



Global Business Process Outsourcing 2004

INSIGHTS INTO INDIA

www.bpo-indiafocus.com

September 29 – 30 2004, Grand Hyatt Singapore

Outsourcing: Connecting the dots to the pot of gold

Will Singapore and the rest of Asia ride the wave to tap the BPO benefits or flounder in the depths?



In the first quarter of this year, 13 big outsourcing deals with a total value of US\$3.2 billion (S\$5.5 billion) were signed in Asia-Pacific countries. The region's share of the global total rose to US\$12 billion in the first three months of this year [Source: TPI Asia-Pacific]. However, are Singapore and the rest of Asia Pacific truly riding the wave to reap real benefits from BPO or are companies floundering in the depths, grappling with critical issues?

Visionary leaders and top-notch practitioners share their opinions and experiences at the Global Business Process Outsourcing Conference 2004, as well as provide insights into the fragmented India market. Pick up tested BPO strategies and the latest developments at the Conference, to be held from 29-30 September 2004 at the Grand Hyatt Singapore.

“Outsourcing is good but Singapore companies have been slow learners...Why the reluctance to outsource? It often boils down to fear or ignorance.”

– *Business Times, 26 July 2004*

“Outsourcing wisely to take advantage of the new international division of labour... should be an integral part of every company's corporate and economic restructuring...”

– *Ramkishan S. Rajan,
Visiting Fellow at the Institute of
Policy Studies, Singapore*



“But as the stakes go up, A.T. Kearney notes that the quest has changed to “bestshoring” – picking the best, not just the cheapest place to do the job. While cost has been the spur for companies to go forth and multiply offshore, more are now heeding the hidden costs... The ante in the world of outsourcing has gone up... the right price is no longer reason enough to buy.”

– *Sunday Times, 27 June 2004*



“Companies' concern about losing control of key aspects of their business if they outsource are groundless. This was the finding of a recent survey by global consulting firm Accenture.”

– *Streets, 28 July 2004*

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THE BUSINESS TIMES



ascendas



CNETAsia
The source for computing and technology.

Total global outsourcing topped US\$773 billion in 2003 and continues to boom, with some of the large outsourcing deals raking in \$250 million to \$3 billion for 10-year contracts. Moreover, many of these big deals are signed within Asia-Pacific. Certainly, outsourcing has grown from blue-collar factory jobs and technology coding grunts, but the growth brings in complex legal, human resource and financial dimensions too.

Asia, besides being a beneficiary of outsourcing, is sending out a growing number of back-office operations. Is lowest cost the main consideration? Who is better for which business process? How does a company deal with the issues of security and loss of control? How do Singapore and other Asian companies harness the benefits from outsourcing?

Global BPO Conference 2004 seeks the possible answers to the

many questions that abound and sets the platform for an important exchange between users, practitioners and consultants. Take away strategies and deeper know-how with insights into drawing up a sound BPO roadmap and tackling the anticipated obstacles ahead. Don't miss this exciting exchange and the exclusive one-to-one workshops with leading consultants.

Speaker Synopsis

1. Mr Arno Franz *Partner and Managing Director TPI Asia Pacific, LLC*

Mr. Arno Franz is highly skilled in assessing the technology and business landscape, and the strategic acquisition and integration of technology, to drive improved business performance. Arno brings over 18 years of Information Technology (IT) strategy, operations and service delivery experience to clients.

Arno will speak on "**The Global BPO Phenomenon**", presenting the driving forces behind global BPO, the global trends and benefits and pitfalls of BPO.



2. Mr. Girija Pande *Regional Director Asia-Pacific Tata Consultancy Services*

Mr. Girija Pande is responsible for spearheading TCS' growth and operations in the region. He is also Chairman of Tata Information Technology (Shanghai) Co. Ltd, a wholly-owned foreign entity (WOFE) operation in China. Mr Pande has been closely-associated with the banking and financial sector for 25 years.

Mr. Pande will present on "**Country Focus: India As A Hot Spot**" and share his invaluable knowledge on India's leadership position in the global BPO market, the emerging regional trends, relational advantages and limitations offered by emerging off-shore destinations, as well as what the future holds for BPO in Asia Pacific.

