

# IAOP EOS16

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*"EOS is a very valuable event for exchanging first-hand experiences between clients, providers and advisors in one place. It is also an event which gives you inside information on new trends and learning practices."* — Marko Kovacevic, CEO, Trizma



IAOP® is the leading global association working to improve outsourcing outcomes by bringing together customers, providers and advisors in a collaborative, knowledge-based environment that promotes professional development, recognition, certification and excellence. With a community of more than 120,000 members and affiliates worldwide, IAOP is the leading professional association for organisations and individuals involved in transforming the world of business through outsourcing.

IAOP hosts the world's best-known and most highly-respected executive conferences and forums on the topic of outsourcing. Every IAOP event is first and foremost about learning and networking, and its programs are designed by the leaders in the field.

At IAOP's conferences, outsourcing customers, providers, advisors and academics come together. Game-changing ideas are shared. The latest trends and opportunities are identified. And, hundreds of millions of dollars of business deals are initiated and made.

*"I have been to several conferences and this one was one of the best I have attended. The networking is awesome."*

~Thomas Rolling, Farmers Insurance

First produced in 1998, the Summit has been held more than 30 times on five continents and is renowned for the quality of its speakers and the depth and breadth of its educational programs. The Summit is keynoted by top business, academic and government leaders, and complemented by in-depth breakout sessions, case studies and workshops.

[www.IAOP.org](http://www.IAOP.org)

## **EOS16: Embracing Technology and New Business Models for Outsourcing Success**

Outsourcing is hitting record levels in Europe, with more contracts than ever before—this according to a recent article by ComputerWeekly.com—and by some counts contract volumes are ahead of those in the US as a whole.

A focus in Europe on smaller deals is being driven by increased use of multi-sourcing and the impact of automation. European buyers are seeking shorter and smaller contracts with niche providers as well as avoiding larger, longer-term contracts as they plan their digital strategies amid a wave of new technologies and operating models.

### **How do you and your organisation embrace these new technologies and operating models to create opportunity?**

Learn how to get it right at EOS16, part of the Outsourcing World Summit® Conference Series taking place 6-8 November at the Renaissance Amsterdam, Netherlands.

