



# The 2003 Outsourcing World Summit

*Conference & Exposition*

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## Establishing a Profitable and Beneficial Relationship with Your Offshore Provider – Lessons Learned from a Customer Perspective

Tuesday, February 25

Round Four 3:20 – 4:10 PM

### Session Q

**JAMES FRIDENBERG**

*Vice President, Applications Development*

FARMERS INSURANCE GROUP

**RICH GARNICK**

*Chief Executive, Americas*

WIPRO TECHNOLOGIES

#### Learn:

The key attributes to look for beyond cost savings when selecting an offshore provider. Learn the do's and don'ts of offshore outsourcing based on experience from the field. Come away with a roadmap for ensuring a beneficial outsourcing partnership.

Learn how Farmers Insurance was able to create and maintain a mutually beneficial relationship with its offshore provider by examining some of the challenges encountered and successes achieved. Explore the valuable lessons in the implementation of offshore information technology outsourcing from Farmers Insurance's perspective in this interactive case study.

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Key topics to be covered include:

- Creating and executing an offshore strategy
- Selecting the 'Right Fit' offshore provider
- Steps to securing a successful partnership
- Achieving common business goals working with outsourcing partners
- Case Study: "Farmpro – A Successful Offshore Relationship"



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**JAMES M. FRIDENBERG**

*Vice President Applications & Development*

FARMERS INSURANCE GROUP, INCORPORATED

James Fridenberg assumed his current role as Acting Vice President of IT Applications and Development in March 2002 and is responsible for the progression/development and maintenance of a multitude of Farmers Applications and Policy Processing systems including: Farmers Auto, Home, Commercial, and billing. He is also responsible for multiple internal support organizations, which sustains a customer base of 17 million and over 15 thousand Agents. Additionally, James is responsible for providing the strategic direction and leadership in business relationships, standardized development methodologies, process optimization and outsourcing.

James joined Farmers Insurance Group in 1991 in the Program Management Office where he was involved and contributed to the successes of various projects. In 1995, James was promoted to Project Manager for the Electronic Document Generation Enterprise project, where he re-engineered the creation, production and distribution of Farmers Personal Lines Auto and Fire Policies. The project's success was highly recognized and highlighted in *The Journal of Communication Distribution* (November 1997), and *In-Plant Graphics* (April 1998). James was promoted to Director of Farmers Multi-Lines billing system in 1998 and was responsible for the automation and redeployment of Farmers EasyPay billing system. In 1999, James was appointed as the Director of the Home Owners Policy Processing Systems and Shared Services and in 2000 and was added the responsibility of Director of Strategic Alliances in 2001.

James' career history includes the leadership and involvement in a variety of Information Technology sectors, beginning his career in 1985 with Computer Science Corporation at the Jet Propulsion Laboratory (Galileo Space Craft Project). He has held a variety of positions in a number of areas including programming, configuration management, operation and systems at First Interstate Bank before joining Farmers Insurance Group.

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**JAMES M. FRIDENBERG**

Education:

Graduated from California State Polytechnic University, Pomona with a Bachelor of Science in Computer Information Systems.

James is married and has two small children Austin (3 years) and Mason (newborn).

Recent Magazine Interviews:

“Build vs. Buy/ Refining Skill Sets/” Insurance & Technology, October 2002

Recent Presentations:

Presenter for “*The Healthy Heart: Best Practices for Your Policy Processing*”, Sponsored by TechnologyDecisions for Insurance magazine and the National Underwriters Company, September 14, 2002, Orlando, Florida



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**RICHARD GARNICK**  
*Chief Executive, Americas*  
WIPRO TECHNOLOGIES

Richard Garnick is the Chief Executive-Americas with Wipro Technologies with responsibility for all business activities within the region. Since joining the company in 2001, Rich has been successful in creating a strong growth engine for Wipro in the Americas.

Rich has over 20 years of high tech experience in executive roles spanning software, hardware, and professional services. He has held key leadership positions in both entrepreneurial startups and Fortune 500 global companies. He has extensive expertise in areas of new market entry, venture capital funding, mergers and acquisitions, operations re-engineering, and implementing innovative corporate-wide sales programs.

Prior to joining Wipro, Rich served as the Chief Executive Officer & Chairman with Global Digital Media Inc. Previously held positions include: Vice-president - Avnet Inc.; Director of Sales - North America at Arrow Electronics; Chief Operating Officer at Innovoice, Inc.; and Regional Manager at Texas Instruments.

Rich holds a Masters degree in Business Administration from Loyola College, Baltimore and a BS Degree in Commerce and Engineering from Drexel University, Philadelphia.

Rich is married and currently lives in Boston with his wife and three children.