



Michael F. Corbett & Associates, Ltd.
in association with Fortune® Custom Projects Presents
The 2005 Outsourcing World Summit
February 21-23, 2005 • San Diego, California

The Outsourcing World Summit® is a unique forum positioned at the nexus of business, technology, and the global economy. It is based on the premise that outsourcing can only be an effective tool when all those involved – customers, providers, and advisors alike – work together to break through the myths, misunderstandings, and occasional missteps that come with organizational transformation of this magnitude.

MONDAY, FEBRUARY 21

9:00 AM **Registration Opens**
9:30 AM – 12:30 PM **Facilitated Small Group and One-on-One Meetings**
1:00 PM – 3:30 PM **Opening Keynote Presentations**

Breakthroughs 2005!
Michael F. Corbett, Conference Chair

Real change doesn't just come in steps, it comes in leaps. Old barriers are traversed and new horizons opened up. Mike Corbett identifies outsourcing's current breakthroughs and what they mean for the future of business.

Outsourcing and the Art of Change Insurgency
Robert Reich, former U.S. Secretary of Labor

Competition is more intense today than ever before -- largely because of the three forces of globalization, rapid technological change, and demographic shifts. Hence, companies are outsourcing more and more to whomever can do it cheapest and best. It follows that the only sustainable competitive advantage is a company's brand reputation and its talented people. In this new world, "relational capital" -- the trust that a company builds with its clients and customers, and with its suppliers -- is critical to its future success.

3:30 PM – 5:30 PM **Concurrent Educational Sessions**
ROUND 1 **Managing and Governing Strategic Relationships (Information Technology Outsourcing)**

Bill Metz, IT External Business Development Manager, P&G

Bill shares Procter & Gamble's IT sourcing story, and describes the key governance processes P&G uses to manage its relationships with strategic suppliers. Particular attention is given to service request processes, performance management, project management, and the role of a shared services organization.

Assessing Your Options (Business Process Outsourcing)
Abe Eshkenazi, Managing Director, American Express TBS

Business Process Outsourcing, or BPO, has become an accepted strategy for both public and private sector organizations. Assessing the BPO option requires consideration for a wide range of issues, including: organizational motivations; costs both direct and indirect; non-financial costs and benefits, and political interests.

Outsourcing and the Lean Enterprise (Manufacturing Services Outsourcing)

Darren Dolcemascolo, Sr. Partner, EMS Consulting

Learn how and when to outsource support services such as equipment maintenance, logistics, warehousing, and engineering services to enhance the benefits of a lean enterprise.

The Good, the Bad and the Ugly of Outsourcing (Outsourcing Buyers Forum)

Jagdish R. Dalal, Principal, JDalal Associates LLC

Over the last two decades of outsourcing, we have learned a lot; or have we? Jag Dalal will highlight the outsourcing journey and identify some of the key innovations and lessons learned from his experiences at United Technologies, Xerox, and PwC.

Selling Outsourcing: The Critical Alignment of Marketing and Sales (Outsourcing Providers Forum)

William P. Hall, President, Kyle Andrews, VP, Pretium Partners

Differences between marketing messages and sales calls can often create inconsistencies in the value proposition an outsourcing company conveys. This session presents critical insights to help service providers create better alignment between marketing and sales efforts and drive revenue to new heights.

ROUND 2

Offshoring Roadmap - Reaching Scale and Results

Craig Lewis, Managing Director, neIT

Many companies have pursued an offshore outsourcing strategy in some form or another. Some have moved successfully from pilot projects to large-scale outsourcing deals to owning their own captive centers while others have been left in the boardroom wondering what went wrong. What is the difference between those companies that are successful and those who meet insurmountable roadblocks? In this presentation, globalization expert, Craig Lewis, will discuss ways to determine when your company is ready to move forward and when it is time to take a step back and re-organize your strategy. He will discuss how to move your organization from the initial phases of offshore maturity to full-scale global operations that will better serve you, your employees and your customers. You will be left with a globalization roadmap to prepare your organization for the future.