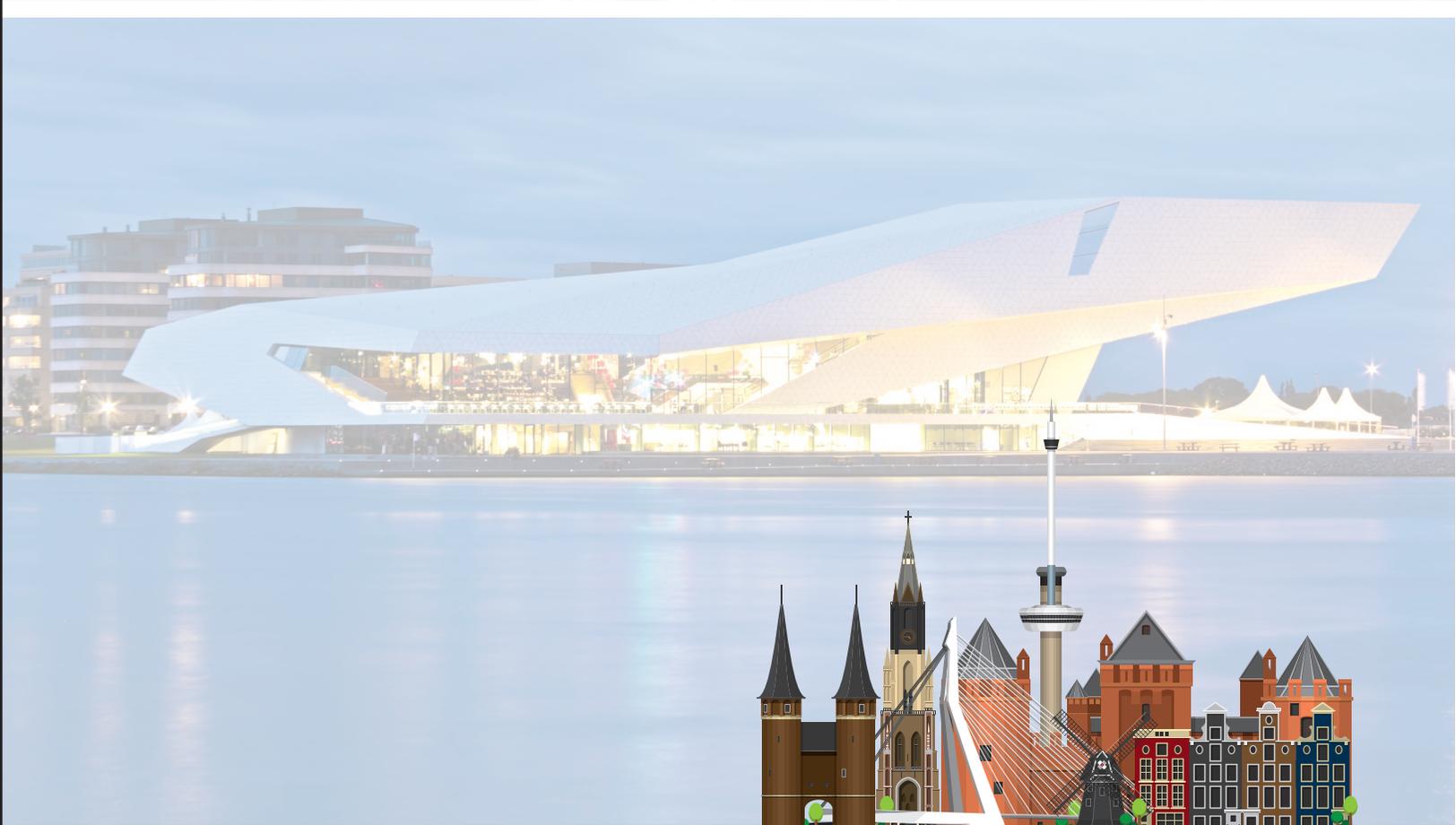
### **Who Attends?**

VPs, Directors and Managers; Professionals from HR, Finance, Purchasing, Legal, Administration, IT, Facilities, Manufacturing, Logistics, Service Delivery and related business functions; Entrepreneurs building the businesses of the future; Investors, Analysts and Academics; Consultants and Corporate Advisors; Government Officials and Policy Influencers; Marketing, Sales, and Delivery Professionals from across the industry as well as shared service, global business service, sourcing and procurement professionals.



REGISTER ONLINE AT [WWW.IAOP.ORG/EOS16](http://WWW.IAOP.ORG/EOS16)

amsterdam netherlands



**Monday, 7 November****8:45 – 9:00****Welcome to EOS16!****Debi Hamill, CEO, IAOP**

Debi Hamill sets the stage for the day's events and brings delegates up to speed on where IAOP is today and where it's headed. Hear how best to collaborate, share-knowledge and learn from one another over the next two days.

*Hamill oversees the entire scope of IAOP's global operations, driving the association's mission as the leading, standard setting organization and industry advocate. Her esteemed leadership and steadfast focus on building innovative programs and member services has helped grow IAOP to 120,000 members and affiliates worldwide. Known for her relationship development acumen, she regularly represents IAOP at industry events and is active in multiple industry organizations.*

**9:00 – 9:15****Opening Remarks****Henrik Søndemark, Senior Vice President, Head of Continental Europe, HCL**

We're pleased to welcome Henrik Søndemark to kick-off the conference and share his vision for the future of our industry.

*Henrik Søndemark is a Senior Vice President in HCL Technologies. His focus is on leading the HCL business in Continental Europe. Søndemark joined HCL Technologies in October 2014. Prior to joining HCL Technologies, he was a Vice President with CSC, where he was responsible for the largest outsourcing engagements.*

**9:15 – 10:15****Creating 21st Century Enterprise – Driving New and Different Business Models with Technology****Rick Mackay, IT Director, Aegon**

HCL and Aegon will discuss "disruption" and the impact technology is having on customer business models. We will explore how technology is creating a competitive advantage and how technology enables an experience centric AND agile organization. Discover how, as technology moves to better engagement, time to market has to reduce and how outcomes are at the heart of everything.

*Rick is IT Director for Aegon, responsible for IT programs in Continental Europe. Reporting to the CIO, Rick is responsible for Web & mobile, Salesforce, Data environments (datalake), Infrastructure, helpdesks, outsourcing relationships.*



## Monday, 7 November

### 10:15 – 11:15 **Results of IAOP's Annual Member Survey and Latest European Member Survey – sponsored by ISG**



#### **Jan Erik Aase, COP, Research Director, ISG**

Our fast-paced world is becoming more demanding and that drives organizations to become more technology driven and interdependent through an array of ever-changing collaborative business models. These models include multi-sourcing, global business services, automation, cloud-sourcing and many other variants. Additionally, the digital economy has accelerated and become more mature as the service provider community has made significant technology investments. These are the themes of the European State of the Industry survey. This session examines how well the digital transition journey is being achieved by clients and delivered by service providers and highlight key findings from the survey.

*As a Research Director and principal analyst, Mr. Aase reports on the key topics of SIAM, Governance, Strategy Frameworks, Operating Model Design, Change Management and Service Delivery Models. With over 32 years of experience, he is highly skilled at analyzing vendor governance trends and processes. Jan Erik has experience on all four sides of the sourcing and vendor governance lifecycle - as a client, an industry analyst, a service provider and an advisor.*

## Tuesday, 8 November

### 9:00 – 9:15 **Opening Remarks**



#### **Guy Clapperton, Managing Editor, Professional Outsourcing Magazine**

As editor of IAOP's European Media Affiliate, Professional Outsourcing Magazine, we're pleased to have Guy preview the day and add his thoughts on our industry.

*Guy Clapperton is editor of Professional Outsourcing Magazine and an author of several books. He has been a journalist since 1989 and you may have seen him in the Guardian, New Statesman and on the BBC. He has spoken professionally or moderated conference events in 16 countries spanning four continents and is an experienced media trainer.*



Tuesday, 8 November

9:15 – 10:15

## Strategic Sourcing: What's the Future?



**Yves Bernaert, Senior Managing Director, Accenture Technology, Europe, Africa, Middle East and Latin America**



**Harald Visser, IT Supplier Management & IT Sourcing Lead, BMW**

How are digital technologies and intelligent automation affecting sourcing? How will outsourcing, onshoring, crowdsourcing, contracting and insourcing evolve to meet the organisation's need for emerging skills as well as greater speed, proximity and business value? Today many IT workforces are static, organised around siloed skills and functions across the organisation and external vendors. Tomorrow these workforces will need to be adaptable, organised around heterogeneous technologies and projects, and working in closer proximity to the business. So, how do we get there?

