

A Pan-European Conference

Enterprise wide IT Sourcing Management

Concepts and strategies for a enterprise wide IT sourcing approach, efficient provider selection, management and control, to meet business and IT requirements, achieving more cost efficiency and agility in the corporate IT

Hilton  Berlin

Hilton Berlin, Germany

25th & 26th May 2011

Not INVENTIONS but IMPROVEMENTS make a FORTUNE.

Henry Ford (1863–1947)

Only with a enterprise wide strategy including all business divisions, together with standardized rules about sourcing IT services and useful sourcing models for important business applications, corporate organisations will strengthen their negotiating position against IT providers and gain more flexibility for the entire IT.



The Conference Will Present Case Studies on Cutting Edge Topics such as:

- Best practice of efficient enterprise wide sourcing strategies and examples for different sourcing types secured in respect of various IT services and applications
- Essential IT governance aspects concerning the IT sourcing strategies
- Effective second generation sourcing and best practice in provider monitoring and control
- Quality, added value contemplation and interfaces in the area of IT sourcing
- Best practice in identifying and managing IT sourcing Risks
- Ways to drive and deliver innovations in IT sourcing and strategies to participate on providers improvements
- Service level concepts and SLA's regarding internal and external IT services

marcusevans Expert Speaker Panel:

Dieter Naegele

Head of Sourcing Excellence Germany
Boehringer Ingelheim GmbH & Co. KG (Germany)

Sergey Zabaluev

Business Development Director
C.T.Co (Latvia)

Oliver Trottenberg

Global IT Sourcing Manager
Henkel AG & Co. KGaA (Germany)

David Lloyd

Councilor, Deputy Leader and Executive Member for Resources
Hertfordshire County Council (United Kingdom)

Jan Verwoerd

Director Global IT Services
ING Real Estate (Netherlands)

Gunter Hagendorf

Global Vendor Management Lead, Director
Japan Tobacco International SA (Switzerland)

Richard Dalton

Global Sourcing Director – IT
Nokia (United Kingdom)

Thierry Jeannelle

Global Head Pharma IT Offshoring
Novartis AG (Switzerland)

Anders Halldorf

Managing Director
Scania Infomate (Sweden)

Dr. Jochen Decker

Head of Service Design and Sourcing
Schweizerische Bundesbahn SBB (Switzerland)

Fredi Schmid

Head IT Provisioning & Workforce Management
Swiss Re (Switzerland)

John Spillane

Head of Business Process & Tools, Head of Global Sales Operations
Thomson Reuters (United Kingdom)

Adrian Davey

Head of Information and Technology
Tube Lines (United Kingdom)

Mary Coyne

Head of IT and Indirects Purchasing
TUI Travel Plc (United Kingdom)

Fabrizio Majorana

Chief Quality Officer
UniCredit Group (Italy)

Plus: Panel Discussion on Day 1:

How to monitor and control providers best and how to participate on IT Providers improvements?

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Speaker Profiles

Adrian Davey

is Head of Information for Tube Lines a position he has held since 2005. Tube Lines maintains the Jubilee, Piccadilly and Northern lines on the London Under Ground. Between them the lines carry over 1 million passengers per day. Adrian is accountable for the development of the IS and IT strategy and enabling technology to support the maintenance activities and upgrade programmes on the three lines. The focus over the last two years has been on contract management, information visibility and transforming the delivery of our service. Prior to this Adrian Davey was COO for Netdecisions an IT consultancy.

Fredi Schmid

studied computer science at the ETH in Zurich and developed a compiler and applications with geographic information systems in his first positions. After completing an executive MBA in business engineering at the University of St. Gallen he led various projects in the area of business intelligence and IT security. Since 2 years he is in charge of all the externals providing services to Swiss Res IT.

Oliver Trottenberg

was from 1999 to 2009 consultant with the main focus on RfP Management and ITSM processe. Since 2009 he is Global IT Sourcing Manager at Henkel AG & Co. KGaA with overall responsibility for Vendor Governance and Contract Management for strategic IT suppliers.

Gunter Hagendorf

is leading the global IT vendor management practice for the JTI group of companies. The focus is on IT sourcing governance and the relationship management of strategic IT suppliers. He has built up this practice at JT International some years ago as a result of being responsible for the first major outsourcing deals at JTI. Before he held various other senior IT management roles at JTI.

Fabrizio Majorana

is Chief Quality Officer at the Unicredit Group and in his function is responsible for the selection and prioritization of IT-sourcing projects. Before that Fabrizio Majorana was working as a Mechanical Engineer, Master Black Belt at General Electric and Allied Signal and as a Process Quality Manager at Ferrari. Also he was active as a Design Quality Manager at Maserati and as Quality and Reliability Manager at Ferrari Formula One.

Dieter Nägele

is currently Head of Sourcing Excellence Germany and was previously Head of Purchasing IT of Boehringer Ingelheim GmbH & Co. KG. He studied Physics and holds an MBA from Brunel University. After the university he holds several positions within DaimlerChrysler, latest as Managing Director in Singapore. He joined Boehringer Ingelheim in 2001 as a Global Engineering Manager, responsible for several international projects, amongst others, the transfer of automotive specific know how and Best Practice methods into the pharmaceutical industry.