Visualizing Results in 3D (Business Process Outsourcing)

Al Binford, Vice President, Unisys, Maureen Kelly-Ostrosky, Director, Technology Services, General Growth Properties

Intense industry competition, next-generation technology requirements and the driving need to create a compelling retail experience in each venue presents real estate investment companies such as General Growth Properties (GGP) with a complex and unique set of challenges. However, in the face of these challenges GGP has successfully retained its focus on building partnerships with its retailers and creating unparalleled retail experiences - all while sustaining their position as a leading developer, manager and operator of regional malls in the United States.

Maureen Kelly-Ostrosky, Director of Technology Services at General Growth Properties, will describe how viewing information technology as a key business enabler has prepared GGP to evolve as the pace of industry and technology change accelerates, and for technology to play an ever-increasing role in every aspect of its business into the future.

Expanding By-Product Services across the U.S., Canada and Mexico (Manufacturing Services Outsourcing)

Kenneth S. Price, Chairman, Heritage Environmental, David Buckner, VP, Heritage Inter@ctive, Jose Luis Salazar, Lear Corporation

Heritage and one of its customers explain how Manufacturing Services Outsourcing, or MSO, has created and sustained U.S. jobs by bringing experts in manufacturing supplier services to U.S. companies. At the same time, many U.S. companies are using manufacturing services outsourcing to take their company principles (e.g. environmental standards/practices, sustainable development, elimination of fraud, and others) to Mexico.

A Decade of Revolution (Real Estate & Facilities Services Outsourcing)

Jean-Francois Poisson, General Manager – Contract Management, Bell Canada

As a lead executive in Bell Canada's Outsourcing Group, Jean-Francois Poisson has help develop his company's engagement and government processes for a wide-range of real estate and facilities services. Explore how to: identify the most appropriate business process for outsourcing; sustain value while managing the risks; and build a successful relationship with suppliers

Improving Enterprise Efficiency (Document Process Outsourcing)

Holly Muscolino, Director, InfoTrends/CAP Ventures

Industries of all types are seeking ways to improve their efficiency and competitiveness. Many organizations are using document process outsourcing™ to address the challenges in document-centric business processes that are necessary, but not competitively differentiating.

5:30 PM – 7:00 PM Welcome Reception – Exhibition Hall – Sponsor: LASON

TUESDAY, FEBRUARY 22

8:00 AM – 9:00 AM Continental Breakfast – Exhibition Hall

9:00 AM – 10:40 AM Keynote Presentations

Next Generation Outsourcing

Chris Disher, Vice President, Booz Allen Hamilton

As outsourcing gains acceptance, companies are faced with a myriad of myths – generally popularized by various stakeholders in the process. The building blocks, processes and tools of an operating model for institutionalizing outsourcing into the DNA of a company are presented.

What Really Keeps Vendors Up At Night

Mike Corbett chairs a panel of top provider executives as they discuss the real issues they see facing their customers, their own organizations, and the industry as a whole.

**11:10 AM – Noon
ROUND 3**

Concurrent Educational Sessions

Building Win:Win Strategic Partnerships (Information Technology Outsourcing)

David Barrett, Partner, and Peter Brudenall, Senior Lawyer, Simmons & Simmons

How can you use the contract to effect and ensure a strategic relationship that works smoothly and allows continuing and balanced change throughout an outsourcing relationship? The session deals with issues such as effective governance provisions that are in line with contemporary and emerging legal practices; liabilities; service levels; and factors that frequently go wrong in outsourcing relationships.

An Outsourcing Success Story: Northwest Airlines (Business Process Outsourcing)

Gary Halleen, President & CEO, API, Betsy Sagnes, Director, Cargo Accounting, Northwest Airlines

Learn how Northwest Airlines has used outsourcing to obtain a full billing solution that has successfully lowered costs, reduced days sales outstanding, and improved customer relations – all strengthening the airline's leadership position. Betsy Sagnes discusses Northwest's considerations in choosing to outsource, the problems they faced, the thought processes regarding the change that would and did occur, and the results achieved.

A Case Study for Transforming Global Corporate Real Estate (Real Estate & Facilities Services Outsourcing)

Ronald P. Zappile, President, United Technologies Realty, Inc.; Rick Bertasi, President and Chief Technology Officer, USI

How with minimal staff and limited resources, do you manage a corporate real estate portfolio consisting of thousands of sites worldwide? This presentation will explain how to augment limited internal resources with multiple service providers and have them all work together.