*Yves Bernaert is responsible for advancing our integrated Technology strategy, overseeing the Global Delivery Network in EALA and driving growth across Technology, in particular in Application Services. Yves is a member of Accenture's Global Leadership Council, Technology Leadership team and Gallia Leadership team. Yves joined Accenture in 1993 and became a senior managing director in 2015.*

*Harald Visser leads the department of Strategic Partner Management which is a central IT Function of the BMW Group. He is responsible for the IT sourcing strategy, IT Partner Management, IT Sourcing Projects as well as the Provider Governance function. Harald Visser joined BMW in 2000. In 2008 he started the first major IT Sourcing Initiative.*

10:15 – 11:15

## The ISS 2020 Vision – The Future of Service



**Peter Ankerstjerne, aCOP, CMO, Head of Group Marketing, ISS**



**Jeffrey S. Saunders, Senior Futurist & Project Manager, Copenhagen Center for Futures Studies**

ISS and The Copenhagen Institute for Futures Studies have initiated a project on the future of Service Management in FM and CRE. The ISS 2020 Vision: The Future of Service is the 5th installment of the ISS 2020 Vision white book series. This survey was centered around three themes and designed to provide a comprehensive set of insights into the future of Service Management in FM and CRE. The first theme explores the general outlook of the industry towards 2025, taking into account the key trends and drivers affecting these developments. The second theme explores the employee outlook in industry towards 2025, taking into account the talent requirements, leadership skills, and HR challenges. The third theme explores the customer outlook in the industry, taking into account shifting values and expectations, and relationship management.

*Peter has been Head of Group Marketing and Vice President of ISS A/S since 2007 and served as its Group Marketing Director. Mr. Ankerstjerne served as Head of IFS Development at ISS Group.*

*He served as Commercial Director of ISS Damage Control. He served as VP Sales Development at ISS Group and also served as its Business Development Manager.*

*At the Institute, Jeffrey works as project manager on a number of projects concerning postal and communications, materials, and energy industries. Prior to coming to the Institute, Jeffrey worked as a consultant in the United States, where he advised the US government and international organisations on identity formation, organisational culture, stabilization and reconstruction strategies, international development, and globalisation.*



Tuesday, 8 November

## 16:30 – 17:30 European Regulations Panel



**Moderator:** Wiktor Doktór, CEO, Pro Progressio

**Panelists:** Vijay Gounder, Principal Director, Accenture  
Laurence Kalman, Senior Associate, Olswang  
Arno IJmker, COP, Managing Partner, Quint



This panel will discuss topics such as legal acts in any European Country, which define the relations between companies and the outsourcing services providers; certification programs available for European based companies; how popular are COP and aCOP programs across European Outsourcing Managers and Companies; do and should the certifications help outsourcing providers to prove their business value?; supporting public sector – how to do it right and are there any legal regulations which allow or not allow work for clients from public organisations?; what regulations should Europe implement to help outsourcing grow faster?; banking, insurance, telcom, utilities – are there any limitations to provide outsourcing services to those industries?; country by country – which European country is the best regulated when it comes to outsourcing services?; and Brexit – will it require new regulations in Europe?

*Wiktor Doktór is the Outsourcing Industry Expert specialized in a wide range of outsourcing activities, including BPO, R&D, ITO, Call and Contact Centre, Sales Force Outsourcing as well as in the subject of nearshoring and offshoring.*

*Vijay is Principal Director for Application Services/SAP Digital platform - Accenture GmbH - DACH and has 17+ years of IT experience in the executive role, global program management and presales.*

*Laurence works on a wide range of commercial and technology-related transactions, including outsourcing deals, licensing/franchising arrangements and sponsorship agreements. He acts for buyers and sellers on IP-heavy, cross-border M&A transactions, with a particular focus on resolving complicated business separation issues.*

*Arno IJmker has worked in a variety of professional sectors during his successful career, including insurance, banking, NGO upper management, and business consultancy. He joined Quint Wellington Redwood in 1999, a global management consultancy firm, with whom he works today. He currently serves as Managing Partner, responsible for a number of global key accounts of Quint.*

## 17:30 – 18:00 ISG Closing: Feedback, Recaps and Highlights



**Rob Chapman, Partner – Northern Europe/UK, ISG**

EOS is an opportunity for dismissing old thinking, advocating new trends, learning from others, sharing insights and networking. Results of the onsite attendee survey will be presented as well as the “on the streets” feedback that Rob Chapman, ISG Partner for Northern Europe/UK absorbs as he mixes and mingles with the crowd. The closing keynote is focused on recapping, highlighting and engaging the audience in capturing the value of the summit and challenging the attendees to go forward with a toolset of ideas that will benefit their respective organizations.

