

15 & 16 September 2011 - 4th edition

Barcelona, Spain - Hotel 1898****

Maximise your financial and human asset

Consolidating operations & making Shared Services profitable

You will learn:

- Driving your **business value**
- **Next level of savings** for an internal Shared Service Center
- **Does your SCC** Continuously Improve?
- Multifunctional Scope
- **Successful BPO Process** and Relationship Change management
- Governance and compliance
- Operating an **on-shored**, captive Financial Shared Service Center
- Tax and control of SSC
- **Getting your Top Management** support for the Shared Services Center
- Increasing your **customer satisfaction**
- Re-adjusting your BPO to gain cash flow
- **Process System Harmonization** as Optimum Platform for Shared Services.
- **Business Partnering** within the Shared Services
- **Managing complex re-organization projects** of the planning stage
- Managing Culture and Communications

SPONSORS

Cocktail sponsored by :



PARTNERS



KEY SPEAKERS



Jean Claude De Vera
Vice President Global Shared Services



Javier Mateo
Vice President FSC & CFO Europe



Cristina Garcia Nieto
Global Head of Outsourcing Operations



Krystian Bestry
European Delivery Head



Paco Pelegri
Financial Director South of Europe & Shared Services



Elías Miera
Continuous Improvement Director



Marcus Demgenski
Director Finance Shared Services Europe



Wilko Van Rooijen
Finance Director EMEA



Konstantin Mudrack
Director, Transformation & Capabilities, Global Business Services HP



Ignacio Rabadan Villanueva
Finance Manager, GM Europe Financial Shared Services



Erik van der Steen
Deputy Controller Finance Operations



Marc Sauty
Head of BPO

08:45 Registration and Coffee

09:15 Opening Remarks from the Chairman

09:30 Case study Operating an on-shored, captive Financial Shared Service Center

- The FSC embedded in the business structure
- Managing through the business cycle
- Administrator, Finance expert or Valued Business partner?
- Key drivers to achieve and maintain 1st quartile performance
- Offshoring, outsourcing?

Wilko Van Rooijen
Finance Director EMEA

10:15 Case Study Getting your Top Management support for the Shared Services Center

- Building a business plan and committing to results
- Allocating the necessary resources to ensure efficiency
- Quantifying potential and actual savings
- Reporting procedures

Jean Claude De Vera
Vice President Global Shared Services
Lafarge

11:00 Coffee and Networking time

11:30 Case Study Next level of savings for an internal Shared Service Center

- Scale savings via geographical extension, scale savings via service scope expansion and process design optimization
- Lean 6 sigma, better use of technology, cross process optimization)
- Transform SSC into SSO in order to sustain value creation process.

Konstantin Mudrack
Director, Transformation & Capabilities, Global Business Services HP
Hewlett Packard

12:15 Case Study Improving Quality & Services across Borders

- Managing performance while delivering better service to end users
- Transforming the mindset: creating a solution oriented organization - not a problem oriented organization!
- Using metrics to improve: Employee service in general, Staff to employee ratio, SSC cost per employee, Satisfaction surveys

Paco Pelegri
Financial Director South of Europe & Shared Services
Hasbro SA

13:00 Lunch

14:00 Coffee and Networking time

14:30 Case Study Successful BPO Process and Relationship

- Establishing clear expectations of parties
- Ensure accountability and measurement features
- Reach a balance of risk and reward between parties
- Shared services and BPO delivery

Cristina Garcia Nieto
Global Head of Outsourcing Operations
Novartis Pharma AG

15:15 Case Study How to successfully deploy a Continuous Improvement program in your SSC

- What is continuous Improvement
- Key continuous improvement concepts & tools
- Continuous improvement maturity model
- Where are you in the continuous improvement journey?

