

GLOBAL BUSINESS SERVICES

GLOBAL BUSINESS SERVICES (GBS)
FORUM SERIES 2017

JULY 20 &
16 NOVEMBER, 2017

KUALA
LUMPUR



BUSINESS
RISK
AND
FUNCTIONAL
TRANSFORMATION



GBS

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GBS Channel



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GLOBAL
BUSINESS SERVICES

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What They Say: Global Business Services (GBS) Forum



THE FORUM TOOK OFF IN A VERY GOOD DIRECTION WITH DISCUSSIONS ON ENTREPRENEURSHIP AND HOW IT AFFECTS THE ENTIRE ECO SYSTEM OF GLOBAL BUSINESS SERVICES. IT'S VERY RELEVANT TO WHAT WE ARE GOING THROUGH NOT JUST IN MALAYSIA BUT THROUGHOUT THE REGION.

K. Muhundhan (Head of Startup & Entrepreneurship Eco System Development (SEED), MDEC)



THE FORUM REALLY HELPED ME UNDERSTAND THE REAL ISSUES FACED BY THE INDUSTRY AND THE SOLUTIONS TO DEAL WITH THEM.

Anthony S. Rajamanickam (Head [ICT] Corporate Planning & Sustainability, Regulatory Economics and Planning Division, Tenaga Nasional Berhad)



"THE THEME-BASED NATURE OF THE FORUM, PARTICULARLY ON BFSI AND ENERGY, IS ESSENTIAL TO ANYONE IN THESE INDUSTRIES.

Saifol Bahri Shamlan (General Manager, East Coast Economic Region Development Council)



I AM VERY IMPRESSED WITH THE QUALITY OF THE AUDIENCE, LOCATION AND PRESENTATIONS BY THE SPEAKERS AT THE FORUM, AND A LOT OF VERY DEEP DISCUSSIONS AND CONVERSATIONS TOOK PLACE WHICH IS REALLY, REALLY GOOD.

Michael Warren (Managing Director, Emerio)



WHAT MAKES THE GBS FORUM VERY SUCCESSFUL IS THE HIGH QUALITY AUDIENCE, SPEAKERS AND PANELLISTS.

Fermin Fautch (Chairman, EU Malaysia Chamber of Commerce & Industry)



THE EVENT HAS INDEED SUCCESSFULLY SET THE STAGE FOR COMPLEX CONVERSATIONS WITH REGARDS TO THE GBS INDUSTRY.

Bobby Varanasi (Chairman & CEO, Matryzel Consulting)



GBS FORUM IS A LAUDABLE AND TIMELY EFFORT BY WORDLABS. THE FORUM WAS FILLED WITH GREAT TOPICS. AS A CEO OF A GLOBAL SERVICES COMPANY MYSELF, I FIND THE GBS FORUM AS A GO-TO EVENT IN THE REGION FOR BEST PRACTICES AND ESTABLISHING CONTACT WITH RIGHT-MINDED BUSINESS LEADERS.

Paul Raymond Raj (Kannal Outsourcing, CEO)



"IT'S A GREAT FORUM THAT FEATURED AN IMPRESSIVE SPREAD OF PEOPLE REPRESENTING VARIOUS INDUSTRIES AS WELL AS MANY SERVICE PROVIDERS AND VENDORS.

Jason Yuen (Partner [Advisory], Ernst & Young)



What They Say: Global Business Services (GBS) Forum



AS MORE COMPANIES ARE LEVERAGING ON GBS STRATEGIES TO ALIGN THEIR BUSINESS OBJECTIVES AND OBTAIN ECONOMIES OF SCALE, IT IS VITAL TO HAVE A NEUTRAL STAGE TO ACCESS BEST PRACTICES AND REAP INDUSTRY OPPORTUNITIES.

Rob Cayzer (Director, Frost & Sullivan)



I FIND EVENTS LIKE THIS VERY USEFUL AS IT BRINGS TOGETHER THE INDUSTRY, GOVERNMENT AND MAJOR PLAYERS IN THE MARKET.

Yong Yoon Kit (Director, NKEA, Electrical & Electronics Business Services - Pemandu)



IT'S A RELEVANT FORUM FOR BOTH BUSINESSES AND SERVICE PROVIDERS. THIS IS THE PERFECT PLATFORM TO GET BOTH PARTIES TOGETHER AND HIGHLIGHT THE VALUE PROPOSITION THAT EACH SHOULD BRING TO THE TABLE.