*Rob has over 25 years’ experience in Business Process and Information Technology Outsourcing. He has worked for a number of blue-chip and entrepreneurial organisations, including HP, EDS, Unisys, and Computershare. Rob has led significant outsourcing transactions in Banking, Insurance, Government and other Commercial organisations.*



## **Is CSR Relevant in Outsourcing? A Global Research Study Discussed**

**Sijmen P. Vrolijk**, COP, Managing Consultant, Quint Wellington Redwood

Sustainability and its importance are a hot topic, but are we seeing actions as a result of all the discussions? In reality, just how important is Corporate Social Responsibility (CSR) to organizations when we are looking into outsourcing?

This session discusses an international study conducted by Quint and IAOP that investigates the perceived importance of CSR by Customer/buyers, Service Providers and Advisors. As a customer/buyer you'll learn how to take CSR into account and how service providers value the importance of CSR in your outsourcing decisions. Service Providers will learn if their clients think CSR is important in outsourcing and how they should value the CSR questions during the selection phase. And finally, advisory firms can help their clients integrate CSR into their outsourcing projects and help them select the most suitable service provider.

*Sijmen Vrolijk is a managing consultant with sourcing and governance expertise at Quint. Sijmen is the capability lead for sustainable sourcing where he seeks to incorporate sustainability into sourcing initiatives and governance organisations. During his career he has worked on the educational, vendor and now advisory side of business process & IT outsourcing and governance.*



## **Smartsourcing and Captives – Where to go?**

**Vishal Khanna**, COP, COP-BD, COP-GOV, Vice President, QuintilesIMS

Organisations continue to explore setting up captives to save costs and gain flexibility. While most play with this idea, facts point to a direction that very few of these attempts are successful. Smartsourcing goes in the direction of leveraging and building stronger partnerships with existing suppliers and going in a hybrid approach of setting up COEs to deliver the benefits hinged on flexibility, cost savings and having access to the right talent pool. This session will explore why Captives work or don't work.

*Vishal heads the commercial outsourcing services business globally for Quintiles IMS. Vishal has been in the outsourcing services business for over 24 years and was involved with the setup of the initial captives in India (92-94). He has expertise in managing large scale outsourcing programs and in setting up shared service centers for customers. He has worked in a range of industry segments allowing him to bring the best of all worlds (from telecommunications, manufacturing, logistics & pharma) to his clients. He has worked with outsourcing players and has setup large offshore delivery centers for customers.*

# breakout sessions



## ROUND 1 — Day 1 — Monday, 7 November | 11:50 – 12:40



### **Digital Services Automation: Creating a Lingua Franca for a New Industry**

**John Hindle**, Managing Director, Knowledge Capital Partners and Chair of the Concepts and Nomenclature Committee for Digital Services Automation

The increasing adoption of Robotic Process Automation has created a veritable Tower of Babel – concepts and terms are being invented, borrowed from other disciplines, defined and re-defined, used and mis-used by all involved. While technology is moving rapidly and new offerings are emerging monthly, functionality is not well understood, and customers are confused. To address this situation, a Study Group of experienced developers, advisers, customers and academics is working with the IEEE to establish standards for the emerging Digital Services Automation industry, starting with a common language. This session will provide an overview of the process, and an update on progress to date.

*John Hindle has an extensive international business background, with over 35 years' experience as a senior marketing executive and adviser to companies in the US and Europe in areas of technology and outsourcing. His experience includes service on the Strategic Advisory Board of IAOP and Vice-Chairmanship of the HR Outsourcing Association.*

## ROUND 2 — Day 1 — Monday, 7 November | 14:30 – 15:20



### **Robotics, Mobile and Crowd Sourcing: Are they Threats or do they Play a Real Part in BPO Solutions Today?**

**Susanne Richter-Wills**, Director BPO Solutions, Lexmark Enterprise Software

Are the buzz words robotics, mobile and crowd sourcing threats or do they play a real part in BPO solutions today? This session will tackle issues like whether robotic technology really is end-customer enabled, is there value in a BPO utilizing robotics as part of their solution and what are the arguments against it. Hear about the most successful use cases in Mobile and what role BPO plays. Learn how BPOs can benefit from the new trends in crowd sourcing. When is it time to engage with crowds? What kind of technology platform does a BPO need?

*Susanne Richter-Wills has over 20 years global BPO experience. She has been responsible for onshore, nearshore and offshore operations offering a wide range of services. In 2013 she joined what is now Lexmark Enterprise Software to ensure that the portfolio is offering even more value to BPO and helps them to differentiate themselves in the market whilst providing a rapid ROI.*

## The Nordic Perspective on the Demands of New Technologies, New Business Models and Automation



Moderator: **Katie Gove**, Managing Director, Trellis

Panelists: **Peter Ankerstjerne**, aCOP, CMO, ISS A/S

**Poul Tokkesdal**, Director Nordics, ISG

**Jeffrey S. Saunders**, Senior Futurist & Project Manager, Copenhagen Center for Futures Studies



New technologies, new business models and automation are challenging organisations' abilities to understand, let alone leverage them. Not all client organisations are mature enough to tackle the challenges necessary to deliver successfully. Contracting, vendor management, processes, capabilities and more will need to adapt to accommodate and exploit new possibilities. Join this panel as key representatives from the Nordic region discuss the situation in the market and where it might go from here.