3. Mr. Foo Yuk Meng *Associate Director KPMG Business Advisory*

Mr. Foo Yuk Meng leads the Business Process Outsourcing practice with KPMG Business Advisory Singapore. Yuk Meng brings with him more than a decade's experience in advising companies and managing projects in the areas of finance, IT, supply chain, human resource and management structure alignment.

Yuk Meng will present on "**Determining What To Outsource.**" You will learn how strategic sourcing can improve business efficiency and profit, and examine innovative ways to outsourcing beyond HR and IT.



4. Ms. Kala Anandarajah *Partner Rajah & Tann Advocates & Solicitors*

Ms. Kala Anandarajah is Head of the Knowledge and Risk Management Group, and Lead Partner of the Corporate Governance Practice Group. Kala practices Corporate and Banking Advisory, Competition Law, Employment Law and Environmental Law. Her practice on corporate advisory and governance has seen her involved in many CG implementation projects.



Kala will present on "**Legal & HR Issues in Outsourcing.**" You will learn about the legal considerations when working with a BPO vendor, knowing your rights, and if there is a need for a new set of HR policies.

Contact Details

Olive Consulting Group Pte Ltd

"Redefining Mindsets In Asia"

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Website : www.olivegrp.com

For speaking and sponsorship opportunities, contact Sueanne at (65) 6325 6031

For conference and exhibiting enquiries, contact Linda at (65) 6325 6030

WHY attend?

- Understand why and how global players outsource to increase company value and reap returns from the increased efficiency
- Develop effective outsourcing strategies
- Know the BPO roadmap to successful identification of partners
- Connect with BPO practitioners, leaders and suppliers
- Find out what the BPO opportunities are in India
- Learn about legal and human resource issues in outsourcing to India
- Evaluate the different business processes that can be outsourced and understand the best practices through case studies



5. Mr. Sujay Chohan VP and Research Director Gartner



Based in Mumbai, India, Mr. Sujay Chohan advises both users and service providers in the fast evolving "Offshore BPO" opportunity. He has also authored several reports on the subject. Prior to taking on his new role, Mr. Chohan was responsible for setting up and building the Research & Advisory base for Gartner India.

Mr. Chohan will present on "Offshore BPO - Supply Destinations and Supply Dynamics." He will share research on offshore BPO market trends (definition, market size, processes outsourced), engagement models and BPO providers (emerging models, provider landscape, provider categories), as well as offshore destinations (risks, challenges and selection criteria).

6. Ms Lily Lim Principal A.T. Kearney



Based in Singapore, Lily has over 12 years of industry and consulting experience. Lily focuses on the financial services industry, where her areas of expertise include strategy, merger integration, major transformations, customer value segmentation and business process re-engineering. Lily has consulted for banks and insurance companies throughout the Asia Pacific region.

She will present a **Financial Case Study** with highlights on Human Resource issues.

Profile of Exhibitors

Customer Interaction Services

- Customer Service Voice/Email
- Marketing Services
- Telesales
- Technical Support Services
- IT Help Desk

Industry Specific Services

- Insurance Claims Processing
- Mortgage Processing
- Document Management
- Bank Reconciliation
- Other Vertical Specific Services

Finance & Accounting Services

- Billing Services
- Account Payables
- Account Receivables
- General Accounting

Payment Services

- Check Processing
- Credit/Debit Card Processing
- Other Payment Services

Supply Chain Services

- Inventory Management
- Direct Procurement
- Transport Administration
- Logistics and Dispatch

HR Services

- Payroll Services
- Benefits Administration
- Hiring & Recruitment
- Personnel Administration

Knowledge Services

- Data Analysis
- Data Mining
- Data Management
- R&D Services

7 important things you will take away from Global BPO Conference 2004

1. Understand why and how global players outsource
2. Develop well-thought and robust outsourcing strategies
3. Know the BPO roadmap to successful identification of the processes to outsource and the partners to work with
4. Know the legal, financial and human resource issues that will rear up during the process
5. Connect with practitioners, leaders and suppliers
6. Look at case studies and learn the different best practices and solutions
7. Learn in detail what India offers for BPO

Exclusive One-to-one Closed Door Session for Senior Management

- One-to-one consultation with Mr. Foo Yuk Meng, Associate Director, KPMG Advisory Services.
29 September 2pm - 4.55pm
30 September 10am - 11.55am.
- One-to-one workshop with Mr. Arno Franz, Partner and Managing Director of TPI Asia Pacific, LLC.
30 September 3pm - 5pm.

