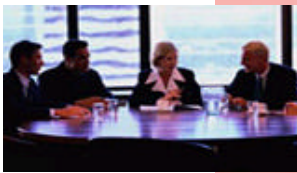


IT OUTSOURCING

ON THE ROAD TO PAIN FREE IT OUTSOURCING



JW MARRIOTT, KUALA LUMPUR
15th & 16th JANUARY 2003

This strategic business event will highlight outsourcing experts from:

- Meta Group, Asia Pacific
- Motorola Malaysia Software Centre
- Halliburton, Singapore
- Siemens SBS, Singapore
- NeoIT, India
- Wong & Partners, Malaysia
- Whitehorse Strategies Ltd, Australia

One Day Interactive Workshop Outsourcing
- The Challenges & How To Enhance Performance -
by Whitehorse Strategies Ltd, Australia



endorsed by:



organised by:



WHY OUTSOURCE?

When it comes to the benefits of business process outsourcing, reduction of costs figures in the top slot among Chief Executives, reveal the findings of a study conducted by marketing consultancy organisation,

Achieve cost reduction	79%
Focus on core business areas	75%
Improve service quality	70%
Maintain competitive edge	67%
Increase shareholder value	62%
Obtain outside expertise	61%
Access to outside technology	59%
Achieve revenue enhancements	58%

This two-day event will help participants to:

- Overcome the challenges encountered in an IT outsourcing project
- Measure and benchmark the results of your IT outsourcing engagements
- Relate IT outsourcing to improve company ROI
- Seek solutions to reduce risks of project failures
- Demystify the complexities involved in Service Level Agreements (SLAs)
- Keep abreast of emerging IT outsourcing alternatives
- Steer your organisation away from IT Outsourcing failures
- Identify the right IT functions to outsource
- Negotiate Win-Win IT Outsourcing contracts
- Create Value in your IT Outsourcing initiative

To reserve a place at the event or to request further information please contact Knowledge Group at
(603) 2166 5450
or email us at admin@knowledgegroupco.com

0830 Registration & Welcome Coffee

0900 Opening Remarks by Chairman

0915 **Optimising Offshore IT Outsourcing**

- Developing realistic cost, time and ROI projections
- Evaluating and mitigating risk
- Essential criteria for vendor due diligence and selection
- Communications in a cross-cultural environment
- Define and implement processes for issue and risk management
- Conducting supplier and performance management

**Atul Vashistha, Board Chair,
Co-Founder, CEO NeolT**

- Radical paradigm shift to maximize outsourcing

**Willie Quek,
Region Director, Asia Pacific IT
Halliburton, Singapore**

1255 Networking Luncheon 

1355 **Quality Management & its relevance in ICT Outsourcing – Case Study**

- On time, within budget, and high quality
- Capability Maturity Model of Software Engineering Institute
- How Motorola effectively applies it in their organisation?

**S. Surya, Managing Director
Motorola Malaysia Software Center
(MMSC)**

1445 **Important Legal Issues in Negotiating IT Outsourcing Contracts**

- Understanding and defining terms in outsourcing agreements
- Description of deliverables
- Identification of Risks between users and providers
- Importance of exit strategies
- Understanding consequences of breach
- Termination and transition issues

**Chew Kerk Ying
Wong & Partners**

1005 Morning Refreshment 

1025 **Creating Value with IT, Outsourcing and Partnering**

- The point when management decides to go for external assistance
- Vendor selection and contract negotiation process
- The transition stage
- Throughout the life of the contract

**A Krishnan
Siemens SBS, Singapore**

1115 **Outsourcing: Maximising ROI While Avoiding Common Mistakes**

- Overcoming common mistakes in IT Project
- Developing the correct Key Performance Indicators (KPIs) to deliver an accurate assessment of outsourcing
- Business Benefit Vs ROI
- Maximise ROI on level playing field

**Paul Ventura, Managing Director,
META Group Asia Pacific**

1535 Afternoon Refreshment 

1545 **Effective Strategies for Appropriately Allocating Risk**

- Negotiate Win-Win IT Outsourcing Contracts
- Understanding what constitutes a Win for You and the Supplier
- What kind of contracts deliver wins and what kind don't
- What are the warning signals for a Lose - Lose
- Understanding why the Supplier must win.