*Katie has more than 25 years experience in consulting and management with a focus on strategy, innovation and change primarily in outsourcing, offshoring, knowledge management and technology. Her professional raison d'être is focused firmly on improving outcomes in outsourcing and offshoring by helping companies to focus on value, improving internal and shared processes.*

*Poul is a senior Director with ISG and offers its clients over 30 years of experience in the IT industry, bringing both an extensive client and supplier perspective to engagements – with over 20 years specifically in the sourcing marketplace.*

*Peter has been Head of Group Marketing and Vice President of ISS A/S since 2007 and served as its Group Marketing Director. Mr. Ankerstjerne served as Head of IFS Development at ISS Group. He served as Commercial Director of ISS Damage Control.*

*Jeffrey works as project manager on a number of projects concerning postal and communications, materials, and energy industries.*

## SMART SIAM (Service Integration and Management)

**Andrea Kis**, Senior Consultant, ISG



In our changing world Smart Cities are defining the future of urban living. These cities place a growing importance and role on Information and Digital Technologies to understand and cater for their citizens needs more efficiently. Smart citizens demand multi-channel, technology enabled digital services. The delivery of these services requires efficient as well as intelligent service integration and management (SIAM). SMART SIAM is the combination of multi-vendor integrated service delivery, relationship management, intelligent and predictive analytics which enable the suppliers of services to respond to the rapidly changing, interactive digital needs of smart citizens. Join this session to learn how the future is SMART SIAM.

*Andrea is a Senior Consultant at ISG, with a strong practical background and passion for Service Integration and Management (SIAM), Smart Cities and the human side of IT. Andrea has worked in different industries in internal and outsourced roles. She is an active speaker in the UK and globally, as well as a contributor in various industry magazines and blogs.*

# breakout sessions



**ROUND 3** — Day 1 — Monday, 7 November | 15:30 – 16:20



## Organisational Change Management in the Cognitive Era

**Marloes Roelands**, Associate Partner, IBM

We are pioneers in an era of transformation. Computing as we know it is changing radically and rapidly. Until recently, programming was still the basis of any human-machine interaction. It was necessary so that technology would know what to do and when to do it. Cognitive solutions have the capability to understand natural language and to develop intelligence that resembles the way people think, decide and learn. Cognitive computing enables people to create a new kind of value based on insights locked away in huge volumes of structured and unstructured data. But what does this all mean for the user of this technology?

*Marloes has been into people and organisation change since the start of her consulting career, moving from KPMG, to PwC before joining IBM. She has 20 years experience in Talent and Engagement projects with key clients across a variety of industries: Shell, Heineken, Dutch Defense, Dutch Prisons, Achmea Insurance, ING, IBM, and more. Marloes is currently the leader for Talent and Engagement in the Industrial Sector in GBS Europe.*



## Working with Y & K Generations

**Marko Kovacevic**, CEO, Trizma

**Wiktor Doktor**, CEO, Pro Progressio

**Sam Smith**, Vice President of Global Solutions, KellyOCG



How Y generation is changing the way we collaborate, communicate and develop new business models. Are we quick enough to adopt and understand or will the new reality just surprise us. In this session we will try to share experiences, learnings and findings in what are the challenges and best practices in order to successfully upgrade our systems to adopt Y generation as colleagues, consumers and future leaders.

*Marko has 15 years of experience in areas of international relations, consulting, marketing, business development and BPO services. Prior to becoming CEO of Trizma in 2012 he served in management and executive capacities in Atlantic Council of Serbia, Megatrend University, Telenor, Virtuoni, Dupont Carter and Insomnia Serbia.*



*Wiktor Doktor is the Outsourcing Industry Expert specialized in a wide range of outsourcing activities, including BPO, R&D, ITO, Call and Contact Centre, Sales Force Outsourcing as well as in the subject of nearshoring and offshoring. He is the CEO of Pro Progressio which is the consulting and advisory organisation in the area of modern business services. Wiktor is one of the top outsourcing personalities in Poland, many times awarded for his work focused on the development and growth of outsourcing industry.*

*Sam Smith has 18 years workforce industry experience and a background in Mechanical Engineering and has managed the delivery of mission critical skill categories to some of the world's largest and most complex infrastructure and engineering projects; supporting engineering consultancies from planning to commissioning across Marine, Utilities, Aerospace, Mass Transit, Oil & Gas and Renewable Energy. Sam, based in London is a member of the Kelly Global Solutions organisation and works closely with clients to bridge the "talent agility gap" with innovative and sustainable workforce solutions.*

**ROUND 3 — Day 1 — Monday, 7 November | 15:30 – 16:20****How Successful is our Sourcing Strategy?****Hugo Jan Doeleman**, IT Manager, ProRail**Marcel Lacomble**, IT Manager, ProRail**Jan Willem Dijkstra**, Delivery/Project Manager, Ordina

In 2013 ProRail IT introduced a new sourcing model for purchasing IT software development that is compliant within Dutch regulations. Four suppliers were selected. Within the framework many mini-tenders were issued for new projects and maintenance. After three years we are able to evaluate if the initial goals were met. Was the cost reduction realized? Did the pro-activity of the suppliers increase? What were the lessons learned? ProRail and one of the suppliers, Ordina, will give insight in this truly innovative sourcing model.

