CIO Europe Summit, Feb 2010 | Workshops

WORKSHOP 1

Interoperability in the Data Centre – Part 1

Leaders: **Sebastian Tischer – Director of Intellectual Property and Licensing, Microsoft Corp.** and **Michael Jores – Director of Linux and Data Centre Sales, Novell**

Join Microsoft and Novell in an interactive discussion to talk about the challenges of managing different systems in the Data Centre and how to immediately benefit from better efficiencies and cost savings.

This session is useful for anyone with a disparate IT infrastructure or is considering migrating to a mixed Windows and Linux environment. We'll be discussing:

- The best ways to reduce complexity in the Data Centre - including how to simplify management in environments with both SUSE Linux Enterprise and Windows Server deployments. We'll look at ways to monitor Linux and Windows system environments through one console.

- How to immediately cut costs and improve return on investment (ROI). For example, we'll be looking at ways cut day-to-day maintenance time and how to do more with existing hardware and software as well as how to save on your existing support costs.

- How to manage cross-platform support in your Data Centre. We'll explore coordinated support options for all your Linux and Windows systems, without compromising on expertise or upgrades.

- Bringing virtualization into a heterogeneous Data Centre. We'll be looking at ways to bring virtualization into a mixed Linux/ Windows environment, and how this can cut costs and simplify management.

Key take-aways:

- Reduce complexity

- Increase productivity

- Lower costs

WORKSHOP 2

Leveraging Virtualization Technologies in the Enterprise

Leader: **Jeremy Vincent – CIO, Jaguar Land Rover**

Since the development in the 1980s of networked PC based solutions which placed relatively low cost business solutions in the hands of those controlling departmental budgets corporate, CIOs and Heads of IT functions have been fighting a battle to regain control of the IT landscape and the IT investment decisions.

This has, typically, resulted in massive fragmentation of IT landscapes; multiple technology deployments; shadow IT investment; islands of information and very high fixed costs of maintenance. Typically IT budgets are greater than 90-95% spent on keeping the lights blinking and fixing faults. This has also led to high operating costs within corporate business departments (e.g. Purchasing and Finance) as much of the time is spent in collecting and reconciling business data from multiple unsynchronised sources before any intelligence can be deduced and decisions taken. The bread and butter of an IT function over the last 20 years has been managing the data interfaces between mutually heterogeneous systems. This has to change.

- How have IT vendors have been complicit in this?
- IT has to take an enterprise view – IT has to demonstrate an ability to devise and execute a corporate IT strategy that delivers real business value and business capability. How should CIOs go about this?
- IT has to deliver solutions that, more than allow the business to operate, but deliver measurable business value – solutions that allow a business to complete and win in the market place and which drive down operating costs. What is at hand for the CIO today to start this change?
- IT has to move as much of its fixed cost base to a variable one – What are vendors doing to aid this journey and how can CIOs respond to this challenge?
- Where are the tools and techniques to enable CIOs to deliver these messages to their boards and to gain traction and thus control over both the technologies deployed and also the way technologies are deployed?

WORKSHOP 3

<u>2020 Visions</u>

Leader: **Verizon**

Change isn't new, but the pace of change in the next ten years is going to be breathtaking. Following 18 months full of dramatic re-alignment we're seeing normality return, but it's a new normal. The balance of power is shifting; emerging markets are becoming leading markets. Technology that was hype is becoming business as usual: new service models mean that paying for IT on a usage or outcome basis is becoming the norm; consumer sector tools and technologies are entering the workplace. Business models are changing: companies are relying more than ever on the expertise and resources of a broad ecosystem, requiring new management techniques.

Key take-aways:

- Hear how our customers are using our reach to improve theirs, creating better, greener supply chains, and cutting the time and controlling the costs of entering new markets

- See real-world examples of companies that have already adopted shared services and usage/outcome based cost models

- Learn how market leaders are using new applications and tools to successfully master the weak ties of a dispersed workforce consisting of both employees and third-parties

WORKSHOP 4

<u>Next Generation Data Centre</u>

Leader: **Kurt Rindle – Cross Brand Leader for Dynamic Infrastructure, IBM**

Dynamic Infrastructure (DI) is one of the four cornerstones of the IBM smarter planet dialogue central to IBM activities. Kurt is responsible for Creating the foundation within the IBM organization being able to sell and deliver DI projects and create innovative DI leadership projects with selected key customers. Over the last seven years, he was responsible for developing the "RFID nucleus" within the IBM Emerging Business Opportunities Group on a worldwide basis. He created reference projects with world leaders in RFID Innovation.

WORKSHOP 5

<u>Cloud Computing</u>

Leaders: Eelco van Beek – CEO and Quintijn Knepper – Chief Commerce Officer, Jitscale

Demonstrating the positive impact Cloud Computing can have on Enterprise IT, from the perspectives of technology, policy and budget. Dispelling the myths of security risk, and embracing the positives that reduced CAPEX & OPEX can deliver to the organisation in the current economic climate, and beyond.