Mary Coyne

has been responsible for IT Procurement globally at TUI Travel Plc since 2007, before which she held roles at Ladbroke's and American Power Conversion. In 2009 her role expanded to incorporate Marketing, Facilities and Business Services procurement. Mary is responsible for the development of Procurement strategy at TUI and has been involved in a number of recent high profile global telecoms and offshore software development contracts. Due to a number of corporate mergers much of Mary's focus over the last 3 years has been on integration and consolidation.

Richard Dalton

has worked for 25 years in the field of IT. 15 years of this time he was employed by General Electric. Today he is Global Sourcing Director IT at Nokia where he worked since 2005.

Jan Verwoerd

retired from the Royal NL Army as Chief IT in 2000 and had subsequently several positions at executive level in IT vendor and non vendor organizations. In 2006 he started at ING Real Estate Investment Management as CIO Europe. Since 2008 Jan Verwoerd is the Director Global IT Services at ING Real Estate. Besides his professional assignments he is also very much involved in the IT Service Management and IT Strategy field. Since 2001 he held Board positions in itSMF Netherlands and in the Executive Board of itSMF International. Currently Jan is the Chair of the Dragon1 Enterprise Architecture Foundation Board.

Dr. Jochen Decker

has been working in the outsourcing, service management and IT strategy field for the last 9 years. With Swiss Railways he heads the sourcing office focusing on the management and renewal of the sourcing relationships. Prior to joining Swiss Railways Jochen was Manager with Accenture and Esprit Consulting in their IT Strategy and Sourcing Management units. Jochen Decker holds a PhD in biochemistry from the University of Regensburg and is based in Berne, Switzerland.

John Spillane

is Head of Sales Process in the Global Business Operations team at Thomson Reuters Markets division, responsible for the delivery of global sales processes and tools, including CRM. This entails delivering and embedding globally consistent operating processes and supporting tools for areas such as lead management, prospecting, account planning, pipeline management, forecasting, and the sales-order process.

David Lloyd

is the Deputy Leader of Hertfordshire County Council and the Executive Member for Resources and Economic Well Being. He is also a county council nominee on the Herts Police Authority, where he chairs the policy and planning committee. He is a Dacorum Borough councillor where he represents a portion of the same territory that he does on the County Council (Bridgewater – the villages north of Hemel Hempstead). He is also a governor at St Albans school and a Trustee on the Watford Palace Theatre board and chairs the Hertfordshire pension fund (approximate value £2.5bn)

Day 1

Wednesday, 25th May, 2011

08.30 Registration with Coffee and Tea

09.00 Opening Address from **marcus evans** and the Chair

STRATEGY AND CONVERSION FOR AN EFFICIENT IT SOURCING MANAGEMENT

09.15 **Case study:**

Contract compliance and service delivery controlling within current IT supplier relationship – How to build a successful cultural fit as an important factor in global IT sourcing

- Outsourcing is a strategic decision and has implications for how you manage
- Learning to be a great customer
- In-source the outsourcer and changing your behaviour
- Governance is critical but so are the behaviours
- Reaping the benefits

Adrian Davey

Head of Information and Technology
Tube Lines (United Kingdom)

10.00 **tba**

Anders Halldorf

Managing Director
Scania Infomate (Sweden)

10.45 Morning Coffee and Networking Break

11.15 **Case study:**

Evolution of IT Sourcing Strategies in Swiss Re

- Development of IT outsourcing over time and the corresponding organizational models
- Swiss Re IT operational model
- Contracts and legal aspects
- IT Sourcing strategy

Fredi Schmid

Head IT Provisioning & Workforce Management
Swiss Re (Switzerland)

12.00 **Enterprise 2.0 – Agile IT Transformation and Evolution of the Sourcing Model**

- Enterprise 2.0 – Highly dynamic business environment and how enterprises are adapting to it
- IT strategy and sourcing model evolution to support business agility
- Agile IT delivery model
- What does it mean for the Sourcing model and organization

Sergey Zabaluev

Business Development Director
C.T.Co (Latvia)

12.45 Luncheon

14.00 **Case study:**

Providermanagement – Challenges and organizational integration

- Organizational integration of Providermanagement
- Responsibilities and authority
- Interfaces and integration into the process landscape
- Governance repository – Visualize the approval workflow

Oliver Trottenberg

Global IT Sourcing Manager
Henkel AG & Co. KGaA (Germany)

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Booking Line:

Joël Heinemann

Tel: +49 (0)30 890 61 260

Fax: +49 (0)30 890 61 434

E-Mail: J.Heinemann@marcusevansde.com

www.marcusevansde.com/IT-Sourcing

14.45 **Case study:**

IT vendor management, a holistic approach

- IT vendor management, a balance between procurement and IT vendor management best practices
- IT vendor management roles & responsibilities
- Stakeholder management
- Sourcing strategy and sourcing execution