*As an all-round IT manager, Hugo Jan is responsible for the complete IT software development for the logistics part of ProRail. That part deals with the planning, the traffic control and management of the rail traffic within The Netherlands.*

*Until recently, Marcel was IT manager responsible for the maintenance and development of train control systems including the management of supplier contracts. This year he has focused his attention completely on purchasing IT services in the role of tender manager at ProRail Procurement. As Client Engagement Director Hans is responsible for the overall delivery of Ordina to ProRail.*

*As a Delivery Manager Jan Willem is responsible for the overall delivery of Ordina to ProRail. For the supplier role, he has participated in this sourcing model from the start in 2013.*

**ROUND 4 — Day 1 — Monday, 7 November | 16:30 – 17:20****Deutsche  
Bank****HCL****Financial Services: Co-Innovation and Digital Transformation in the 21st Century Enterprise by Deutsche Bank & HCL Technologies**

Discover how technology is disrupting Financial Services organizations and how some of them are responding to this threat. Should they compete or collaborate? Should they focus on building up their engineering capabilities or co-innovate with partners? Should they attempt to do everything themselves or attempt to orchestrate an ecosystem? Replete with live use cases, this insightful session on Financial Services: Co-Innovation and digital transformation in the 21st Century Enterprise by Deutsche Bank & HCL Technologies will help you answer questions like Who are the innovators and disruptors to your business? How do you align your team to see threats and opportunities? and, Is co-innovation the key to level the playing field, and gain a competitive advantage?

# breakout sessions



**ROUND 4** — Day 1 — Monday, 7 November | 16:30 – 17:20



## **Certified Outsourcing Professional® (COP) Informational Session**

**Dana Corbett**, Director, Training, Certification and Research, IAOP

An introduction to IAOP's training and certification programs, which address the needs of individuals who work across the global outsourcing industry from entry level positions focused on the delivery of outsourced services through to senior executives leading global outsourcing programs at customer, provider, and advisor organisations. This session will outline IAOP's levels of designation, general requirements to achieve these designations as well as training options. This will be an informal setting encouraging interactive conversations and open-ended questions to help attendees truly understand the program and what designation may suit their unique experience best. A current and active member of our elite COP family will join this session to speak briefly to the professional benefits that have come from achieving this IAOP designation.

*Dana is the Director of Research, Training and Certification at IAOP. She oversees IAOP's certification programs from the application process through all Master Classes and training and final designation. She runs all collaborative research programs and works closely on research content and final content development made available to all IAOP members.*



## **Outsourcing in Germany: How to Crack the Second Largest European Market**

**Omar Oweiss**, Director, Germany Trade & Invest

**Josefine Dutschmann**, Senior Manager, Germany Trade & Invest

This session is meant to explain Europe and DACH and its markets to globally acting companies. It will show similarities but also differences and challenges for being successful in the European and DACH markets. Special focus will be on Germany, its business environment and ways to foster business development in the country.

*Omar Oweiss is the Director of Investor Consulting at Germany Trade and Invest in the Washington, D.C. office. Germany Trade and Invest is the trade and investment promotion agency of Germany, an entity fully funded by the German Ministry of Economics. Mr. Oweiss has been involved in attracting foreign direct investment to Germany since 2007.*

*Josefine Dutschmann is Senior Manager at Germany Trade & Invest, the foreign trade and inward investment agency of the Federal Republic of Germany. The organisation promotes Germany as a business and technology location, supports companies based in Germany with global market information and advises international companies interested in establishing business operations in Germany.*





## Vendor Management Program Governance – Selection through On-going Monitoring

**Michael Nacarato**, COP, Senior Vice President, Freedom Mortgage

**Ricki Koinig**, Global IT Strategic Sourcing, OMV AG



**Mohan Rajkarne**, Vice President, Business Development and Client Relations Leader, Manufacturing and Services, Europe, Genpact



This session will focus on the governance of the outsourcing program lifecycle. The session is designed to be a dynamic interaction between the panelists representing the buyer side as well as the provider perspective and the attendees. The presenters will discuss their processes and critical success factors for the major components of effective governance program. They will discuss program structure, the risk management lines of defense, major lifecycle phases, and a focus on the criticality of sound vendor due diligence and selection governance. The session facilitator will then transition the session into an interactive group discussion whereby other best practices can be shared and or questions can be directed to the presenters.

*Michael Nacarato has spent the last 25 years of his career in the Banking and Financial Services industry holding senior leadership positions at major institutions such as JPM Chase, Bank of America, MUFG Union Bank, and Countrywide Bank. He also offered business process optimization and globalization consulting services as President of PO&G Consulting.*

*Ricki is currently leading the Global IT Strategy and Business Integration Management department at OMV AG headquartered in Vienna, Austria. She has led business analysis, strategy, IT optimizations, sourcing and merger, acquisition and divest topics in the US, Europe, India and Scandinavia.*

*Mohan Rajkarne is Vice President at Genpact leading the business development and client relationships across Europe and Africa for the Infrastructure, Manufacturing and Services (IMS) industries.*



## The Business Case for Impact Sourcing

**Peder Michael Pruzan-Jorgensen**, Senior Vice President, Business for Social Responsibility (BSR)

The Global Impact Sourcing Coalition is a forum of the world's leading companies committed to incorporate and scale impact sourcing as a business strategy. In 2016, the Coalition will create a globally accepted standard and approach for impact sourcing. This will help global buyers scale up their commitment and employ a consistent approach across markets, while empowering service providers to communicate their impact sourcing capabilities through a common methodology that meets their clients' needs. Peder Michael Pruzan-Jorgensen presents the business case for impact sourcing and how you can be part of the this important business model.