Elías Miera
Continuous Improvement Director
Pfizer

16:00 Coffee and Networking time

16:30 Case Study Shared services as a key enabler to the transformation of the Finance function

- Finance Shared Services in Shell as a key enabler to the transformation of the finance function
- Evolution to a process based organization
- Maintaining a sustainable and balanced network of centres
- The journey to Top Quartile performance

Erik van der Steen
Deputy Controller Finance Operations
Shell

17:15 Closing Remarks from the Chair and End of Conference

17:30 **Exclusive Cocktail at the City Council of**

Barcelona Sponsored by:



Sònia Recasens is Second Deputy Mayor of Barcelona since 1st July 2011. She is responsible of the Area of Economy, Enterprise and Employment and in charge of Finance, Economic Promotion, Commerce, Retail and Municipal Markets, Tourism and Fashion.



08:45 Registration and Coffee

09:15 Opening Remarks from the Chairman

09:30 Case study Excellence in Transition in Financial Shared Services

- Main changes in early stages and key points on the journey
- Move from localized finance operations to centralized shared services
- Process concentration and related impacts - regional to global shift, BCP, efficiency benefit, inter centre realignments, change management etc

Javier Mateo

Vice President FSC & CFO Europe

Schindler

10:15 Case study After Creation and Expansion, now ... Reinvention

- Process/Systems harmonization
- Functional alignment
- Rebuilding & Retaining knowledge
- Investigating new models
- Cost rationalization
- Adapting to changing business environment

Ignacio Rabadan Villanueva

Finance Manager, Special Projects

GM Europe Financial Shared Services

General Motors

11:00 Coffee and Networking time

11:30 Case study key challenges from captive SSC into commercial BPO unit

- Communication of the acquisition and change management
- Employee motivation and retention
- Growth and service portfolio expansion
- Productivity and quality improvements
- Integration with Infosys global network

Krystian Bestry

European Delivery Head

VP

Infosvs BPO

12:15 Round Table Business Partnering in a HR Shared Services Culture

- Interfaces between business partners BP and HR SSC
- KPIs to measure success

This interactive forum provides a platform for all participants to discuss and bring together different views. Contact Veronique Calas: +34/ 93 396 7840

13:00 Lunch

14:00 Coffee and Networking time

14:30 Case study: How Corporate BPO deals force enterprise process improvement

- Achieving BPO excellence through borders
- Allocating the necessary resources to ensure efficiency
- Quantifying potential & actual savings
- Success stories

Marc Sauty

Head of BPO

Alcatel Lucent

15:15 Case study Benefits from an integrated service delivery model: Multi-Functional SSC

- Key drivers for multiple functions
- Organisational culture
- Centralised organisation
- Measure performance and expectation

Marcus Demgenski

Director Finance Shared Services Europe

Lyondellbasell

16:00 Coffee and Networking time

16:30 Closing Remarks from the Chair and End of Conference

info@axiomgroupe.com

We would like to thank everyone who has helped with the research and the organization of AxiomGroupe Conference; particularly the speakers for their continued support and commitment.



Wilko Van Rooijen
Finance Director EMEA
Eastman Chemical

Wilko van Rooijen is Finance Director for Europe, Middle East and Africa of Eastman Chemical Company, a global Fortune 500 chemicals, plastics and fibers company. He started his career in the audit ('risk assurance') practice of Deloitte. He has since built up some 20 years experience in broad financial- and operational functions. He joined Eastman in 2002 as Financial Controller. Since assuming responsibility for the other regional financial services, he combined the 2 divisional (finance-) back-office operations and subsequently also integrated the business analysis function into a benchmarked '1st quartile' financial support infrastructure.



Elías Miera
Continuous Improvement Director
Pfizer

Elias is a qualified Lean Six Sigma Master Black Belt by PwC and ITIL - V3 Foundation in IT Service Management. Prior to joining Pfizer in September 2006, Elias was a Manager of Performance Improvement Advisory in PwC. In PwC he specialised in Shared Services advisory, outsourcing, Lean Six Sigma, continuous process improvement, Key Performance Indicators development and the preparation of feasibility studies and business cases. He previously worked for Whirlpool as project manager/senior business analyst where he was responsible for rationalising and standardising best practice financial processes and systems across Europe.