Richard YM Seng (AIG Regional Head - Asia Pacific Global Vendor & Business Partner Services)



IT IS A VERY SOLID FORUM WHERE WE WERE ABLE INTERACT WITH INDUSTRY PROFESSIONALS AND EXPERTS, AND UNDERSTAND THE BEST PRACTICES AROUND THE WORLD. IT IS GREAT TO BE HERE.

Devbrat Ohri (VP, SRG Asia Pacific)



"GBS FORUM HAS SUCCESSFULLY CREATED A SOLID STAGE FOR INTERACTION WITHIN THE BUSINESS COMMUNITY TO SHARE KNOWLEDGE AND GAIN BEST PRACTICES.

Tony Collingridge, OBE (British High Commission Kuala Lumpur Director of Trade and Investment)



I WAS VERY IMPRESSED WITH THE FORUM AND I AM USUALLY VERY IMPRESSED WITH ANYTHING WORDLABS DOES BECAUSE IT'S A GREAT FORWARD THINKING COMPANY IN ALL THE PROGRAMMES THAT THE TEAM PUTS TOGETHER.

Dr Alan Downe (Faculty of Management, Multimedia University Malaysia)



THIS IS THE RIGHT PLACE FOR INFLUENTIAL STAKEHOLDERS TO GATHER IN THE REGION AND BRING THE INDUSTRY FORWARD. THE TOPICS ARE JUST GREAT AND AT THE FOREFRONT OF THE LATEST TRENDS WITHIN THE GLOBAL SERVICES SPACE.

Leigh Howard (Chairman of Malaysia-Australia Business Council)



I LIKED THE FORUM A LOT. IT HAD A LOT OF GOOD CONTENT IN TERMS OF TRENDS AND RECENT DEVELOPMENTS IN THE ENERGY SECTOR, AND IT WAS ALSO A VERY GOOD OPPORTUNITY FOR NETWORKING.

Andreas Truls (Vice President Global ITO Operations, T-Systems)



GBS FORUM SERIES: ASEAN TO THE FORE

A SOLID PLATFORM BUILT TO ENABLE THE BUSINESS COMMUNITY IN THE REGION TO GATHER, DISCUSS ON GLOBAL BUSINESS SERVICES TRENDS AND EXPLORE OPPORTUNITIES

WHAT IS THE GLOBAL BUSINESS SERVICES (GBS) FORUM?

GBS Forum event series (gbsforum.com) is intended to create a solid and neutral platform together with public and private players and stakeholders to enable the business community in the ASEAN region to gather and discuss on global business services trends and shifts in business technology.

GBS magazine is the organiser of this regional event series. GBS magazine is published by Wordlabs Global Sdn Bhd, a global media and research company headquartered in Malaysia (wordlabs.com.my).

Today it is all about transforming the way business is done by leveraging global opportunities to deliver solutions across many locations and platforms. It is also about ensuring that hitherto discrete business models (like shared services operations and outsourcing) are cohesively leveraged within the context of a global business services framework.

But what do these global business services structures look like? And how will they evolve to support and enhance the businesses that they operate or serve?

Also, as we draw the curtains down to the era of commoditised services and outdated business models – it is vital that vendors ensure their continued relevance in a global world that only recognises corporate meritocracy and not patronage.

On the Shared Services segment – how can these entities find ways to further enhance their operations? How about organisations who are left behind in this global services game – isn't it never too late to get on board?

Events under the GBS Forum series seek to find answers to pertinent matters within the Global Business Services sector and at the same time create a solid platform for the uninitiated to get the right information and latest trends, besides setting the stage for an interaction within the business community to share knowledge and debunk myths.

“Each year, there will be many events focusing on trending topics within the GBS industry, besides highlighting market opportunities and setting the stage for interaction within the business community to share knowledge and gain best practices,” says Sritharan Vellasamy, founder of the GBS Forum and CEO of Wordlabs Global.

ASEAN ECONOMIC COMMUNITY (AEC)

One of the major milestones of ASEAN is the establishment of the AEC, which aims to integrate the region's diverse economies, a location of 600 million people and a combined GDP of US\$2.4 trillion.



He adds: "These are not just one off events, as Wordlabs Global is using its media suites to create a backbone for these events to ensure continued and parallel discussions to constantly capture thought leadership. As a locational anchor – we intend to employ an ASEAN slant to these events."

Wordlabs Global has integrated these event series into its established media solutions – such as the Global Business Services (GBS) magazine, other regional publications and its media best practices to position and brand ASEAN as a region of opportunities – within and for other regions too.