*Passionate about working with business, governments and stakeholders to create a just and sustainable world by developing more sustainable, resilient business models. International sustainability executive and leader extremely skilled in cross-over between business, civil society and government, and facilitating collective action between business and stakeholders to drive change. Entrepreneurial force that has led 10-fold growth for current organization.*

# breakout sessions



**ROUND 6** — Day 2 — Tuesday, 8 November | 14:10 – 15:00



## State of the Industry in Benelux: A Roundtable Discussion

Moderator: **Johan Van der Bijl**, COP, Sourcing Director, Ordina

Panel: **Robert van der Eijk**, Senior Vice President, Capgemini

**Serge Librot**, COP, Partner, LivIT

**Alex van den Bergh**, COP, Partner, Quint Wellington Redwood



Outsourcing became famous because of big brands like Nike and Apple outsourcing parts of their operations abroad. But that's not all that outsourcing is. In fact, a lot of outsourcing happens on the smaller scale, often dealing with individual projects or products. Outsourcing in the midmarket has been steadily growing over the past years. It can still be a daunting task for smaller companies especially who are not sure where to turn and what to watch out for in their outsourcing partnerships. This session is dedicated to the midmarket CIOs. It will cover the latest trends in midmarket outsourcing, key issues, and finally best practices they can implement in their next outsourcing contract.



*Johan leads Ordina's sourcing practice SmartSourcing. The SmartSourcing practice focuses on innovative customer service concepts for managed services as well as governance and customer interaction. Johan joined Ordina in 2006, and is an IAOP certified professional (COP-BD).*



*Robert van der Eijk has more than 25 years of experience, with a focus on the banking and insurance sector. He has participated in several large projects such as the set-up of a private bank, the merger and acquisition of a Belgian bank, the pan European back-office design of a bank insurer.*

*Serge has 20 years experience in IT and Sourcing, and has gathered different perspectives while working on the customer, the provider and the advisor sides. He supported outsourcing-enabled clients transformations including process redesign and ITO. COP certified, Serge is recognized as an ITIL expert.*

*Alex leads Quint's global Sourcing Advisory Practice. The Sourcing Advisory practice focuses on consulting and implementations of (out-)sourcing changes, offshoring, shared services, integrations and separations. Alex is an IAOP certified outsourcing professional (COP).*



## The GBS Payoff – Leaders Drive the Metrics that Matter

**Waseem Alkhateeb**, Partner, Shared Services, KPMG

Enterprises employ GBS – a next-generation operational and organisational model to deliver business processes. Those with more mature GBS organizations have demonstratively driven greater financial performance by properly activating the right levers. KPMG International has been conducting detailed research with GBS organisations worldwide for the last 18 months to understand levels of maturity, the impact of specific activities on driving maturity, and the relationship between maturity and other operating characteristics on overall financial performance. To understand the correlation between GBS maturity and the levers that enable enhanced financial outcomes, KPMG began by surveying and analyzing more than 200 GBS organisations worldwide using a proprietary tool that examines 70 characteristics across 10 competencies of GBS excellence.

*Waseem's experience covers sourcing strategy and governance, commercial tendering processes, negotiations, and assessments in the areas of IT, finance & accounting, human resources, and logistics. Waseem is a partner with KPMG NL and a member of KPMG's Shared Services and Outsourcing Advisory management team.*



## **Making Outsourcing Accountable: A Case for Predictive Engineering**

**Serge Stepantsov**, COO, Intetics

One of the biggest challenges of outsourcing is ensuring quality, on-time delivery. Many models have been developed with this goal in mind, but few have actually attempted to transform the process itself. In industries such as software development several processes exist to make development more transparent and timely (like agile), but these processes fall short of guaranteed results. Since guaranteed results that are actually written in the contract are what clients want to see, using a model that can generate guaranteed results regardless of project complexity is a welcome addition into the industry. This session will propose a new framework called Predictive Engineering, which transforms the entire development process, from communication, to software quality, to ensuring on-time delivery.

*Serge Stepantsov is COO of Intetics Co, a company with over 20 years of experience in software development outsourcing. Stepantsov brings his own 15 years of experience into enhancing the customer experience in outsourcing.*



## **Lean Your House Before RPA**

**Aleksandra Milin**, Project Manager, Trizma

This case study based session will introduce the steps that might be taken before a company implements RPA. These steps are based on Lean methodology and Aleksandra will introduce examples that show how a company may start its journey towards process excellence even before RPA is introduced.

