

6th Middle Eastern



SHARED SERVICES & OUTSOURCING FORUM

8-10 October 2018 | Dusit Thani Hotel, Dubai, United Arab Emirates

INTEGRATION. AUTOMATION. SCALABILITY. GENERATING TRUE VALUE FROM YOUR SHARED SERVICES STRATEGY

Leading industry voices in the shared services community



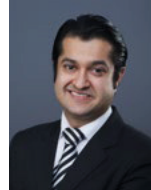
Steve Thompson
Chief Operating Officer
Tanfeeth, an Emirates NBD Group Company



Anil Bhavnani
BPO Operations and Digital Transformation
Global Financial Solutions, Shared Services, **Pfizer**



Sanjay Bakshi
Head of Digital Strategy and Ventures
Shell



Aseem Kapoor
Corporate Director of Human Resources
Emaar Hospitality



Rene Zimmermann
Vice President
ABB Global Business Services Center
ABB



Ahmed Seoudy
Former Deputy Head MEA Business Services
LafargeHolcim AgileGBS Partner

- > Transform your shared service center efficiencies through automation and RPA strategies
- > Achieve real value through full integration and streamlining of your service functions
- > Drive the agility and scalability of your shared services through new operating models and process improvement

sharedservicesmiddleeast.iqpc.ae

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DON'T MISS THE EXCITING ACTION AT SSON

The Shared Services and Outsourcing forum will address a range of business-critical concerns, especially how shared services can significantly aid cost reduction and optimise company operations. This year's event will spotlight vital topics in the region including setting up shared services as a pillar of your digital transformation journey.



Unlocking SSO potential

Presenting you two impactful workshops on shared services strategies and ways to transform from a 'cost' to 'profit' centre. The workshops will be led by an industry expert with over 15 years of experience



INTERACTIVE STORYBOARD

Map your progress on our visual interactive storyboard and benchmark yourself anonymously with your peers



ONE-TO-ONE MENTORING NOOKS

Limited opportunities for delegates to participate in a one-to-one coaching sessions with our international elites



SSON HUDDLES

Deep-dive into specific challenges in interactive, facilitated small group discussions

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WHO IS IT FOR?



**SHARED
SERVICES**



Finance



OPERATIONS



**HUMAN
RESOURCES**



**GLOBAL BUSINESS
SERVICE**

WHY ATTEND?



Learn exclusive digital transformation strategies for seamless execution



Understand how to integrate process automation into global business services



Discover techniques to scale up shared services up through process improvements



Hear trends in digital workforce and how to adapt to millennial culture



Leverage robotic capabilities in shared services

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A POWERHOUSE OF EXPERT TRAIL BLAZERS, TECHNOLOGISTS & PRACTITIONERS



Abdulla Al Nuaimi
Executive Vice President
Shared Services
**Abu Dhabi National
Insurance Company
(ADNIC)**

Led transformation initiatives and Emiratisation programmes to boost HR and engagement



Steve Thompson
Chief Operating Officer
**Tanfeeth, an
Emirates NBD Group
Company**

Over 30 years experience in operations excellence and strategy



Umar Saleem
Chief Executive Officer
**Maven Investment
Partners**

Umar is an expert in finance restructuring & turnaround with an eye for embracing change



Rene Zimmermann
Vice President, ABB
Global Business Services Centre
ABB

Responsible for establishing ABB's global business service centre



Sudheer Neelakandan
VP, Shared Services,
Global Operations
UAE Exchange

Strategist behind UAE Exchange's flawless execution of shared services driving business operations and cost efficiency



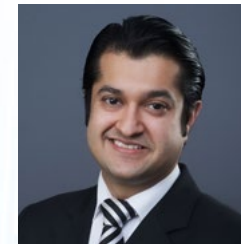
Abdullatif Taleb
Head of Shared Services
**Emirates Hospitals
Group**

Vast expertise on shared services and implementing change management strategies in the region



Nalin Tripathi
SSF Leader - Group
Finance,
Al-Futtaim

A business process excellence mastermind currently tasked with implementing digital finance transformation and SSF strategies



Aseem Kapoor
Corporate Director of
Human Resources
Emaar Hospitality

Implementing automation and digital channels across Emaar to optimise workforce into a digital first framework



Anil Bhavnani
BPO Operations and
Digital Transformation
Global Financial
Solutions, Shared
Services, **Pfizer**

Overseeing finance & accounting operations and ensuring effective and efficient processing of Pfizer's financial transactions around the world