Key take-aways:

- An understanding of cloud computing in common
- Learn about establishing a great performance for your internet platform worldwide
- Understand why cloud management & support is both affordable, scalable and secure

WORKSHOP 6
IT Industrialisation by Holistic IT Vendor Management

Leader: Michael Prinz – Head of IT Vendor Management, RWE

Agenda:
- Overview RWE Group
- IT Vendor Management Overview
- Transparency Analysis External IT Spendings and IT Sourcing Strategy
- IT Service Catalogue, from Parts List to Product
- Target Pricing Modell

IT Industrialisation is one answer of cost pressure and need for transparency of IT demands.

Learn more about how the wholistic Sourcing Management has been realised by the IT Vendor Management at RWE since 2005. Following main steps are implemented:

1. Transparency analysis of external IT spending delivered starting points for optimisation activities and leads to wholistic IT Sourcing Strategy.
2. The Lego Brick Principle for IT Services is the consistent realisation of the parts list approach to an assembly line for IT products/contracts.
3. The IT Service Catalogue contains market oriented benchmark able service descriptions

The result: Industrial built IT Products, cost optimisation by standardisation without any loss of flexibility.

Key take-aways:
- Necessity of changes within IT on the way to industrialisation
- Development from transparency of external spendings to IT sourcing strategy
- Realisation of an assembly line for IT products/contracts

WORKSHOP 7
Interoperability in the Data Centre – Part 2

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WORKSHOP 8

Moving to the Next Level: Driving Process Excellence Initiatives Using Maturity Modeling

Leader: Nikhil Daxini – Practice Partner Process Excellence, Wipro Consulting Services

In this practical session the Wipro team will walk you through how to apply maturity modelling to your organisation and create a strategic improvement plan for a sustainable Process Improvement program:

Key take-aways:
· Use a practical Process maturity model to help drive business performance improvement
· Utilize maturity modelling to assess the strengths and weaknesses of current Process Excellence initiatives
· Build a common understanding on how to assess your current maturity level across the organisation
· Understand organisational capabilities you require to move up the maturity model and grow your business
· Leverage the maturity model to help you prepare for common adoption pitfalls: Presented through real deployment case studies
· Define your vision (target maturity level) and action plan for moving forward

WORKSHOP 9

IT is not Enough

Leader: Peter Ligezinski – CIO/Head of IT, Allianz Investment Bank AG

Some people say that technology has changed the way we did our business before. This is not the case. Banking business philosophy has not changed for centuries. Introduction of technology made it possible to easily handle thousands of transactions with many clients. However the way of handling those transactions has not changed: we replaced paper ledger cards with electronic records. Computers are faster when calculating, storing and retrieving the records, but … we still are not flexible when enhancements, new business ideas and new legal situations are introduced.

Why is it like this? We try to computerize what already exists. We keep our traditional "specialized" divisions, or silos. Each of the silos does what previously had to be done manually. Accounting is done by accounting, settlements are done by settlement group, payments are done by payments handling group, etc., etc. Our approach is to describe the work done within each of the silos and then we develop programs that mirror our manual work. The result is that our IT solutions are not flexible because they only represent a snapshot of our reality. Paradox situation is: our own IT became entitled to be an additional silo!

Another question following the above mentioned issues is: do we develop IT solutions properly? Every couple of years we experience the next "holy grail" of IT. The new language, the new method, the new fad is going to cure our lack of flexibility. May be we also should start to reconsider how we make our application software. Is really the bespoke software development so expensive? Or is this word "expensive" just a myth.

Further issue of our silos automation is the provision of inter-silos communications. Suddenly, from information point of view, we add complexities to our systems and we start developing IT that has nothing to do with our business but secures inter-silo communication. We never try to consider changes in our organizations, we still want to keep status quo with our silos and we believe that IT can help us to cope with the new sprouting complexities.

When could one say that IT provided the real competitive advantage? What about sustainable and flexible operations? One would have to consider changing organization, automating this new organization and working differently. Slight shift of conceptual paradigm of automating our business and creating application software might really open new frontiers of applying technology to doing financial business.

The couple of final sentences will be dedicated to examples, experiences and recommendations.

WORKSHOP 10
Innovation in the Global Economy

Leader: Joe Barkai – Practice Director, IDC

Innovation is often proposed as the appropriate response to many of the current challenges and ills, from accelerating the economic recovery to counterbalancing the losses to outsourcing and low-cost manufacturing countries.

Product companies make significant investments in innovation and bringing new products to market. While companies like GE, P&G and 3M excel in creating new successful products, others struggle to drive and manage efficient innovation and do not see satisfactory return on innovation; in fact, many companies can be characterized as reckless innovators, spending scarce resources on innovation that never yields the anticipated results.

Organizations must drive lean and efficient innovation that balances disruptive innovation with the need to maintain business stability and mitigate risks. CIOs are tasked with enabling decision-making frameworks that provide business context for efficient innovation.

