

# SUCCESSFUL SHARED SERVICES

REGISTER NOW  
SAVE \$200

16 November 2006, 9.00am – 5.00pm, Sheraton Towers Hotel, Singapore

**B**usinesses in Singapore and throughout Asia continue to develop and streamline operations for maximum effect. The shared services route, an increasingly popular way to drive efficiency by centralising backroom functions dispersed across departments, is one such avenue. Setting up a quality and profitable shared services centre requires careful consideration of the alternatives such as outsourcing and offshoring, a structured implementation and ongoing monitoring to minimise operational problems, maintain quality and maximise profits.

'**Successful Shared Services**' is an intensive 1-day conference designed to provide effective solutions and best practices. Leading industry experts and practitioners present case studies that highlight strategies to assist your organisation identify clear objectives, set realistic targets and plan for operational success.

## WHO SHOULD ATTEND

- CEOs, CFOs, COOs, CIOs, Financial Controllers, Managing Directors, General Managers
- Directors/ Presidents/ Vice Presidents/ Heads/ Managers of Finance, Admin, Operations, Shared Services Departments, HR, IT etc.

## For more information – Contact Mandy

☎ (65) 6423 4631 Ext 209      ✉ [mandy@keymedia.com.sg](mailto:mandy@keymedia.com.sg)  
 📄 (65) 6423 4632              💻 [www.keymedia.com.sg](http://www.keymedia.com.sg)

## Attend **SUCCESSFUL SHARED SERVICES** will learn:

- ✓ Overview of Shared Services Centres in Singapore- trends and developments
- ✓ Creating a successful Shared Services Centre – what works, what doesn't
- ✓ Managing a shared services centre – boost efficiency
- ✓ Common issues and challenges – pitfalls to look out for
- ✓ Going Global With Shared Services – critical success factors
- ✓ Technology & Confidentiality Issues – how to benefit from technology solutions and how to manage confidential information

**PLUS** – Case Studies from Reuters, Johnson & Johnson & Convergys

### Participating Organisations:



### Supported by:



### Another event organised by:



## Topics Include:

### Overview of Shared Services Centres in Singapore

- Trends & developments
- Outlook in Asia
- Understanding and choosing between shared services, outsourcing and off-shoring
- Factors to consider when deciding between the three
- Which functions and what capacity of these functions are suited for the three solutions?

### Creating a successful Shared Services Centre – Case Study



- Processes & procedures
- What functions can be outsourced
- Best practices
- Pitfalls to avoid
- Success models
- Approaches and attitudes
- Communication challenges
- SLAs
- Future scenario

### Managing a Shared Services Centre



- Common issues and challenges faced in Shared Services Centres
- Pitfalls to look out for
- Control measures to boost efficiency
- Latest trends

### Going Global With Shared Services – Case Study



- The Reuters story
- Driving growth & efficiencies
- Critical success factor for offshore migration
- Challenges

### Technology & Confidentiality Issues

- Roles of technology for Shared Services Centres
- Common issues and lessons learnt
- How to benefit from technology solutions
- Different types of information
- Challenges in managing confidential information

Registration includes presentations, seated lunch, four networking and refreshment sessions, and comprehensive delegate packs.

## REGISTRATION This will become a Tax invoice when payment is made.

- Early Bird Special: S\$795 + 5% GST (For registration and payment received by **15 October 2005**)
- Conference Fee: S\$995 + 5% GST.      10% off for group booking of 3 or more
- 15% off for SCCA members (Please indicate membership ID: \_\_\_\_\_)

Please reserve \_\_\_\_\_ seat(s) at the **Successful Shared Services Conference** on 16 November 2006

### Attendee Details

Delegate 1 Name \_\_\_\_\_ Position \_\_\_\_\_

Email \_\_\_\_\_

Delegate 2 Name \_\_\_\_\_ Position \_\_\_\_\_

Email \_\_\_\_\_

Delegate 3 Name \_\_\_\_\_ Position \_\_\_\_\_

Email \_\_\_\_\_

Company Main Contact \_\_\_\_\_ Company \_\_\_\_\_

Billing Company \_\_\_\_\_ Billing Address \_\_\_\_\_

Email \_\_\_\_\_ Nature of Business \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