**David Dennis
Whitehorse Strategies Ltd, Australia**

1205 **Halliburton Case Study – Service Management**

- Why outsource
- Your needs and expectations
 - what do you really need
- Staff retention for posterity
- Contract management
 - state your case
- Service delivery management
 - accountability vs responsibility
 - servicing the business units
 - demolish the service provider/ customer barrier
 - Empowering who

1635 **Panel Discussion
Outsourcing - The Asia Challenge
Speakers of The Day**

IDC forecasts worldwide spending on IS outsourcing services to increase to more than \$110 billion by 2006, representing a compound annual growth rate (CAGR) of 11.7%.

As the economy improves, so will growth in spending on IT outsourcing services. Enterprises will continue to outsource, but they will be driven less by the desire for cost savings and more by the need to access advanced technology and skilled human resources.



Case Study



Case Study



Legal Issue



Workshop Outline

Outsourcing - The Challenges & How to Enhance Performance

This one day workshop will help you to identify and deal with the challenges of outsourcing, including the selection of appropriate outsourcing options, and the development of effective relationships between vendor and client, and will then address questions of performance enhancement, return on investment, and forward developments in outsourcing management.

Challenges of Outsourcing:

1. Identifying the right things to outsource
2. IT as an integral aspect of business operations
3. Assessing your companies strengths, weaknesses and goals
4. Configuring outsourcing and relationship management as a core competency

Outsourcing Performance – Issues, Methodologies and Processes, new approaches

Issues:

1. Understanding and measuring outcomes of outsourcing engagements
2. Ensuring service providers clearly grasp client's desired end results
3. Maintaining effective project control with vendors and/or consultants
4. Sustaining flexibility and adaptability
5. Re-negotiation and termination

Methodologies and Processes, new approaches:

1. In-sourcing/Co-sourcing
2. Build and transfer
3. Multiple service providers

Composite Case Study Exercises

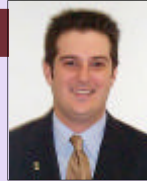
This case study is a composite drawn from a number of Australian Federal Government outsources and will form the basis for a series of outsourcing exercises to allow course participants to practice the decision processes involved in a complex outsource.

Background information will be provided on the Gondwana Department of Works, a mythical organisation attempting to ensure that its information technology operations are focused on organisational objectives and running efficiently. Outsourcing these operations is a real option being considered by some senior managers and also being lobbied by several outsourcing vendors who can sense a business opportunity.

Based on the material provided you will work through a set of exercises covering key phases of

the outsourcing process. In particular we will examine:

- The issues involved in deciding whether or not to outsource.
- How to prepare for and conduct a competitive process to select the most suitable vendor(s).
- Various approaches to selecting the "best" vendor.
- Contracts, negotiation and performance issues.
- Implementation and on-going management arrangements.



About Your Workshop Leader

David Dennis
Facilities Management Practice
Area Manager
Whitehorse Strategies Ltd. , Australia

David is the Facilities Management Practice Area Manager providing outsourcing practise development and advisory services to Whitehorse's clients. He brings to any task practical project management, systems integration, business and brand development skills developed in the exhibition, event, IT and building industries. David has successfully completed the SAIR GNU Linux Systems Administration and Security courses and has concluded several projects for local government specialising in technology needs analysis, security and systems integration. Most recently he completed an IM/IT strategic plan for the City of Melbourne and is currently engaged by Glenelg Hopkins Catchment Authority to produce a similar strategic plan.

Prior to joining Whitehorse David was the Marketing and Operations Manager for Australian Exhibition Services (AES), for over six years, specialising in IM/IT management, business development of services and intangibles, and project management of large-scale exhibitions and events. While at AES he played a key role in the management team that formed a joint venture between AES and Key3Media to run Australia's largest IT&T Trade Exhibition, Comdex and NetWorld+Interop.

In addition to this role, David was also responsible for the coordination of internal IT systems for AES and their partners. For over 4 years he managed all outsourcing agreements, purchases, tender management, network upgrades and staff supervision. This included the introduction of multiple operating systems and the integration of Open Source solutions with Novell and Windows applications

Course Timetable

Registration	0830
Course begins	0900
Morning refreshment	1000
Course resumes	1015
Luncheon	1230
Course resumes	1330
Afternoon refreshment	1530
Course resumes	1545
End of workshop	1715