Strategic Vendor Management – The Cisco Way (Outsourcing Buyers Forum)

Tom Wirth, Manager, Global Business Services, Cisco Systems

Learn the steps Cisco is taking to move from outsourcing to strategic vendor management and how this approach is being integrated into all aspects of its business. Special emphasis is placed on the use of metrics and financials.

Using Your Brand to Shorten the Sales Cycle (Outsourcing Providers Forum)

Richard Crespin, Chief Executive Officer, Brenna Garratt, President, The Delve Group, Inc.

Every communication with the marketplace contributes to the overall perception of who you are as a company. The real question is whether you will deliberately control perceptions or just let them happen?

**12:00 PM – 1:30 PM
1:40 PM – 4:50 PM
ROUND 4**

Networking Luncheon – Topical Tables

Concurrent Educational Sessions

Experience from the Trenches (Information Technology Outsourcing)

Anil Kaul, Principal, Booz Allen Hamilton

Now that the early adopters have gone past the honeymoon phase the reality of outsourcing has settled in. The mistake too often made is focusing too much on the transaction mechanics and not enough on creating conditions for success.

Next-Generation Customer Care (Business Process Outsourcing)

Lance Zingale, COO, StarTek, Customer Executive, TBA

Getting a new customer care center up and running is a highly complicated endeavor, and often a logistical nightmare, yet the process must be seamless in the eyes of the end-customer in order to maintain their loyalty. Hear how one company is using outsourcing for a broad range of service responsibilities from core consumer customer care to complex business-to-business account relationship management.

Outsourcing Facilities Management – Managing the Risk for Reward (Real Estate & Facilities Services Outsourcing)

Rakesh Kishan, Managing Director, Consulting Services, Emcor

Learn how complex facilities management outsourcing deals are being structured today by comparing past experience of Fortune 500 companies with current innovative trends. This session covers the relationship between prevalent pricing models, risk, and how these can affect your total cost of ownership.

Taking the Plunge: Launching and Growing a Successful Provider Company (Outsourcing Providers Forum)

Nader Samii, President, Ajuba International

What does it really take to successfully launch and grow an outsourcing company? Nader Samii, a former investment banker at Merrill Lynch, and his partners launched Ajuba International in June 2000 to provide revenue cycle outsourcing to healthcare providers. Since then they have consistently grown their company in size, revenue, and market share – learn how.

Document Outsourcing: Show Me the Money (Document Process Outsourcing)

Gregg Groenemann, Director of Marketing Enterprise Services, IKON, Dave Reska, Director of Purchasing and Sharon Fried, Corporate Director of Materials Management, Hartford Hospital

This session introduces attendees to a real-life healthcare customer Hartford Hospital, which was able to successfully identify and eliminate previously hidden costs through a tailored document outsourcing strategy. Learn the process that allowed the hospital to address inefficiencies and deliver real savings straight to its bottom line – patient care.

ROUND 5

Outsourcing “The Desk” (Business Process Outsourcing)

Ron Muns, Founder & CEO, The Help Desk Institute

What are the opportunities, trends, and issues when outsourcing call center, help desk, and technical support operations? What are global corporations really doing, and why? Find out from Ron Muns, one of the service industry’s most respected voices.

Outsourcing in the Electronics Industry: Trends, Issues and Emerging Factors (Manufacturing Services Outsourcing)

Robert E. Corbett, Principal, RE Corbett Associates

As global competition has driven profit margins lower, manufacturers have been forced to examine every functional element in the organization for potential reduction in operating cost. Business functions previously considered to be ‘core’ are now considered for outsourcing: R&D, product design and intellectual property are all ‘up

for grabs' and new organizations are positioning themselves to take advantage of this emerging business opportunity.

Relationship Management – Getting that Extra 10% (Outsourcing Buyers Forum)

Danny Ertel, Partner, Vantage Partners

All available research and experience suggests that buyers gain 10% or more added value from outsourcing relationships that are very well managed. This value takes the form of greater responsiveness, reduced duplication of effort, faster resolution of issues, and better follow-through on decisions as well as faster and more effective transformation and innovation. What can you do to achieve that extra 10%? How do you "tune up" your governance organization and take it to the next level? It's all about developing the processes, tools, and mindset to incent the behaviors that drive value creation.