Eligibility Guidelines

One-to-ones are available exclusively to paid, registered conference delegates at CEO/CIO/CFO level (or equivalent). Each participating organisation may reserve only one seat in each of the workshop.

CONFERENCE programme

Day One

<p>8.00am Registration / Welcome Coffee & Tea</p>
<p>9.00am BPO: Boon or Bane for Singapore</p> <ul style="list-style-type: none"> • Is Singapore facing the backlash from outsourcing? • What is in store for Singapore? • Do we ride or fight the storm?
<p>9.45am The Global BPO Phenomenon</p> <ul style="list-style-type: none"> • What are the driving forces behind global BPO? • Value proposition for customers • Global trends • Benefits and pitfalls of BPO
<p>10.30am Coffee Break</p>
<p>11.00am Offshore BPO - Supply Destinations and Supply Dynamics</p> <ul style="list-style-type: none"> • Offshore BPO Market Trends (Definition, market size, processes outsourced) • Engagement Models and BPO Providers (Emerging Models, Provider Landscape, Provider Categories) • Offshore destinations (Risks, Challenges and Selection Criteria)
<p>11.45am Determining what to Outsource</p> <ul style="list-style-type: none"> • Strategic sourcing can improve business efficiency and profit • Examine innovative ways to outsourcing beyond HR and IT
<p>12.30pm Networking Luncheon</p>
<p>1.30pm Country Focus: India as a Hot Spot</p> <ul style="list-style-type: none"> • Outsourcing to India as an optimisation strategy vs a pure cost-containment strategy • A look at flexible global business practices and outsourcing that reduce risk while increasing cost effectiveness, revenue and strengthening relationships with customers • Tapping on BPO to propel economies • The benefits and opportunities of current BPO vis-a-vis the challenges and pitfalls
<p>2.15pm Separating the men from the boys</p> <ul style="list-style-type: none"> • Step by step roadmap to selecting the best BPO vendor • BPO that can make or break your organisation
<p>3.00pm</p> <ul style="list-style-type: none"> • Buyer-Seller Meeting • Coffee Break
<p>4.15pm Legal & HR Issues in Outsourcing</p> <ul style="list-style-type: none"> • What are the legal considerations when working with a BPO vendor • Knowing your rights • Is there a need for a new set of HR policies?
<p>5.00pm Panel Discussion:</p> <ul style="list-style-type: none"> • Is outsourcing inevitable?
<p>5.30pm Concluding Remarks</p>

Day Two

<p>8.00am Welcome Coffee & Tea</p>				
<p>9.00am Outsourcing Vs Insourcing Vs Offshoring</p> <ul style="list-style-type: none"> • What are the various models? • A look at the opportunities • Issues faced by organisations 				
<p>9.45am BPO: A Reality Check</p> <ul style="list-style-type: none"> • If a skilled worker in India costs 40% less than his equivalent in Singapore, can your company enjoy 40% saving when you outsource this function? • Offshore outsource risk factors to consider • Reducing potential risk and exposure 				
<p>10.30am Coffee Break</p>				
<table border="1"> <tr> <td> <p>11.00am Track 1 Finance & Banking Case Study</p> </td> <td> <p>Track 2 Healthcare Case Study</p> </td> </tr> <tr> <td> <p>11.45am Fast Moving Consumer Goods & Retail Case Study</p> </td> <td> <p>Telecommunications Case Study</p> </td> </tr> </table>	<p>11.00am Track 1 Finance & Banking Case Study</p>	<p>Track 2 Healthcare Case Study</p>	<p>11.45am Fast Moving Consumer Goods & Retail Case Study</p>	<p>Telecommunications Case Study</p>
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<p>11.45am Fast Moving Consumer Goods & Retail Case Study</p>	<p>Telecommunications Case Study</p>			
<p>12.30pm Networking Luncheon</p>				
<p>1.30pm Best Practices in Offshore Relationship Management</p> <ul style="list-style-type: none"> • Examine the essential ingredients to successful outsourcing relationships • What are the common pitfalls in the client-outsourcer relationship? • Do suppliers know what is expected of them? And how do companies increase the success of relationships with upfront planning? 				
<p>2.15pm Differentiating & Innovating Your BPO</p> <ul style="list-style-type: none"> • Maximise business productivity, control and transparency • Progressing from fundamental BPO to Expert BPO • Architecting the value for your organisation's BPO 				
<p>3.00pm</p> <ul style="list-style-type: none"> • Buyer-Seller Meeting • Coffee Break 				
<p>4.15pm India's Promise</p> <ul style="list-style-type: none"> • A closer look at the assets and weaknesses that India has • What are the efforts being put in to reinforce India's position as a global player? 				
<p>5.00pm Panel Discussion:</p> <ul style="list-style-type: none"> • What's next on the BPO cards for Asia Pacific? 				
<p>5.30pm Concluding Remarks</p>				