One of the major milestones of ASEAN is the establishment of the ASEAN Economic Community (also known as AEC), which aims to integrate the region's diverse economies, a location of 600 million people and a combined GDP of US\$2.4 trillion. The ASEAN Economic Community (or AEC) is defined by four pillars:

- 1) Creating a single market and production base
- 2) Increasing competitiveness
- 3) Promoting equitable economic development
- 4) Further integrating ASEAN into the global economy.

If the integration succeeds, the region will become the fourth largest economy in the next few years.

Having a singular platform and a neutral fraternity or point to take on bigger outsourcing locations is beneficial in the broader aspects.

As compared to many other parts of the world, Southeast Asia has a relatively young population. This presents good conditions for global entities that want to source services from the region. Also, it also poses big business opportunities to companies that want to tap into a dynamic market of eager new consumers.

Another overall intention is also for buyer regions to tap the vast potential of this region within a GBS framework.

ARE YOU READY?

The intensity of changes have impacted all industries, including global sourcing. Traditional models that thrived on input-factor sophistication are being seen as increasingly irrelevant in the face of transcendental shifts in business models, marketplace complexities and consumer expectations. The uncertainty faced by organisations is unprecedented. Expectations from the sourcing industry have invariably shifted from being fringe provisioning entities to collaborative and co-creation partners. The term Global Business Services (GBS) encompasses all of this and much more. Is the sourcing industry ready to address these impacts ?

GBS FORUM 1 (JULY 20, 2017)

Automation & Transformation in Jobs & Skills (Robotics Process Automation, Service Automation, Cognitive Skills, Transactional Skills, Traditional to New, Influence of disruptive technologies on business functions)

GBS FORUM 2 (NOVEMBER 16, 2017)

Business Risk & Functional Transformation (Siloes to Integrated Management. of Functions, Transformation of Functional Value Toward Resilience & Agility, Customer Experience Management & Value Selling)

DID YOU KNOW?

- Over two-thirds of global deals are coming up for renewals this year, with significantly restructured scopes.
- Technological solutions aimed at integrated functional value are being actively sought.
- Shared service entities are being pushed to re-establish proximity with core business functions.
- Transactional automation is increasingly putting to obsolescence traditional resource-heavy delivery models.
- Cognitive requirements alongside end-to-end platforms are changing the face of traditional sourcing solutions.
- Risk-to-value operating models are driving most new sourcing deals.
- Responsible and ethical sourcing is increasingly becoming table-stakes.
- Third-party players are increasingly shifting their business models through lightweight innovation and domain centricity.

WHY ATTEND?

- **FOR CUSTOMER ORGANISATIONS:**
Learning, Interactions, Networking, Best practices
- **FOR VENDORS & ENABLING AGENCIES:**
Positioning Opportunities; Value Selling; Case Studies & Access to Marketplace
- **FOR SOURCING ADVISORS & INDUSTRY OBSERVANTS:**
Expert Insights



FORMAT

- **KEYNOTES**
Buyers/ End-Users to Articulate Issues
- **PANELS**
Mix of Buyers, Vendors & Advisors
- **CASE STUDIES**
Vendors & Enabling Agencies

DELEGATE PACKAGES

Conference Delegate Fees

One Standard Delegate (RM2000)

Three Standard Delegate (RM5400)

Five Standard Delegate (RM9000)

Seven Standard Delegate (RM12600)

GBS FORUM (JULY 20 & NOVEMBER 16, 2017)



VENUE:

SHERATON IMPERIAL KUALA LUMPUR HOTEL

Jalan Sultan Ismail, Kuala Lumpur, 50250, Malaysia
Phone: +603 2717 9900



ABOUT THE ORGANISER

The GBS Forum 2016 is an event spinoff of the GBS magazine. The GBS magazine is published by Wordlabs Global once in every two months for the niche needs of decision makers in the global services industry. It focuses on bringing quality content to its audience through a global network of highly experienced writers.