Jean-Claude De Vera
Vice President Global Shared Services
Lafarge

Jean-Claude is currently VP Global Shared Services of LAFARGE World Leader in Building Materials, operating in 79 countries with 2,200 plants and 84,000 employees for € 19 billions revenues. Before that, he was President and Founder of BIPORIS, a management consulting company specialised in Support functions Optimisation, in Shared Services and Outsourcing operations from diagnostic and design to implementation for major corporations. From 1981 to 2002 he had an extensive executive experience as Auditor and Director of Finance at BULL, INTEL Corp, CARNAUDMETALBOX and BP AMOCO. He is postgraduate from IAE of Paris, ESSEC and from the executive MBA CPA/HEC.



Marcus Demgenski
Director Finance Shared Services Europe
Lyondellbasell

Marcus Demgenski manages the Finance Shared Service Centre Europe of LyondellBasell in Brussels. He also stands as Director of Basell Polyolefins Company. Being a certified Six Sigma Black Belt, Marcus transformed Basell's Finance Centre into a lean, KPI led organization, focusing on tangible business process improvements through various Six Sigma Projects in the area of Order to Cash and Purchase to Pay. Marcus studied Business Administration, specialized in Finance and Accounting. He has a PhD from the University of St. Gallen, and is graduated in German Tax Law by the German Chamber of Lawyers.



Ignacio Rabadan Villanueva
Finance Manager, Special Projects Regional/Global Europe Financial Shared Services
General Motors

Ignacio holds a degree in Business, a postgraduate in Insurance from the University of Zaragoza and MBA from the IE Business School. Most of his career is linked to General Motors, where he has played key roles for the last 10+ years within Finance in areas such as Manufacturing Finance, Sales & Marketing Finance and Financial Shared Services (FSS). He is currently Senior Finance Manager in charge of FSS Special Projects for Europe, Asia, Middle East and Africa and previously was Manager FSS National Sales Companies Europe. Manager Order To Cash Europe, Manager Projects, Budgets & Transfer Pricing FSS Europe.



Paco Pelegri
Financial Director South of Europe & Shared Services
Hasbro SA

Ford Motor Co – 1975 – 1983 Financial Analyst, including 2 years as IS Manager Engine Plant (PTO) then he continued with IBM Spain – 1983 – 1996 as a Finance Manager, including 3 years as Finance Manager for IBM Euro-coordination Paris. He has been with Hasbro Spain – 1996 – 2000 a Finance Director Hasbro France and since 2000 Finance Director Southern Europe



Javier Mateo
Vice President FSC & CFO Europe
Schindler

Javier was CFO of Spain and Portugal and Board of Director Member of JV w/ TSA at Reynolds in Madrid. From 1990 – 1993, he was CFO of Spain and Portugal at Seagram SA. As EU Alignment Program Manager at Schindler Holding, he was responsible for implementing an aligned operational model in 18 companies accross Europe, which consisting of new organizational design and common processes supported technologically through one single IT platform. He was nominated CFO Europe after the completion of this program with direct responsibility on Financial Planning and Business Controlling as well as Shared Services such as PtP and Masters/System Authorization Management.



Krystian Bestry
European Delivery Head
Infosys BPO

Krystian Bestry holds the position of the European Delivery Head of Infosys BPO Ltd. He is responsible for the development of strategy for Infosys BPO Europe and growth of new service lines and customer portfolio in the European centers of Infosys BPO. In 2004 he joined Lodz-based Philips Shared Service Center, where he was responsible for the transition projects and later on for F&A General Ledger department. He played a key role in the transition of the Philips account from the Philips captive SSC, Infosys BPO. After the merge, Krystian Bestry became Philips Operations Manager soon to be promoted to the position of the Center Head at Infosys BPO Poland.