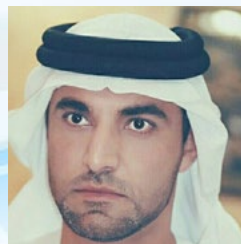
Gary Thompson
Shared Services &
Business Excellence
Expert, **SSON Global
Steering Committee**

As a visionary, Gary is driving competitive advantage through efficiency in shared services, banking operations and support services



Dr. Mohammad Khaled
Head of IT
Compliance & Digital
Transformations
**Regulation &
Supervision Bureau,
UAE**

Dr. Mohammed is a force in accelerating the future of IT services across government agencies in the UAE



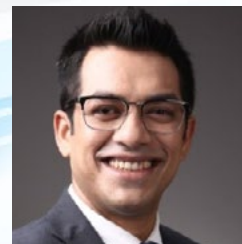
Major Hamad Khalifa Nuaimi
Deputy Director and
Head of Networking &
Infrastructure
Abu Dhabi Police GHQ

Maj Hamad is savvy on leading corporate change and currently oversees the shared communications of Abu Dhabi police



Tony Breen
Head of Shared
Services, Middle
East & North Africa,
PepsiCo

Distinguished shared service champion with outcome-based track record of implementing business process and outsourcing operating model



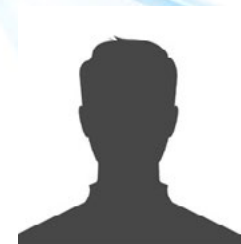
Sanjay Bakshi
Head of Digital
Strategy and
Ventures
Shell

Leading digital innovation, transformation and data strategy across Shell's emerging market operations



Nauman A Mian
Chief Financial
Officer
Bayt.com Inc

Brings a perspective on the new landscape of HR and workforce engagement



Nalina Ranka
Chief Financial
Officer,
Nielsen

Nalina is among Nielsen's integrity leaders with in-depth experience on finance process improvements

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Conference Day One – Tuesday, 9 October 2018

8:00	Conference registration opens	
8:50	Chairman's welcome and opening remarks - Ahmed Seoudy, Former Deputy Head MEA Business Services, LafargeHolcim AgileGBS Partner	
DRIVING TRANSFORMATION INITIATIVES TO DRIVE THE VALUE OF SHARED SERVICE CENTRES AS BUSINESS PARTNERS		
9:10	REGIONAL TRAILBLAZER: The evolution of Tanfeeth – Delivering exceptional operational transformation <ul style="list-style-type: none">• Client partnership for performance excellence• The power of organisational engagement• Continuous improvement through empowerment	Steve Thompson , Chief Operating Officer, Tanfeeth, an Emirates NBD Group Company
9:40	REGIONAL TRAILBLAZER: The ABB story to establishing a global business service centre <ul style="list-style-type: none">• From accounting beginnings to global business services - the road to success• Overcoming challenges in migration and process standardisation for shared services	Rene Zimmermann , Vice President, ABB Global Business Services Centre, ABB
10:10	Executive leadership think tank: Shared Services as a key enabler for businesses performance in a highly-competitive market <ul style="list-style-type: none">• Supporting country-wide digital transformation and workforce nationalisation initiatives• Exploring the business benefits of a true shared services model• How and why robotics is important and why it should complement a shared services model rather than replace it	Moderator: Nauman A Mian , Chief Financial Officer, BAYT Steve Thompson , Chief Operating Officer, Tanfeeth, an Emirates NBD Group Company Abdulla Al Nuaimi , Executive Vice President Shared Services, Abu Dhabi National Insurance Company (ADNIC) Sudheer Neelakandan , VP - Shared Services, Global Operations, UAE Exchange Abdullatif Taleb , Head of Shared Services, Emirates Hospitals Group
10:50	Speed networking	
11:10	Networking break	
11:30	International Case Study: Applying innovative solutions like RPA & artificial intelligence to improve value of shared services <ul style="list-style-type: none">• Improving HR, Finance, IT and banking operation with shared services	Cristina-Nicoleta Apetrei , Head of Business Solutions (Development) and Transformation, Relationship management and Chief of staff of the European SSC of Societe Generale, Romania
12:00	SSON HUDDLES! During this interactive session the audience will be divided into groups based on the maturity level of your transformation journey. Each group will be moderated by an expert thought leader to explore the common barriers shared within the group. <ul style="list-style-type: none">• HUDDLE A: Early stage: Getting it right the first time: Talking strategic & tactical on key decisions and risk factors• HUDDLE B: Evolving stage: Creating business value through process efficiency, effectiveness & analytics.• HUDDLE C: Delivering decision support through data analytics and master data management	Group leader: Gary Thompson , Shared Services & Business Excellence Expert, SSON Global Steering Committee Group leader: Tony Breen , Head of Shared Services, Middle East & North Africa, PepsiCo Group leader: Rene Zimmermann , Vice President, ABB Global Business Services Centre
13:30	Lunch and networking	
14:30	Dual-presentation: A new approach to business transformation & IT shared services for bottom line growth <ul style="list-style-type: none">• Business requirements and future accelerations• Data classifications and integrations• Readiness to meet the future of business• Information security considerations	Dr. Mohammad Khaled , Head of IT Compliance & Digital Transformations, Regulation & Supervision Bureau Maj. Hamad Khalifa Al Nuaimi , Telecommunications Head, Abu Dhabi Police GHQ
15:00	INTERNATIONAL TRAILBLAZER: Driving digital transformation of BPO services <ul style="list-style-type: none">• Global governance of mergers acquisitions & divestitures• Managing BPO operations with a third party services provider	Anil Bhavnani , BPO Operations and Digital Transformation Global Financial, Solutions, Shared Services, Pfizer
15:40	Chairman's closing remarks - Ahmed Seoudy, Former Deputy Head MEA Business Services, LafargeHolcim AgileGBS Partner	

