibilities
- Procuring, managing and measuring “Bimodal” IT
- How to create and execute a comprehensive transition plan

Who Should Attend?

Senior business and IT professionals including:

- Chief Sourcing Officers, Sourcing Executives, Heads of Outsourcing
- Sourcing Managers
- Vendor Managers
- Contract Managers
- CIOs, COOs, CFOs
- Global Sourcing Managers
- Global Delivery Managers
- Business Unit Managers
- Procurement Managers
- Applications Leaders
- Infrastructure Leaders

Case studies

Hear real hands-on “this is how we made it happen” insight from international organizations whose senior executives are working on the best and most successful sourcing initiatives in Europe. The latest case study information will be added to the agenda as it is confirmed at gartner.com/eu/sourcing

Vestas Wind Systems A/S: Completing a Ten Month Data Centre Outsourcing Project in Only Ten Weeks
Henrik Krarup Stefansen
Senior Director, Global IT Sourcing, Vestas

Ferrovial: Leveraging IT Outsourcing as an Enabler for Business Transformation and Expansion
Nicolás Rodríguez Tolmo
Chief Technology Officer, Ferrovial

“The quality of the speeches are excellent and the keynote presentations are truly thought provoking and inspirational.”
Senior Vendor Manager, EE

GARTNER PREDICTS:
By 2017, buyers will have shifted as much as 50% of their sourcing portfolio to managed services models.

Register by visiting gartner.com/eu/sourcing
Agenda at a Glance

**Monday 1 June 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>07:30 – 20:00</td>
<td>Registration and Information</td>
</tr>
<tr>
<td>08:00 – 08:45</td>
<td>Orientation and Meet the Analysts Moderator: Richard Mitchell</td>
</tr>
<tr>
<td>09:00 – 10:00</td>
<td>Welcome and Gartner Keynote: Sourcing 2015 and Beyond: Leverage the Power of the Top Technology and Business Trends Chris Ambrose</td>
</tr>
<tr>
<td>10:00 – 10:45</td>
<td>Guest Keynote: Disruptive Innovation in the World of Sourcing Linda Cohen, Author and Entrepreneur</td>
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<tr>
<td>10:45 – 11:30</td>
<td>Refreshment Break in the Solution Showcase</td>
</tr>
<tr>
<td>11:30 – 12:15</td>
<td>A. Sourcing Executives: Creating Sustainable Strategies in Complex Times Elena Bona</td>
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<tr>
<td>11:30 – 12:15</td>
<td>B. Sourcing and Contract Managers: Ensuring the Right Deals with the Right Providers John Ambrose</td>
</tr>
<tr>
<td>11:30 – 12:15</td>
<td>C. Vendor Managers: Taking Vendor Management to the Next Level Peter Hinssen, Author and Entrepreneur</td>
</tr>
<tr>
<td>12:15 – 13:30</td>
<td>Lunch in the Solution Showcase</td>
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<tr>
<td>13:00 – 16:15</td>
<td>Solutions for Applications Outsourcing Ruby Jivan</td>
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<tr>
<td>14:30 – 15:00</td>
<td>Solution Provider Sessions</td>
</tr>
<tr>
<td>15:00 – 15:30</td>
<td>Refreshment Break in the Solution Showcase</td>
</tr>
<tr>
<td>15:30 – 16:15</td>
<td>Case Study: Completing a Ten Month Data Centre Outsourcing Project in Only Ten Weeks Henrik Kragh Stefansen, Senior Director, Global IT Sourcing, Vestas</td>
</tr>
<tr>
<td>15:30 – 16:15</td>
<td>Case Study: Leveraging IT Outsourcing as an Enabler for Business Transformation and Expansion Nicolás Rodriguez Tolmo, Chief Technology Officer, Ferrovial</td>
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<tr>
<td>15:30 – 16:15</td>
<td>Case Study: From Outsourcing to Value Sourcing Carsten Brodt, Strategic Supplier Manager, IS Application Services, Syngenta</td>
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<tr>
<td>15:30 – 16:15</td>
<td>Case Study: Using Strategic Relationships to Support Business Change Steve Dyke, Director Asset Information ORBIS Programme, Network Rail</td>
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<tr>
<td>16:30 – 17:15</td>
<td>Effective SLAs, Pricing Models and Terms for Outsourcing Application Support Kris Doering</td>
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<tr>
<td>16:30 – 17:15</td>
<td>How to Implement a Vendor Performance Management Program Chris Ambrose</td>
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<tr>
<td>16:30 – 17:15</td>
<td>Charting the Course for Your Digital Journey by Utilizing the Right Service Provider Patrick Sullivan</td>
</tr>
<tr>
<td>17:30 – 18:00</td>
<td>Ten Key Ingredients for a Successful Infrastructure Outsourcing Contract Gianluca Tramacere</td>
</tr>
<tr>
<td>17:30 – 18:00</td>
<td>Establishing Vendor Rules of Engagement Chris Ambrose</td>
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<tr>
<td>18:00 – 20:00</td>
<td>Networking Reception in the Solution Showcase</td>
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</tbody>
</table>