For latest information, please log on to www.gbsforum.com or email ahsan@wordlabs.com.my or tamyne@wordlabs.com.my

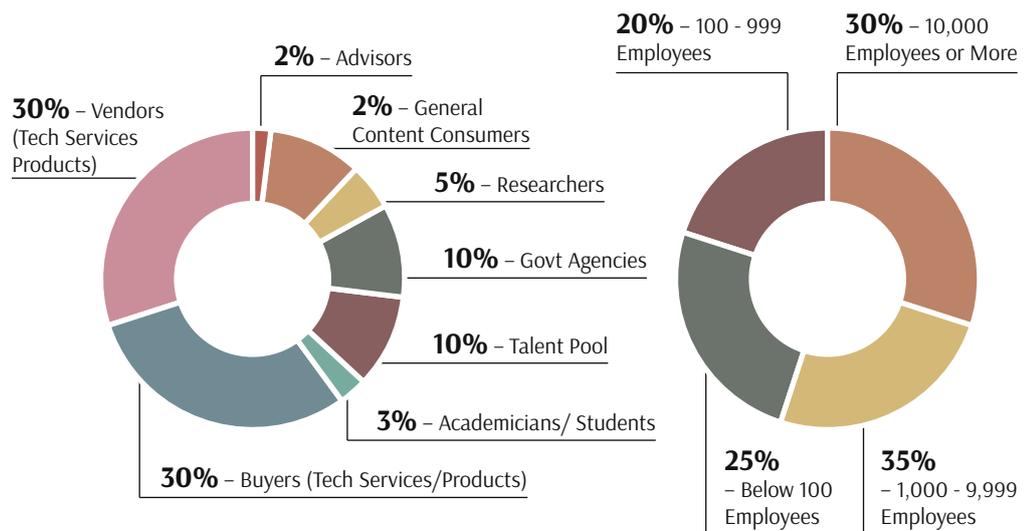
ATTENDEES

200+

COMPANIES

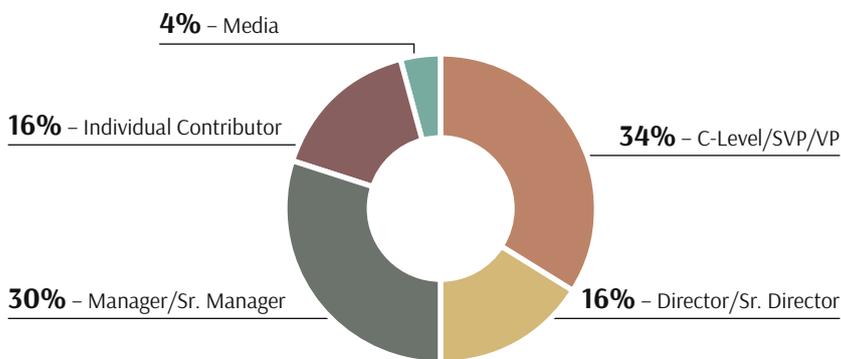
120+

“Controlled Circulation to a Very Specific Group.”

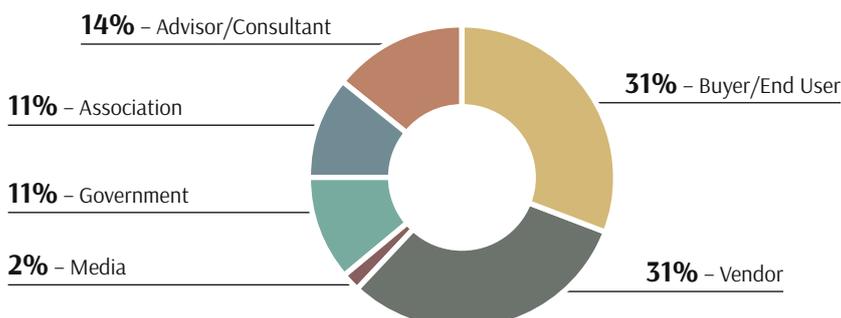


ATTENDEE ROLES

Delegates Breakdown by Job Title



Companies Breakdown by Types



Target Groups

- Services Buyers:
 - Large Organisations
 - Smes
- Government Agencies
- Services Providers
- Global Services Advisories
- Global Services Talent Pool
- Academicians
- Students
- General Content Consumers

Audience: Line of Business Management

- Director Planning
- Director Product
- Development Director
- Program Management
- Director Supply Chain
- Director Vendor Management
- Director Finance
- Director Human Resources
- Financial Controller
- Vice President Operations
- Alliance Manager
- Operations Manager
- Sr Product Manager
- Sourcing Manager
- Executive Vice President Global Solutions
- Program Manager
- Change Management Director

GBS FORUM: BUSINESS TRANSFORMATION & GLOBALIZATION OF BUSINESSES FOR A RESILIENT FUTURE

THEME: Business Risk and Functional Transformation

Industry Perspectives | Buyer Perspectives | Service Provider Perspectives

Thursday, October 20, 2016 (DAY 1)

Welcome Address – Introduction to the Focal Areas of GBS Forum

Keynote 1 - Rapid & Frugal Innovation: Leveraging Sourcing to Enable Topline Value

Innovation is the buzzword, the pursuit and the emphasis around the world. Customers and providers are endeavoring at innovation. What does it truly mean? How to define innovation? What are the elements governing time-to-take-off of ideas? Is frugality and rapidity the precursor to building solutions for the future? Are triple bottom-lines the only resilient way to build competitiveness? Learn from an expert in the field on how such innovation can be undertaken while ensuring sustainability and topline value.