REGISTRATION form



**Global Business
Process Outsourcing 2004
INSIGHTS INTO INDIA**

29 - 30 September 2004, Grand Hyatt Hotel

PARTICIPANT'S INFORMATION

Full Name: Mr/Mrs/Ms/Dr/Prof
(please underline family name)

Job Title:

Email:

COMPANY INFORMATION

Company:

Address:

Country:

City/State: Zip/Postal Code:

Telephone: Fax:

Website:

Yes, I want to attend the exclusive one-to-one with on
My topic of discussion is

• **Number of employees in your company (tick one)**
 < 50 51-250 251-1000 > 1000

• Business Description

- | | |
|--|---|
| <input type="checkbox"/> Biotechnology | <input type="checkbox"/> Insurance Services |
| <input type="checkbox"/> Building and construction | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Business & Professional Services | <input type="checkbox"/> Media & Marketing |
| <input type="checkbox"/> Community Services | <input type="checkbox"/> Medical & Healthcare |
| <input type="checkbox"/> Conference and Exhibitions | <input type="checkbox"/> Motor Vehicles |
| <input type="checkbox"/> Distribution & Logistics Services | <input type="checkbox"/> Petrol, Oil & Chemicals |
| <input type="checkbox"/> Education & Training | <input type="checkbox"/> Pharmaceuticals |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Property Management Services |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Retail |
| <input type="checkbox"/> FMCG, Food and Beverages | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Government | <input type="checkbox"/> Transport |
| <input type="checkbox"/> Hospitality & Hotels | <input type="checkbox"/> Travel & Tourism |
| <input type="checkbox"/> Information Technology | <input type="checkbox"/> Utilities |
| <input type="checkbox"/> Industry Association | <input type="checkbox"/> Others: |

• **Your organisation's annual turnover in Singapore:**

• **Does your company engage in any outsourcing services?**
 Yes : IT HR Legal Others:
 Planning : IT HR Legal Others:
 No

PAYMENT METHODS *(tick one)*

All payments are to be made payable in S\$ and are nett of bank charges. Bank charges are to be borne by registrants.

Cheque Please make crossed cheque payable to "Olive Consulting Group Pte Ltd" and mail it to Olive Consulting Group Pte Ltd, 221A South Bridge Rd, Singapore 058770. Please indicate names of the participants at the back and enclose with the Conference Registration Form.

Bank Draft Please mail to Olive Consulting Group Pte Ltd, 221A South Bridge Rd, Singapore 058770. Please indicate names of participants and enclose with the Conference Registration Form.

Telegraphic Transfer Bank Code: 7375 Bank branch: 343
Bank Account No.: 343-300-4483
Swift code: UOVBSGSG
Account name: Olive Consulting Group Pte Ltd
United Overseas Bank, South Bridge Rd Branch
531 Upper Cross Street #01-07, Singapore 050531.

Please fax a confirmation of telegraphic transaction to (65) 6221 4511 and indicate the names of the participant(s) together with the Conference Registration Form.