Behind the Curtain: The Making of a Mega-Deal (Outsourcing Providers Forum)

Ron Walker, Vice President Business Development, EquaTerra

The process by which a customer develops, engages the market, and ultimately does, or does not, close a mega-deal is extraordinarily complex and challenging. It goes without saying, that no service provider can successfully win a mega outsourcing contract without first having a clear understanding of how these decisions evolve and are ultimately made -- from the customer's operating floor to its board room. Ron Walker, Vice President of Business Development for EquaTerra, an outsourcing and insourcing advisory firm, shares insights from the work his firm has done with its clients along with some of the tools and techniques it takes for providers to make a mega-deal a reality.

ROUND 6

Offshoring Payments Processing: Electronification and Globalization (Business Process Outsourcing)

J. D. (Denny) Carreker, Chairman and CEO, Carreker Corporation

Learn: how Check 21 and other drivers of payment electronification are compelling banks to reduce their paper processing costs and simultaneously breaking down geographical constraints; and how banks are increasingly taking advantage of globalization's advantages to optimize their payments business.

Identifying, Prioritizing, and Managing "People Issues" (Outsourcing Buyers Forum)

J. Ross Docksey, Partner, Sonnenschein Nath & Rosenthal LLP, Dale H. Keiter, Ph. D., Principal, Management Affiliates

How can you use organizational psychology to prepare for and implement the changes that arise in outsourcing transactions? This session, based on practical experience and proven research, provides a unique and powerful angle to dealing with outsourcing's impact on people.

Document Process Outsourcing: Myths, Market Drivers, Best Practices

Joann Martin, Vice President – BPO, Pitney Bowes is joined by Tom Wirth of Cisco to share the opportunities and challenges of an integrated approach to document management outsourcing.

Performance Management Framework (Real Estate & Facility Services Outsourcing)

François Brazeau, Director General, Alternative Forms of Delivery, Public Works and Government Services Canada

Command and control is key to attaining objectives. How can this be achieved in a long-term performance based contract without spending all of the savings on contract oversight? The answer is a well thought out regime of performance management – carried out by the contractor!

5:00 PM – 6:00 PM Cocktail Reception – Exhibition Hall - Sponsor: The Hong Kong Delegation to The 2005 Outsourcing World Summit

WEDNESDAY, FEBRUARY 23

8:00 AM – 9:00 AM Continental Breakfast

9:00 AM – 12:00 PM Keynote Presentations

The theme of the morning is **An Outsourcing Reality Check!** looking beyond the hype and self-serving promotion.

Offshoring – An Honest 360^o Review

Jagdish R. Dalal, Principal, JDalal Associates LLC

Although businesses have been “offshoring” for decades, it is only recently that outsourcing has generated a plethora of diverse opinions. In some ways, the discussion surrounding outsourcing is like the proverbial “blind men and an elephant” story. Many people view the same subject in very different ways.

When Outsourcing Isn’t the Industry Norm

Fred L. Brown, Founding President and CEO, BJC Healthcare,
Past Chairman, American Hospital Association

Not all industries embrace outsourcing. Why? And most importantly, how can leaders overcome their organization’s long-held beliefs and prejudices to move outsourcing forward as a force for change?

Getting Past Yes: Negotiating As If Implementation Mattered

Danny Ertel, Partner, Vantage Partners

Too many outsourcing deals are negotiated as if the objective of the exercise were to sign a piece of paper rather than enter into a 7-10 year relationship. Too many buyers and providers are stuck living with a set of terms chosen because they provided the easiest comparison across competing proposals rather than because they were the best fit between the provider's capabilities and the buyer's needs. How can you reinvent the negotiation process to come up with better deals and better relationships? The secret, as Danny Ertel will explain, is to adopt a brand-new set of negotiating principles based on the premise that implementation matters.

Noon – 3:30 PM Luncheon and Golf

Program as of January 20, 2005. Schedule, speakers and topics subject to change.

SPECIAL RECOGNITION

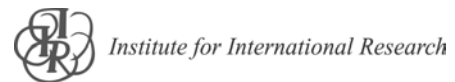
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