Plenary Panel 1 - The 40% Opportunity: Leveraging Modern Technologies to Transform Siloed Service Delivery into Multi-Functional Solutions

The nature and kind of impact modern technologies have had on operations within business functions continues to be profound. While customer organizations continue to look for ways to rekindle emphasis on growth, service providers themselves are sitting on the crux of an unprecedented opportunity that is questioning their very own business and delivery models. What are the changes necessary to enable transformation? How does one define and measure transformation in the context of ever-changing markets and consumer preferences? How do organizations collaborate and co-create? Learn from learned experts from across the aisle.

Keynote 2 - Future-Proofing the Organization: A Customer's Perspective

Learn from senior executive their organization's endeavor at leveraging intelligent technologies in a cohesive manner that permits them to transform their organization's value in an increasingly changing marketplace. Understand the perspectives driving resilience and changes within functions, discover the optimal mix of strategies where internal and external teams need to collaborate in not just operational excellence but in revenue alignment and frugal innovation. Identify opportunities where integrated approaches toward business services are questioning traditional models of delivery.

Plenary Panel 2 – The Future of GBS – Uncertain, Ambiguous, Complex?

In future, value networks will come to replace hierarchical partnerships. Traditional outsourcing models focusing on the success of the contractual agreements are increasingly being replaced by new types of vested relationships based on collaboration, transparency, flexibility and trust. By sharing their expertise and aligning their goals, both parties in a win-win partnership are able to drive innovation, adapt to changing needs and mitigate risk while working towards mutual success. Companies will look to employ outsourcing strategies that provide continued growth and future-proof their assets. Concepts such as ‘everything-as-a service’, co-creation, and crowdsourcing are already having an impact, and will further encourage new models of outsourcing in the private sector. Given rapid acceleration and increasing complexity in today’s and tomorrow’s business environment, outsourcing is an issue of growing importance for many. What does the future hold?

Keynote 3 - Case Study 1: Transforming Silo Functions to Integrated Business Elements

The industry has seen significant transformation in its delivery models, where increasingly human resource-heavy models are being replaced by transactional platforms thanks to automation and machine learning technologies. Learn through a real case how such a journey is enabled within a provider entity. Understand the nature and kind of innovation necessary to achieve tangible returns, particularly in the face of revenue cannibalization, model and skill changes necessary, and the value gained from enabling such platforms.

Keynote 4 - Case Study 2: Transforming Silo Functions to Integrated Business Elements

The industry has seen significant transformation in its delivery models, where increasingly human resource-heavy models are being replaced by transactional platforms thanks to automation and machine learning technologies. Learn through a real case how such a journey is enabled within a provider entity. Understand the nature and kind of innovation necessary to achieve tangible returns, particularly in the face of revenue cannibalization, model and skill changes necessary, and the value gained from enabling such platforms.

Plenary Panel 3 - Advancing Intelligent Automation for High Performance Businesses

Today’s business world is faced with an enormous wave of complexity from digital change. Businesses must seamlessly harness and integrate new products, services, technology tools, business models, alliances, ecosystems and more. And, do it at scale. This demands new skillsets and a very different workforce. Intelligent automation—integrated analytics, machine self-learning and artificial intelligence—is becoming the essential new co-worker for the digital age. Cognitive technologies will remove the need for certain higher-level functions and drive new levels of productivity—faster, better and more accurate decisions—freeing people from more mundane tasks to do higher-impact work..

Build your brand; increase your network and market share through exhibits and sponsorships at GBS forum.



SPONSORSHIP OPPORTUNITIES

AUDIENCE

The GBS Forum event series is especially targeted towards professionals in management, C-levels and overall decision makers who are in the position to kickstart and catalyse movement, discussion and deliver impactful and powerful messages and changes to further move the industry on a positive trajectory.

KEY SPONSOR BENEFITS

Preferential access to C-level decision makers and senior management executives key opportunities for exclusive, face-to-face prospecting with potential clients. Unique network gathering to seed future business partnerships and alliance. Opportunities to demonstrate company expertise or product excellence to a captive, target audience (Premium Sponsors only). Leverage event communications, network and GBS magazine for targeted brand positioning, development and recognition.

