

Conference

Using outsourcing to strengthen your business: do's and don'ts

Kaatsheuvel — 3 November 2009



Sourcing IT services from abroad is a complex undertaking offering a wealth of opportunities as well as a number of pitfalls. Coping with risks and maximizing the value of outsourcing contracts requires that the contracting parties have appropriate management skills and structures in place.

This conference is targeted at ICT organizations and professionals who want to learn more about outsourcing, its benefits and pitfalls, as well as at experienced practitioners who want to manage their outsourcing relationships more efficiently.

Those who have just begun considering outsourcing as an option of strategic business development in tough market conditions will gain hands-on knowledge from top-notch professionals involved in outsourcing for many years.

Those who have already dealt with outsourcing arrangements will gain precious insight into how to leverage the value of such arrangements.

Speakers from IBM, Erasmus University and GPI Consultancy will talk on strategic choices in outsourcing, pitfalls and opportunities in nearshoring contracts, importance of knowledge sharing and other challenging topics. In addition, this event offers participants a unique chance for networking.

Program

- 09:00 - 10:00 Reception and registration by Flevum
- 10:00 - 10:20 Welcome speech by IntoPeople and ScienceSoft
- 10:20 - 11:00 **"Trends in offshore sourcing"** Paul Tija, Senior Consultant GPI Consultancy
- 11:00 - 11:40 **"Managing remote outsourced relationship — lessons learned"** Michael Pintus, Senior Development Manager for Security Compliance IBM Tivoli
- 11:40 - 13:00 Lunch
- 13:00 - 13:40 **"The Learning Curve of Shared Understanding: a Balanced Approach to Knowledge Sharing for Successful Outsourcing"** Dr.ir. Otto Koppius, Department of Decision and Information Management Rotterdam School of Management, Erasmus University,
- 13:40 - 14:20 **"Using outsourcing partner's competences to succeed during the downturn"** Dr. Ulad Radkevitch, VP Marketing, sales and business development ScienceSoft Inc.
- 14:20 - 16:00 Networking round

Location:
Chalet Fontaine
Hoofdstraat 4
5171 DD Kaatsheuvel
Telefoon: 0416-272 333



Guest speakers



Michael Pintus

Senior Development Manager for Security Compliance
IBM

Topic: **Managing remote outsourced relationship - lessons learned**

The talk will focus on the use of global resources by IBM - how this is done and why. Michael will discuss legal issues, pitfalls, and infrastructure issues. A case study of a specific outsourcing relationship will be presented - what works well, what doesn't, lessons learned, improvements.



Drs. Paul Tjia

Founder
GPI Consultancy

Topic: **Trends in offshore sourcing**

The talk will be focused on the latest trends in offshore sourcing. With specific attention to the positive and negative aspects of offshore sourcing, the possibilities regarding working together and partnerships, and aspects concerning the country choices: Nearshore vs. Farshore



Dr.ir. Otto Koppius

Assistant Professor, Department of Decision and Information Management
Rotterdam School of Management, Erasmus University

Topic: **The Learning Curve of Shared Understanding: a Balanced Approach to Knowledge Sharing for Successful Outsourcing**

While the economic crisis triggers a fundamental rethink about what (not) to outsource, any successful outsourcing deal will always require a good collaborative client-vendor-partnership. One key aspect of this is the knowledge sharing that is needed to create shared understanding between client and vendor. Often this knowledge sharing is either 'too little, too late' or 'too much, too soon', leading to a learning curve that is too flat or too steep. Based on the latest research in this area, I will present a balanced approach to what knowledge to share, when to share it and how to share it, so that the learning curve is just right.



Dr. Ulad Radkevitch

VP Marketing, sales, and business development
ScienceSoft Inc.

Topic: **Using outsourcing partner's competences to succeed during the downturn**

The presentation will cover several not-so-obvious ways for SMEs to extract value from outsourcing relationships. We will discuss 1) how partner's competences and resources can be used to differentiate service offerings in the home market; 2) how you can boost your marketing efforts by combining your resources with the resources of your outsourcing partner; 3) how you can stimulate and use your partners R&D potential to improve time-to-market of new products.