Joe Barkai will discuss how the global economy drives companies to change their traditional innovation processes and the role of innovation in connecting organizational strategy to execution. Using examples from companies that excel in new product development, Joe will discuss the principles and benefits of lean innovation, balancing cutting edge innovation with day-to-day operations.

Key take-aways:
- R&D investments and innovation as a gauge for company's market leadership
- Innovation strategies of market leaders such as Cisco, Dell, GE and Disney
- Principles and benefits of lean innovation
- Decision-making framework for product companies and implications for IT

WORKSHOP 11
Business Intelligence

Leader: Gregory Adams – Director, Analytics and Performance Management, IBM Software Group - Northeast Europe

The application of business analytics is opening up important new possibilities for clients and promises to transform the way we approach business in the future. Bringing together sophisticated analytics from IBM Research with market-leading software platforms, deep industry insight and business consulting expertise, IBM helps clients gain greater precision and predictability out of every business decision they make. Clients now can understand the consequences of any business decision, which allows them to operate at a new level of intelligence – far beyond sense and respond and moving towards the ability to predict and act. In this workshop, we will review the state of the analytics market, the competitive challenges driving clients to rethink their analytics and performance management strategy, and the key elements of a successful analytics and performance management initiative. Participants will hear about how leading companies worldwide are making better decisions, and how these capabilities are driving both significant savings and greater business opportunities.

Key take-aways:
- The importance of business strategy and governance models to any analytics and performance management initiative
- Derailment factors to successful analytics and performance management projects
- The importance of having an enterprise analytics and performance management strategy

WORKSHOP 12

ECM 2.0: Delivering More Proven Business Results with Less IT Burden

Leader: Alfonso Zubizarreta – VP Enterprise Solutions Group, Hyland Software

In this age of information overload, business is demanding technology that effectively manages increasing volumes of all types of business information – in every corner of the organization. The heavy lifting and cost falls on IT to find, develop, integrate, deploy, learn, maintain and support additional solutions that make this possible.

Tech leaders are delivering multiple solutions within a single ECM product. This means a significant reduction in the time and cost associated with training, supporting, integrating and upgrading additional software packages. An ECM product with a solid architecture and extensive out-of-the-box configurable functionality allows for rapid deployment (and results).

Working with one repository – rather than multiple disconnected platforms – will reduce silos of information. Other benefits include: automated and streamlined processes, improved information access, increased productivity levels and reduced costs associated with compliance requirements.

Key take-aways:

- Organizations are using ECM technologies to deliver a multitude of business solutions with less IT burden – and how your organization can do the same
- Strategies organizations are using to avoid pitfalls and successfully deploy ECM technology that align and drive organizational goals
- Organizations align IT and business strategies to select ECM solutions that drive business transformation – increasing profitability and overall value

WORKSHOP 13

Modernizing and Managing Legacy IT Infrastructure

Leader: HTWC

Transitioning mainframe workloads to less costly platforms could be described as the holy grail in terms of CIOs' plans for 2010. With budget restraints and growing pressure to optimize the IT Landscape Mainframe re-hosting has emerged as the most cost-effective, low risk method for accomplishing this goal.

Traditionally maintenance costs and inflexibility have made legacy systems a burden. Join HTWC in this exciting and interactive workshop to discuss how to develop and redefine solutions.

Key take-aways:
- Increased flexibility
- Quick migration without operational interruption
- Easy integration of legacy applications

WORKSHOP 14

Strategic Sourcing – What Makes Sense to Outsource (and What Doesn't …)

Leader: John Mckeown – CIO EMEA, Cushman and Wakefield

The aim of this topic is to formulate some key point to consider around your sourcing strategy and in particular how to make decisions on what to keep in house and what it may make sense to outsource. While most external consultancies and vendors focus on the cost/benefit aspects of outsourcing, the aim of this session is to look more strategically at the options from a CIO perspective and in particular how to gauge how the organisational goals, culture and maturity of the IT organisation can influence these decisions.

Key take-aways:

- What to consider when building a strategic sourcing strategy

- Factors that could influence outsourcing decisions outside of the pure financial considerations

- How to communicate to the board, IT customers and IT staff strategic sourcing decisions

WORKSHOP 15

Embedding Telecoms and Networking into Business and its Processes

Leader: Joe Barkai – Practice Director, IDC

As telecoms and IT continue their courtship towards convergence the ways in which businesses use the communications components to support business activities continue to change. The old days of telecoms players expecting users to fit their business needs into a rigid, expensive highly technology focused set of services is being challenged. Instead of hiding behind technology, the telcos and their partners need to hide the technology and expose the services and how they relate to the business within which they are being used. Add to this the increased focus on mobility in both the workforce and the applications and processes being used in different industries and we have a rich cocktail of change.

Key take-aways:

This presentation will explore the changing role of communications services in the context of broader ICT deployment and highlight how emerging services, and business models can combine with CIOs to bring a changing value proposition to the business. The flexibility that the internal network infrastructure, combined with emerging devices and external hosted/Cud services holds great potential for the internal and external relationships that CIOs have to embrace.