SEIZE NEW BUSINESS OPPORTUNITIES AS A SPONSOR

As a sponsor, you will benefit from strategically placed, high-impact exposure to both established and new and emerging industry partners and customers. Your sponsorship for the GBS Forum events is a perfect way to highlight your brand's leadership in the marketplace, and demonstrates reliability, commitment and contribution to the industry's growth.

The various sponsorship packages and tiers have been customised to meet the different corporate objectives of your organisation – from event exhibition space to collateral outreach and forum programming.

SPONSORSHIP PACKAGE

Branding is often a major initiative for our clients who are seeking to get the message out about their offerings. As a Sponsor your firm's logo will appear alongside the leaders associated with best practices in this Global Business Services segment. GBS magazine (published by Wordlabs Global) leverages multiple media outlets including online, direct mail, email, press releases and media partnerships to publicise the event. We offer some key platforms for you to get across your brand image to our customer base and your prospects.

PLATINUM SPONSOR - INVESTMENT: RM 75,000.00 (1 SLOT)

The Offerings:

- a. 1 Keynote Speaking slot at EVENT (Speaker must be a senior level executive. Sales pitches are not permitted)
- b. Fifteen (15) complimentary EVENT seats (worth RM14,500)
- c. 1-page advertisement in The GBS magazine (worth RM9,000)
- d. 4-page Interview feature with a senior level executive in the GBS magazine (worth RM36,000)
- e. Organisation logo will be prominently displayed on all relevant marketing collaterals
- f. Inclusion of one A4 Advertising insert into delegate bags (inserts provided by sponsor)

GOLD SPONSORS - INVESTMENT: RM 45,000.00 (2 SLOTS)

The Offerings:

- a. 1 Keynote or Plenary Panel speaking slot at EVENT (Speaker must be a senior level executive. Sales pitches are not permitted)
- b. Ten (10) complimentary EVENT seats (worth RM9,500)
- c. Complimentary 1-page advertisement in the GBS magazine (worth RM9,000)
- d. 2-page Interview feature with a senior level executive in the GBS magazine (worth RM18,000)
- e. Organisation logo will be prominently displayed on all relevant marketing collaterals
- f. Inclusion of one A4 Advertising insert into delegate bags (inserts provided by sponsor)

SILVER SPONSORS - INVESTMENT: RM 30,000.00 (3 SLOTS)

The Offerings:

- a. One (1) Panel Speaking or Case Study Presentation slot at EVENT (Speaker must be a senior level executive. Sales pitches are not permitted)
- b. Five (5) complimentary EVENT seats (worth RM4,450)
- c. Complimentary 1-page advertisement in the GBS magazine. (worth RM9,000)
- d. Organisation logo will be prominently displayed on all relevant marketing collaterals
- e. Inclusion of one A4 Advertising insert into delegate bags (inserts provided by sponsors)

BRONZE SPONSORS - INVESTMENT: RM 10,000.00 (4 SLOTS)

The Offerings:

- a. Three (3) complimentary EVENT seats (worth RM2,850)
- b. Complimentary ½-page advertisement in the GBS magazine. (Worth RM4, 500)
- c. Organisation logo will be prominently displayed on all relevant marketing collaterals
- d. Inclusion of one A4 Advertising insert into delegate bags (inserts provided by sponsors)

NETWORKING COCKTAIL SPONSOR - INVESTMENT: RM20,000 (1 SLOT)

Networking Cocktail sponsorship would entail the following:

- a. Company's name and logo displayed prominently on invitation card to the Reception
- b. 10-minutes Welcome Remarks
- c. Permission to display banners/marketing materials during cocktail
- d. Three (3) complimentary EVENT seats (worth RM 950x3)
- e. Complimentary 1-page advertisement in the GBS magazine. (worth RM9,000)

DELEGATE BAG SPONSOR - INVESTMENT: RM 18,000 (1 SLOT)

- a. Company's logo displayed on all event collaterals
- b. Company's logo displayed prominently on the delegate bags
- c. Three (3) complimentary SUMMIT seats (worth RM 950x3)
- d. Complimentary 1-page advertisement in the GBS magazine. (worth RM9,000)

CONTACT US NOW!

Email gbsforum@wordlabs.com.my or tamyne@wordlabs.com.my to discuss how we can tailor sponsorship packages to suit your business objective.