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Conference Day Two – Wednesday, 10 October 2018

8:30	Conference registration opens	
9:00	Chairman's welcome and opening remarks - Ahmed Seoudy, Former Deputy Head MEA Business Services, LafargeHolcim AgileGBS Partner	
AUTOMATION, DIGITISATION AND THE FOUR GENERATION WORKPLACE: HOW CAN SHARED SERVICES ADAPT TO THE FUTURE WORKFORCE?		
9:10	INTERNATIONAL TRAILBLAZER: Driving innovation with the help of shared services An overview into setting digital transformation strategies through emerging technologies	Sanjay Bakshi , Head of Digital Strategy and Ventures, Shell
9:40	REGIONAL TRAILBLAZER: The future of finance <ul style="list-style-type: none"> • Cutting costs with automation without compromising on quality • Strategies to transform finance professionals in to business partners • Process excellence in finance 	Umar Saleem , Chief Executive Officer, Maven Investment Partners
10:10	REGIONAL TRAILBLAZER: A digital workforce <ul style="list-style-type: none"> • Accelerating the way employees adapt • Evaluating the implications of automation in today's workforce • How setting up shared services can enhance HR outcomes 	Aseem Kapoor , Corporate Director of Human Resources, Emaar Hospitality
10:40	THE FUTURISTS THINK TANK: Preparing your employees for shared services of the future <ul style="list-style-type: none"> • Getting your people and process ready for robotics • Talent optimisation: Understanding the new skillsets and redeploying people to more value-adding roles 	Steve Thompson , Chief Operating Officer, Tanfeeth, an Emirates NBD Group Company Abdulla Al Nuaimi , Executive Vice President Shared Services, Abu Dhabi National Insurance Company (ADNIC) Aseem Kapoor , Corporate Director of Human Resources, Emaar Hospitality Umar Saleem , Chief Executive Officer, Maven Investment Partners Abdullatif Taleb , Head of Shared Services, Emirates Hospitals Group
11:10	Morning refreshments and networking	
11:40	REGIONAL TRAILBLAZER: Managing internal change and setting a sound communication strategy	Abdullatif Taleb , Head of Shared Services, Emirates Hospitals Group
12:10	REGIONAL TRAILBLAZER: Dissecting the finance process: What to automate and where to add value <ul style="list-style-type: none"> • Understand which processes provide the obvious and most advantageous candidates for automation • Exploring where more value can be added • Create a blueprint for your next transformation 	Interested in presenting this topic? Contact us at enquiry@iqpc.ae
12:40	REGIONAL TRAILBLAZER: Shared services as a key enabler for businesses in a highly-competitive market <ul style="list-style-type: none"> • Transforming through metrics & KPIs • Assessing the quality of outsourcing services and transforming through metrics (KPIs) • RPA in finance and shared services 	Nalin Tripathi , Head – SSF, Al Futtaim Group
13:10	THE RPA THINK TANK: What to and what NOT to do when implementing RPA <ul style="list-style-type: none"> • Lessons learned from early adopters • Getting staff to embrace the robots • Security! Embedding robust governance and data security • Collaborating with IT on architecture, infrastructure and everything else 	Nalina Ranka , Chief Financial Officer, Nielsen Tony Breen , Head of Shared Services, Middle East & North Africa, PepsiCo Nalin Tripathi , SSF Leader - Group Finance, Al-Futtaim