Gunter Hagendorf

Global Vendor Management Lead, Director
Japan Tobacco International SA (Switzerland)

15.30 Afternoon Tea and Networking Break

PROJECT-/ SUPPLIER SELECTION, CONTROL AND CONTRACTS

16.00 **Case study:**

Project Selection Process for IT sourcing activities – A systematic approach to a smart project selection

- How to choose between several projects when you have a high number of processes
- Reduce risk of redundant activities
- The 3 pillars (quality, feasibility, ROI)
- Using balanced score card as a metric system to compare different offers, prices and service value

Fabrizio Majorana

Chief Quality Officer
UniCredit Group (Italy)

16.45 **Case study:**

Implementation of a Preferred Supplier Concept for IT Services

- Supplier Selection Process
- Critical Success Factors
- Governance
- Learning's and the role of IT purchasing

Dieter Naegele

Head of Sourcing Excellence Germany
Boehringer Ingelheim GmbH & Co. KG (Germany)

17.30 **Panel Discussion:**

How to monitor and control providers best and how to participate on IT Providers improvements?

18.15 Closing Remarks from the Chair

18.20 End of Day One

Exhibitors at the Conference:



■ **Dynamic World. Stable Solutions.**

Thursday, 26th May, 2011**Booking Line:**

Joël Heinemann

Tel: +49 (0)30 890 61 260

Fax: +49 (0)30 890 61 434

E-Mail: J.Heinemann@marcusevansde.comwww.marcusevansde.com/IT-Sourcing

08.30 Registration with Coffee and Tea

09.00 Opening Address from the Chair

09.15 Case study:**The steps to structuring a successful outsourced contract**

- Selecting suppliers – How to identify potential partners at the procurement stage?
- Building a strong relationship – What criteria is key to include in the contract
- Successful targets – Motivating suppliers to be innovative & efficient
- Successful transition and ease of communication – How best to achieve this in an offshore situation?

Mary Coyne

Head of IT and Indirects Procurement

TUI Travel Plc (United Kingdom)**10.00 Case study:****IT service contracts – Mid Term Reviews**

- One approach
- Considerations for following contracts, including competitive offers
- Ability of internalizing parts of the IT services
- Effects and implications
- Some experience

Richard Dalton

Global Sourcing Director – IT

Nokia (United Kingdom)

10.45 Morning Coffee and Networking Break

MULTI SOURCING MANAGEMENT**11.15 Case study:****Enterprise wide IT Sourcing Management**

- State of Affairs: how are we doing right now
- Services Landscape: speed of change & impact on organising IT
 - Trend in Technology
 - Trends in Sourcing
- The Service Management Chain: how will it look like
 - Single/ multi vendor
 - Connecting the dots
 - Quality & Costs: how does it matter
- Relationships & contracts: beyond control?
- The New CIO Office

Jan Verwoerd

Director Global IT Services

ING Real Estate (Netherlands)**12.00 Case study:****Novartis – IT sourcing & offshoring**

- Brief Novartis introduction
- Novartis multisourcing strategy and offshoring roadmap
- Evolution of offshoring from staff augmentation to outcome based managed services
- Example of successful program (SAP Upgrade)

Thierry Jeannelle

Global Head Pharma IT Offshoring

Novartis AG (Switzerland)

12.45 Luncheon

14.00 Case study:**Multi-sourcing – Effectively managing multiple IT vendor relationships**

- How to manage complex supply chains across several vendors – Checks and balances
- How to promote cooperation between vendors
- How to minimize conflicts between vendors
- Impact on the retained organization

Dr. Jochen Decker

Head of Service Design and Sourcing

Schweizerische Bundesbahn SBB (Switzerland)**SPECIAL INTERESTS****14.45 Case study:****Coping with the pace of change: using cloud computing to unify operations and deliver flexibility**

- Using SaaS as a means of unifying two sales forces after the Thomson Reuters merger
- Providing a combined account base, a unified pipeline and common forecasting tool
- Lessons learned from moving from an on-premise to a cloud-based system

John Spillane

Head of Business Process & Tools, Head of Global Sales Operations

Thomson Reuters (United Kingdom)**15.30 Case study:****IT sourcing challenges for regional and local government**

- Important terms of seeking a supplier
- Achieving efficiencies through shared services
- Common issues between ICT outsourcing companies and government organizations
- “Lesson Learned”

David Lloyd

Councilor, Deputy Leader and Executive Member for Resources

Hertfordshire County Council (United Kingdom)

16.15 Closing Remarks from the Chair

16.30 End of Conference

We would like to thank everyone who has helped with the research and realisation of this **marcus evans** conference, in particular the speakers for their continued support and commitment.

Simon Staiger

Conference Producer, IT Division

marcus evans (Germany) Ltd.**Who should attend:****Directors, Heads of Department, Vice Presidents, Managers and Executives responsible (in branded companies) for:**

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- IT Vendor Management
- IT Provider Management
- IT Strategy & Planning
- IT Procurement
- IT Controlling

from All Industries

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