### Payment Details

Total amount payable: \_\_\_\_\_

**Cheque:** Please send cheques payable to: Key Media Pte Ltd, 121 Telok Ayer Street, #02-01, Singapore 068590

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**PAYMENT** Please send your cheque/bank draft made payable to "Key Media Pte Ltd" to 121 Telok Ayer Street, #02-01, Singapore 068590. **TELEGRAPHIC TRANSFERS** A/C name: Key Media Pte Ltd Bank: Overseas-Chinese Banking Corporation (OCBC). Address: 227 Orchard Rd, #11-01 Specialist's Shopping Centre, Singapore 238858 Bank code: 7339 Branch code: 508 A/C No. 317 674-001. **NOTICE** The organisers may at anytime, with or without giving prior notice, cancel, postpone or change the content of any published particulars, without liability. Payment must be received prior to the conference to guarantee your place. Walk-in delegates with payment will only be admitted on the basis of space availability at the conference. **CANCELLATIONS** All cancellations must be received in writing 28 days prior to the event or 100% cancellation fee applies. **INCORRECT MAILING INFORMATION** If you receive multiple mailings or if your company details are incorrect, please let us know so as to update our database. If you do not wish to have your name on our mailing list, kindly inform us in writing and we will remove it from our listing.

## Panel of Distinguished Speakers:

### Melioris

**Yue Yew Hoong**  
Co-Founder & Chief Operations Officer

**YUE YEW HOONG** was involved in corporate strategic development and business developing activities for SilkRoute Holdings and financial planning and group reporting for Sembcorp Industries before establishing MELIORIS. He is a Certified Public Accountant and holds an MBA. Melioris is headquartered in Singapore, focusing on business process outsourcing services and helping shared services operations delivering high performance for medium to large enterprises and shared service centres.

### Convergys Employee Care - APAC

**Roger Lee**  
Director - Operations for Employee Care Group, Asia Pacific

**ROGER LEE** is responsible for the overall service delivery on projects to clients in the Asia Pacific region. He provides management support across Convergys' three service centres in Kuala Lumpur-Malaysia; Dalian-China and Bangalore-India, covering more than 100 clients across 15 countries in the region. Mr Lee has 10 years of operations experience, including 6 years in the HR outsourcing industry. He spent several years in Japan, Taiwan and Malaysia, setting up and running service centres.

### Reuters Asia Pacific Pte Ltd

**Ashish Kapoor**  
Area Controller

**ASHISH KAPOOR** is a qualified accountant with more than 12 years accounting and finance experience and 9 years in finance shared services. Prior to joining Reuters he worked with American Express as Team Leader based in New Delhi. His major professional achievements are in the field of financial reporting & analysis, compliance and management of controllership & improvements initiatives. As part of Global finance transformation he played a key role in Finance Controllership transition into Reuter's Singapore SSO and as part of global finance transformation team in building up Reuters shared service center in Bangalore in 2004/05. Earlier this year, Reuters Business Services was announced as Winner of Shared Service Excellence Awards 2006 - For Most Advanced Automations of an SSO and Best New Shared Services Organisation

### Johnson & Johnson (India)

**Vikas Shirodkar**  
VP of HR & Admin

**VIKAS SHIRODKAR**, is presently part of the Global HR Transformation team for J&J. He handles the Shared Service HR organisation for 3 business sectors: FMCG, Medical Devices & Pharma. J&J India is rated in "Best Employers in India" & "Great Places to Work" consistently for the past 3 years. J&J has been awarded "Innovative HR Practices that drive Business Results", a national recognition. He's also been named in Hot 40 HR Superstars in Asia by HCA, Singapore. Prior to this, he was GM - Personnel for Siemens Ltd in Mumbai. He has written 6 published articles on Management topics.

### Chaire Associates (Philippines)

**Richard Mills**  
Chairman

**RICHARD MILLS** is considered the leading expert on Asia-Pacific outsourcing by ComputerWorld magazine where he regularly contributes to the feature "View from Offshore". He has also been called "local guru on outsourcing" by Dr. Michael Clancy, President of the Economist Business Forum and the "Asia-Pacific expert" by Call Center Magazine. He is a thought leader for international publications AsiaTimes, TelecomAsia, YahooNews, OutsourcingPipeline and IndiaDaily. Mr. Mills is an Expert Panelist for CIO magazine and the Offshore Outsourcing Best Practices association in New York. His extensive career in Executive Search includes 5 years working throughout Asia and 9 years in Toronto, Canada.

Signature: \_\_\_\_\_