Conference Day Two – Wednesday, 10 October 2018

13:50 **Lunch and networking**

14:50 **SSON HUDDLES!**

Join your peers and share best practice on transforming your support functions to a shared services model to add value to your business and your bottom line. Walk away with new insights into how to begin your transformation journey, or how to improve your current course

HUDDLE A: Digital transformation & SSCs: The role of digital and big data in shared service transformations

HUDDLE B: HR and robotics: Explore the RPA opportunity for the HR function for recruiting, payroll, scheduling, talent management

HUDDLE C: Leadership in change management: Leading change through complex transformations

Group leader: **Dr. Mohammad Khaled**, Head of IT Compliance & Digital Transformations, **Regulation & Supervision Bureau**

Group leader: **Abdulla Al Nuaimi**, Executive Vice President Shared Services, **Abu Dhabi National Insurance Company (ADNIC)**

Group leader: **Abdullatif Taleb**, Head of Shared Services, **Emirates Hospitals Group**

15:50 **Chairman's closing remarks - Ahmed Seoudy, Former Deputy Head MEA Business Services, LafargeHolcim AgileGBS Partner**

16:00 **Close of conference**



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Unlocking SSO potential – Monday, 8 October 2018

Choose between two impactful options

WORKSHOP A: Crash course: Shared services 101 for beginners

Workshop timings:

- 8:30 **Registration**
- 9:00 **Start of workshop A**
- 10:30 **Break**
- 12:00 **End of workshop A**

Overview: Specifically designed for those who are at the very beginning of their transformation journey and looking to gain more information on how to utilise internal shared services and/or outsourcing for end-to-end support and effective service delivery.

Workshop curriculum:

- Discovery – what is Shared Services (SS)?
- Understanding the ecosystem of a Shared Services Centre (SSC)
- Feasibility development
- Building an SSC
- Transition of people, processes and services
- Performance transformation
- How to sustain your success

Benefits of attending: Understand the fundamentals and advantages of shared services, the key terminology used and how shared services can uplift service provision and drive benefits within your organisation, ahead of the main conference.

12:00 **Lunch break**

Workshop leader:



Gary Thompson,
Shared Services & Business
Excellence Expert, **SSON**
Global Steering Committee

Sit down with Gary Thompson, the guy who spearheaded the Shared Services and Transformation at NBAD. Gary has worked as a Management Consultant for over 15 years, both independently and with the Hackett Group, involved in design and build of shared services with experience of consolidating back and middle office activities and implementing shared services and customer centric service delivery in companies such as Barclays Bank, Bank of Ireland, Budget Rent a Car and Lafarge Holcim across Europe, Asia and the Middle East. Gary is a fellow of the Chartered Institute of Management Accountants in the UK and a Prince2 Practitioner.

WORKSHOP B: Transforming your service function from a “cost-centre” to a “profit-centre”

Workshop timings:

- 13:00 **Start of workshop B**
- 14:30 **Break**
- 16:00 **End of workshop B**

Overview: Specifically designed for those who are looking to take their shared services offering to the next level through continuously improving service level strategies.

Workshop curriculum:

- Reducing overheads through lean process improvements
- Generating revenue through innovative thinking
- Playing a more active role in supporting overall company strategy
- Building a business case for function / center transformation

Benefits of attending: Devise a strategy for overcoming internal perceptions that your support function is an overhead and create a business case for transforming your department or SSC into a profit-generating centre.

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BENEFITS OF SPONSORING & EXHIBITING

Establish yourself as a thought leader

Whether you're presenting on stage or participating in a debate, demonstrate your expertise around SSO so you're top-of-mind when solutions are required

Cement your position as an industry innovator

Highlight your cutting-edge solutions and expertise in one of our solution provider showcases or on the exhibition floor

Nurture important industry relationships

Benefit from valuable face-time with influential stakeholders and hold meaningful conversations that may result in future business for your organisation

Edge out your competition

Gain an advantage over your competitors at the precise time that decision makers are evaluating products and considering solutions

Generate new business

Network with serious buyers, important influencers and potential business partners

Elevate your profile

Ensure your brand stands out from the crowd and is associated with excellence in SSO to improve your chances of winning business

WHO SHOULD SPONSOR & EXHIBIT?



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SERVICE VENDORS**

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Who is SSON... And how can we help you?

6th Middle Eastern



SHARED SERVICES & OUTSOURCING WEEK

The **Shared Services & Outsourcing Network (SSON)** is the largest and most established community of shared services and outsourcing professionals in the world, with over **120,000 members**.