**Tuesday 2 June 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>07:30 – 16:50</td>
<td>Registration and Information</td>
</tr>
<tr>
<td>08:00 – 08:45</td>
<td>Peer Exchange</td>
</tr>
<tr>
<td>09:00 – 09:45</td>
<td>Gartner Keynote: Becoming a Wolf in a Digital World Tina Nunno</td>
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<tr>
<td>09:45 – 10:15</td>
<td>Refreshment Break in the Solution Showcase</td>
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<tr>
<td>10:15 – 11:00</td>
<td>Ten Steps to Making Better Sourcing Decisions Linda Cohen</td>
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<tr>
<td>10:15 – 11:00</td>
<td>How to Select the Right Data Center and Infrastructure Utility Provider Claudio Da Roel</td>
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<tr>
<td>10:15 – 11:00</td>
<td>How to Implement Vendor Contingency and Risk Planning Chris Ambrose</td>
</tr>
<tr>
<td>10:15 – 11:00</td>
<td>How to Integrate and Manage Cloud and Traditional Services — Living in a World of Hybrid IT Ed Anderson and Helen Huntley</td>
</tr>
<tr>
<td>11:15 – 11:45</td>
<td>Solution Provider Sessions</td>
</tr>
<tr>
<td>12:00 – 12:30</td>
<td>Keep these Application Roles when Outsourcing Kris Doering</td>
</tr>
<tr>
<td>12:00 – 12:30</td>
<td>How to Achieve Business Outcomes From BPO Cathy Tornbohm</td>
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<tr>
<td>12:00 – 12:30</td>
<td>Delivering ROI in Vendor Management Joanne Spencer</td>
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<tr>
<td>12:00 – 12:30</td>
<td>Managing the Risk of SaaS and Implementation Partners for Business Success Patrick Sullivan</td>
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<tr>
<td>12:30 – 13:30</td>
<td>Lunch in the Solution Showcase</td>
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<tr>
<td>13:30 – 14:15</td>
<td>Selecting Mid-Tier Vendors: Bigger is not Necessarily Better Frances Karamouzis</td>
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<tr>
<td>13:30 – 14:15</td>
<td>Best Practices in Creating Application Implementation and Project Based Contracts Kris Doering</td>
</tr>
<tr>
<td>13:30 – 14:15</td>
<td>Applying Analytics to Improve Performance and Mitigate Risk Gayla Sullivan</td>
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<tr>
<td>13:30 – 14:15</td>
<td>Successfully Managing the Complexities of Bimodal Infrastructure Outsourcing William Maurer</td>
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<tr>
<td>14:30 – 15:00</td>
<td>How to Create and Execute a Comprehensive Transition Plan Helen Huntley</td>
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<tr>
<td>14:30 – 15:00</td>
<td>Build, Buy or Broker: How to Select and Deploy Cloud Services in Europe Gregor Petri</td>
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<tr>
<td>14:30 – 15:00</td>
<td>Introducing Agile Vendor Management Gayla Sullivan</td>
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<tr>
<td>14:30 – 15:00</td>
<td>How to Source an Agile Development Project Gil van der Heiden</td>
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<td>Guest Keynote: Motivating People to Deliver Extraordinary Results: Waking Sleepwalkers and Corkscrew Thinking Adrian Webster, Author and Business Speaker</td>
</tr>
<tr>
<td>16:15 – 16:20</td>
<td>Summit Close Chris Ambrose</td>
</tr>
</tbody>
</table>
Guest keynote speakers