*Aleksandra has 5 years of experience in areas of project management, startups, and consulting. She graduated from Belgrade University, department of security studies. She completed Lean Six Sigma Black Belt certification and Business Continuity manager certification as well.*

### **Thank you to EOS16 Leadership Session Chairs:**

- **Frank Wolfsteiner, Partner, Business Advisory Services, HCL**
- **John Buescher, Partner, ISG**
- **Irina Semenova, Vice President of Marketing, Maykor**
- **Adrian Quayle, COP, Managing Partner, Europe, Avasant LLC**
- **Bas Telgenkamp, Accenture**



## Day 1 Sunday, 6 November

<b>17:00 – 19:00</b>	<b>Early Registration</b>
<b>19:00 – 21:00</b>	<b>Welcome Cocktail Reception</b>

## Day 2 Monday, 7 November

<b>8:00 – 8:45</b>	<b>Coffee and Registration</b>
<b>8:45 – 11:15</b>	<b>General Session</b>
<b>11:15 – 11:40</b>	<b>Refreshment Break</b>
<b>11:50 – 12:40</b>	<b>Concurrent Educational Sessions – Round 1</b>
<b>12:45 – 14:15</b>	<b>Networking Luncheon</b>
<b>14:30 – 15:20</b>	<b>Concurrent Educational Sessions – Round 2</b>
<b>15:30 – 16:20</b>	<b>Concurrent Educational Sessions – Round 3</b>
<b>16:30 – 17:20</b>	<b>Concurrent Educational Sessions – Round 4</b>
<b>17:30 – 18:30</b>	<b>Cocktail Reception in the Exhibit Area</b>

## Day 3 Tuesday, 8 November

<b>8:00 – 9:00</b>	<b>Coffee and Registration</b>
<b>9:00 – 11:15</b>	<b>General Session</b>
<b>11:15 – 11:30</b>	<b>Refreshment Break</b>
<b>11:40 – 12:30</b>	<b>Concurrent Educational Sessions – Round 5</b>
<b>12:30 – 14:00</b>	<b>Hall of Fame Awards Luncheon</b>
<b>14:10 – 15:00</b>	<b>Concurrent Educational Sessions – Round 6</b>
<b>15:00 – 15:30</b>	<b>Refreshment Break in the Exhibit Area</b>
<b>15:30 – 16:20</b>	<b>Concurrent Educational Sessions – Round 7</b>
<b>16:20 – 16:30</b>	<b>Refreshment Break in the Exhibit Area</b>
<b>16:30 – 18:00</b>	<b>Closing Keynote</b>
<b>18:00 – 18:15</b>	<b>Closing Comments</b>
<b>18:15 – 19:00</b>	<b>Farewell Cocktail Reception</b>

One of your most valuable assets as a business professional is your personal network, and IAOP events are your best opportunity to expand it. When you attend, you'll be connected with buyers, vendors, advisors, industry experts and, of course, your peers. Our unique focus on networking fosters an environment where you can expect more deal-making, hand-shaking and future connections than anywhere else.

## welcome reception **Sunday 19:00 – 21:00**

Kick off the Summit by making new connections and renewing old ones. The welcome reception, hosted by Accenture, is the perfect place to mingle with your peers, industry thought-leaders and the IAOP crew before the event revs into high gear.

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## networking lunch **in Exhibit Area Monday 12:45 – 14:15**



## cocktail reception **in Exhibit Area Monday 17:30 – 18:30**

To top off a fantastic day of learning and networking, kick back and enjoy an array of appetizers and drinks at this evening's reception, where you'll share takeaways and stories with industry colleagues, and speakers over a glass or two.

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## hall of fame **Awards Luncheon Tuesday 12:30 – 14:00**



## farewell cocktails **Tuesday 18:15 – 19:00**

Before heading back to the office to implement all of the great new strategies and tactics you've learned, to top off a fantastic conference of learning and networking, join us for farewell cocktails and make any last minute connections!



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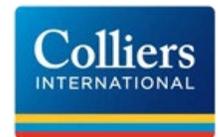
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## Renaissance Amsterdam Hotel

Kattengat 1, Amsterdam City Center,  
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Experience comfort, style, and an unbeatable central location at the Renaissance Amsterdam Hotel, in the heart of the vibrant capital of the Netherlands, showcasing a welcoming lobby and guest accommodations with luxury bedding, high-speed Internet, and sleek bathrooms. Additional amenities for your stay include a fully equipped on-site gym and a full-service business center. Enjoy fresh, flavorful Italian dining at Scossa, their signature restaurant, or sip a cocktail at 2B Lounge & Bar.

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### Hotel Information

To reserve a room at the special group rate of **€199.00** per night at the Renaissance Amsterdam Hotel, go to **[www.IAOP.org/EOS16/venue](http://www.IAOP.org/EOS16/venue)**.

*Rooms should be reserved early to ensure staying at the event hotel.*

### Travel Information

Nearest Airport: **Schiphol Airport**

Delegates can catch the train at the airport and take it to Central Station which is a five-minute walk to the hotel.

Alternatively, taxis are available for about 60 Euro.





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## Conference Dates & Location

**6 -8 November**

Renaissance Amsterdam Hotel, Netherlands

Kattengat 1, Amsterdam City Center

1012 SZ Amsterdam, Netherlands

## Conference Rates (Regular Rates)

- Member: €2000.00 (VAT included)
- Associate or Non-Member: €2300.00 (VAT included)
- Groups of 3 or more receive a 10% discount, please contact [sales@iaop.org](mailto:sales@iaop.org) to register a group

Register online at [www.IAOP.org/EOS16](http://www.IAOP.org/EOS16)

Register by phone: call IAOP at +1.845.452.0600 ext.110

## Registration Includes

- Admission to all sessions
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- Evening Receptions
- Morning Refreshments Monday, Tuesday
- Networking Luncheons Monday, Tuesday
- Multiple learning formats including keynotes, panel discussions and breakout sessions

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