Konstantin Mudrack

Director, Transformation & Capabilities, Global Business Services HP

Hewlett Packard

Konstantin began his career with HP 17 years ago in the German Accounting Service Center. Subsequently, he centralized & managed parts of the Order Management Function for Computer Products in EMEA. Later, he became worldwide technical support manager for the Large Format Printing Business based out of Barcelona. In 2002, he joined HP's Shared Services Organization to run its EMEA Operations, leading the Compaq merger for SSO in EMEA, consolidating centers & expanding near-shore to Wroclaw & Bucharest to later support the successful commercialization into the BPO market. In 2007 he was asked to build-up a global Transformation Organization in HP's SSO Organization, and in 2009 launched a transformation program delivering > \$0.5B of savings to HP's bottom line through process effectiveness improvements. He is on this journey to date ...



Marc Sauty

Head of BPO

Alcatel Lucent

Since he joined Alcatel in 1994, he had a deep knowledge of the Large organizations, by having run several projects in multiple domains from Operational Customer fronting responsibilities, as well as R&D, Operations in several business divisions. After 8y of Large Telecom Customer Program Management in both Europe and USA, he decided to return in 2008 and lead transformations initiatives in Alcatel-Lucent Procure-to-Pay Processes. He has been appointed at the head of Business Outsourcing Processes for Procurement, Order Management, Finance & Accounting of Alcatel-Lucent in 2009.

He holds a Master / Engineering degree from HEI school, France.



Erik van der Steen

Deputy Controller Finance Operations

Shell

Erik is a member of the Senior Leadership Team of Finance Operations in Royal Dutch Shell. Finance Operations is employing currently more than 5.000 employees in 5 Shell Business Service Centers around the world.

Erik is based in Poland and since 2010 globally accountable for Governance, Risk and Assurance in Finance Operation and the Krakow Center Finance Lead. Before joining Finance Operations Erik has been a Head of Mergers and Acquisitions in Shell Upstream and Strategy and Change Manager for Finance. Erik holds a Master in Economics and a Post Graduate as Certified Public Auditor in the Netherlands.

Before joining Shell Erik worked with KPMG Accountants in the Netherlands and Philips Electronics in several businesses and locations for 10 years. His challenges have been mainly in the area of business and finance transformations and leading people in periods of change.



Cristina Garcia Nieto

Global Head of Outsourcing Operations

Novartis Pharma AG

Cristina joined Novartis in 2004 and has performed various roles within the organization: Business Process Control (BPC) Head in Spain, BPC Head for Region Europe, Region Europe Project Leader Maxima, and has recently been nominated Global Head of Outsourcing Operations.

In her last role Cristina was responsible for process standardization and system implementations across Europe, in addition to her responsibility on European outsourcing operations among other activities.

Currently, Cristina is responsible for the Outsourcing Operations overall F&A and Procurement across all Regions and delivery locations.

Prior to joining Novartis Cristina acquired 4+ years of experience on accounting, processes and financial risks and controls while working in auditing as an external auditor in Arthur Andersen.

SPONSORS



Barcelona City Hall - The Ajuntament de Barcelona is in charge of projects such as BarcelonaActiva, 22@ and Mercabarna - all of which are municipal companies cater to developing projects and programmes to support entrepreneurship, professional improvement and creation of employment; pioneering a project in transforming 200 hectares of industrial land into an innovative district for intensive knowledge-base activities and; managing the logistics of the city's wholesale market respectively.

FUTURES EVENTS

Controlling & Reporting Management 2011

Governance Excellence & Corporate Performance

15th & 16th September 2011 – 15th Financial Event

*Hotel 1898**** Barcelona, Spain*

Innovation Excellence 2011

From Concept to Creation, to Gain

24th & 25th November 2011 - 4th Edition

*Hotel 1898**** Barcelona, Spain*

www.axiomgroupe.com