Established in 1999, SSON recognised the revolution in business support services as it was happening, and realized that a forum was needed through which practitioners could connect with each other on a regional and global basis.

SSON operates under three distinct brands, each offering shared services professionals the information, tools and connections they need to do their jobs.



THE WORLD'S LARGEST SHARED SERVICES & OUTSOURCING NETWORK

SSON is a one-stop shop for shared services professionals, offering unrivalled learning and networking opportunities both face-to-face and online through:

- 40+ industry leading events across the world
- SSON Excellence Awards Program
- Cutting edge editorial and industry news
- Exclusive interviews with industry leaders
- Surveys, reports and white papers
- Online events and webinars
- Vendor directory
- Jobs board

www.ssonetwork.com



ANALYTICS

SSON is a one-stop shop for shared services centre, offering visual data insights that are simple, accurate accurate, and digestible to the global shared services and outsourcing community, through a variety of tools and reports:

- Visual Analytics Workbooks focus on specific countries or regions to give you a 50,000ft view of the shared services landscape
- The City Cube compares shared services locations around the world across a variety of metrics
- The Shared Services Atlas locates shared services hotspots around the world from a global database of 7000+ centres

www.sson-analytics.com



SHARED INTELLIGENCE

Shared Intelligence is a private online community for shared services practitioners to facilitate networking and peer-to-peer resource sharing and learning.

Members benefit from a range of resources including practitioner-led web casts, event presentations from all SSON events around the world, member-to-member messaging, and more.

Membership of Shared Intelligence is completely free for all practitioner attendees of SSON events. Simply attend an SSON event as a shared services practitioner and you will automatically qualify for a 1 year license for Shared Intelligence.

www.sharedintelligence.com

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8-10 October 2018

Dusit Thani Hotel, Dubai, United
Arab Emirates**3 WAYS TO REGISTER**

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Email: enquiry@iqpc.aesharedservicesmiddleeast.iqpc.ae**Event Code: 17156.009****GROUP BOOKING DISCOUNTS**

Group of 3+ save 10% off the standard price
 Group of 5+ save 15% off the standard price
 Group of 8+ save 25% off the standard price

Packages	Standard price
SSON DATA PLUS PASS 2-day conference + one workshop + 12-month premium subscription to SSON analytics Please choose one: <input type="checkbox"/> Workshop A <input type="checkbox"/> Workshop B	<input type="checkbox"/> US\$5,098
GOLD PASS 2-day conference + one workshop Please choose one: <input type="checkbox"/> Workshop A <input type="checkbox"/> Workshop B	<input type="checkbox"/> US\$4,099
STANDARD PASS 2-day conference	<input type="checkbox"/> US\$3,399
SSON ANALYTICS PREMIUM SUBSCRIPTION 12-month premium subscription to SSON analytics	<input type="checkbox"/> US\$999

Please note: For all events taking place in the GCC countries, a mandatory VAT of 5% will apply.

For all customers based in Oman, an additional 11.11% will be added to your invoice if you are required to withhold taxes.

VENUE & ACCOMMODATION

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 United Arab Emirates
 Website: <http://www.dusit.com/dusitthani/dubai/location-en.html>
 Phone: +971 (4) 343 3333



Room Reservations
 Special / corporate rate for room accommodation is available in the hotel. You may contact the hotel directly as per the details above quoting IQPC Middle East or the name of the conference.

Flight Reservations
 Contact Bindu Babu at SNTTA Travel & Tours LLC Dubai.
 Email iqpc@snttadubai.com
 Tel + 971 4 282 9000
 Fax + 971 4 282 9988
 Online www.sntta.com

Hotel and travel costs are not included in the registration fee. For assistance in your travel and accommodation requirements, please refer to details below:

Please book at the earliest for your convenience.

DELEGATE PACKAGE INCLUDES:

- Access to all registered conference sessions
- Access to interactive networking sessions
- Access to networking lunch and refreshment breaks
- Access to speaker presentations post-event (pending speaker approval)

CONFERENCE DOCUMENTATION

If you cannot make the conference, you can still access all presentations delivered throughout the conference days for just US\$450, post event. Contact us on +971 4 364 2975 for further details.



IQPC provides business executives around the world with tailored practical conferences, large-scale events, topical seminars and training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC conferences are market leading "must-attend" events for their respective industries. IQPC produces more than 1,700 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: Berlin, Dubai, London, Miami, New York, Singapore, Sydney and Tampa. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences. www.iqpc.ae

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