Credit Card : Mastercard Visa American Express
□□□□ □□□□ □□□□ □□□□

Cardholder's Name:

Cardholder's Signature: Expiry Date:

4 EASY WAYS TO REGISTER

1. Call (65) 6325 6030
2. Fax the registration form to (65) 6221 4511.
3. Post the registration form to:
Olive Consulting Group Pte Ltd
221A South Bridge Road
Singapore 058770
4. Register online at www.bpo-indiafocus.com

FEES

- 2-day conference at S\$1,598
- 1-day conference at S\$900
 - 29 Sep 30 Sep
- Exhibition Visitor (Free admission)

Supporting association:

Membership number:

Conference Discount Scheme

- 10% discount if registration and payment are received before 15 August 2004.
- 10% discount if 3 or more registrations are received from the same organisation.

Note: only one discount scheme applies

Accommodation

- Grand Hyatt S\$230+++ per room per night
- York Hotel S\$160 +++ per room per night

Please provide flight details:

Arrival: Date:

Departure: Date:

The above rates include daily breakfast for a single occupant, and are subject to 10% service charge, 1% cess and prevailing goods and services tax.

Rooms are subject to availability and must be fully paid upon registration. All incidentals are to be settled with hotel directly.

ADMINISTRATIVE INFORMATION

This Conference will be conducted in English.

Confirmation

Full payment is required with registration and must be received at least 14 days before the conference date in order to confirm the participant(s) place.

Registration fee includes lunch, refreshments and a complete conference kit.

Cancellation and Alteration

If you are unable to attend, a replacement is welcome.

A full refund, less a 10% administrative charge, will be made for cancellations received in writing at least one month prior to conference. Regrettably, no refund can be made for cancellations received less than one month before the conference or for "no show" participants. However, a complete set of conference kit will be sent to you.

Olive Consulting Group reserves the right to cancel or alter the content and timing of the programme or the identity of the speakers.

Data Protection

Olive Consulting Group (or its agents) may contact you by mail, phone or email about products and services that Olive Consulting believes may be of interest to you. Olive may also disclose your contact details to reputable partners to enable them to contact you directly.

Please tick the appropriate boxes if you do not wish to receive such information.

- Olive Consulting Group
- Reputable third parties

Duplicated Mailing & Corrections

If your details on the label are incorrect or duplicated, please fax corrected labels to (65) 6221 4511 or mail to us.

EXHIBITION information



Global Business
Process Outsourcing 2004
INSIGHTS INTO INDIA

The Global BPO 2004 Conference provides outsourcing suppliers an exciting platform to showcase their products and services at the exhibition. Join us as an exhibitor or visitor!

Exhibition Dates : 29 - 30 September 2004 (Wednesday - Thursday)
Venue : Grand Hyatt Singapore
Opening hours : 10am - 5pm daily
Admission : Trade visitors only
Free Admission



Shell Stand



Location Map

COST OF PARTICIPATION

- Space only : S\$520 per sqm
- 2m x 2m Space + Table Top Display : S\$3,000
- 3m x 3m Space + Shell Stand : S\$5,500

ADMISSION

- The exhibition is strictly open to professional trade and business visitors only. The general public and minors below the age of 16 will not be permitted entry.
- Admission is free by confirmation letter and/or business card registration only.

ATTIRE

- All visitors must be in proper business attire.
- Those in shorts, Bermudas, singlet, slippers and sports sandals will not be allowed entry into the exhibition hall.
- The Organiser reserves the right of refusal of admission to visitors who are not properly attired.

About Olive Consulting Group

"Redefining Mindsets In Asia"

The Olive Consulting Group is an independent marketing and communications agency that offers businesses a broad range of integrated services to achieve effective and quantifiable results. We deliver world class marketing and communications services passionately and efficiently.

About Network India

Network India is an initiative of IE Singapore to promote awareness of the potential and opportunities in India. It aims to assist the fraternity of Singapore-based companies and entrepreneurs who are currently active in or plan to expand into India. In just a year after its launch, Network India has become a thriving networking platform for Singapore businesses interested in the Indian market. It has seen membership climbing to 450.

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Our Regional Network

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