**Disruptive Innovation in the World of Sourcing**

How companies can re-think their sourcing strategies in a world where technology has become 'normal'. We're witnessing the rise of the “Networked Age”, with new patterns of sourcing. But how can companies take advantage of the power of networks, and how will it reshape the sourcing industry? The network always wins, but how will this age of fluid thinking impact the world of vendor relationships?

Peter Hinssen, Author and Entrepreneur

**Motivating People to Deliver Extraordinary Results: Waking Sleepwalkers and Corkscrew Thinking**

The problem with IT is that it keeps changing. And the pace of that change is accelerating in the face of globalization and digitalization. Adrian will look at how we can all embrace change and, together, try out new approaches whilst putting clients at the heart of everything we do. Based on his six years of eye-opening research into the world’s most successful people, Adrian will give us a fascinating insight into engaging and inspiring people in the workplace to see things differently, to seek out opportunities for change and innovation — and together, drive business forward.

Adrian Webster, Author and Business Speaker

Gartner keynote speakers

**Sourcing 2015 and Beyond: Leveraging the Power of the Top Technology and Business Trends**

Information Technology is now the center of every business. Emerging and disruptive technologies, and the opportunities they create, make it increasingly complex for IT and the business to succeed. In this keynote you will gain a new perspective on the top technology and business trends and their impact on sourcing, your business, and society. Enable your business to succeed through the power of technology and sourcing.

Helen Huntley, Research VP

**Becoming a Wolf in a Digital World**

Are you predator or prey? This session, based on the recently released book, “The Wolf in CIO’s Clothing”, is based on the premise that IT executives are often in extreme situations, where normal management techniques simply will not work. IT is increasingly under pressure to drive business value and help the enterprise create competitive advantage, while dealing with increasing digital risks and challenges. Such an environment can drive enterprises to the “dark side”. Learn how to become a “Machiavellian Wolf” in order to deliver what your enterprise really needs, and to bring your enterprises back into the light.

Tina Nunno, VP & Gartner Fellow
Solution Showcase

Develop a “shortlist” of technology and service providers who can meet your particular needs. We offer you exclusive access to some of the world’s leading technology and service solution providers in a variety of settings.

Premier sponsors

Capgemini

With almost 140,000 people in over 40 countries, Capgemini is one of the world’s foremost providers of consulting, technology and outsourcing services. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business ExperienceTM, and draws on Rightshore®, its worldwide delivery model. www.capgemini.com

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MEDZ

Named Best Outsourcing Destination by EOA, Morocco offers qualified human resources, world class infrastructure and best operation costs. More than 100 major companies have chosen Morocco as outsourcing destination and created more 70,000 jobs including ITO and BPO sectors. MedZ is your SPOC for your outsourcing projects. www.medz-sourcing.com

Platinum sponsors

Stefanini

Stefanini is a global IT outsourcing services company with 17,000 resources across 85 offices in 34 countries. Since 1987, Stefanini has been providing offshore, onshore and nearshore IT services, including application development services, IT infrastructure outsourcing (help desk support and desktop services), systems integration, consulting and strategic staffing to enterprises around the world. www.stefanini.com

xerox

“This event is a fantastic opportunity to meet peers, colleagues and vendors in order to understand the moment in the market, what’s coming up and how I can bring improvements to my business. I recommend this event as a ‘must have’ to all IT professionals.”

Senior Commercial Manager, Nationwide

Gartner predicts:

By 2018, regulations, cloud adoption and internal mandates, will increase the existence of formalized IT vendor risk management programs from approximately 10% of enterprises to 40%.

Money-back Guarantee

If you are not completely satisfied with this Gartner conference, please notify us in writing within 15 days of the conference and we will refund 100% of your registration fee.

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#GartnerSSVR

GARTNER PREDICTS:

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