

Outsourcing Critical Functions - Fall 2010:

TRENDS, MARKET KNOWLEDGE AND TACTICS TO KEEP YOU AHEAD OF THE GAME

Tuesday, September 28, 2010

Mayer Brown LLP

1675 Broadway, New York, NY

Offices of Mayer Brown LLP

Program Agenda

- 8:30** **Breakfast & Registration**
- 9:00** **Welcome and Introduction**
- 9:10-10:00** **Cloud Computing – Game Changing Sourcing Option or Just Smoke?**
(Dan Masur)
- The real meaning and potential of cloud computing and how it differs from traditional outsourcing
 - The dark side of cloud computing, including privacy, security, compliance, control and auditability issues
 - Adapting sourcing strategies and contract terms to cloud computing
- 10:00-11:00** **The Changing Face of Offshore Outsourcing – India vs. China**
(Geof Master)
- Labor, IP and other local laws affecting outsourcing
 - Types of deals being done
 - Predictions on the future of outsourcing to these countries
- 11:00-11:10** **Break**
- 11:10-12:00** **Bringing the Promise of Innovation to Reality**
(David Hudanish)
- Why innovation has been illusive in outsourcing arrangements
 - Growth of partnering arrangements for innovation
 - How innovation can work in outsourcing
- 12:00-12:45** **Lunch and Networking**

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12:45-1:45 **Service Provider Panel: Opportunities for Improving Customer-Service Provider Contracting**

(Panel participants: Bob Delaney of Dell Perot Systems, Mark Ringes of IBM, and Satya Hedge of Tata Consultancy Services; Moderator: Dan Masur)

- Key areas of risk and concern for service providers
- New strategies for managing shared risks
- Approaches for effective governance by customers

1:45-2:35 **Unlocking the Potential of R&D Outsourcing**

(David Hudanish and Mark Prinsley)

- Areas of opportunity for R&D outsourcing
- Legal and contract issues
- Opportunities for revenue generation

2:35-2:45 **Break**

2:45-3:35 **The Outsourcing Contracting Process – What’s Changing and Why?**

(Brad Peterson and Paul Roy)

- What customers rank as important: results from customer survey
- Tools and strategies for maximizing efficiency and effectiveness
- Unlocking value

3:35-4:20 **Compliance Issues in Outsourcing – Navigating Through Expanding Laws and Growing Enforcement**

(Lynn Neils and John Mancini)

- Foreign Corrupt Practices Act
- Data Privacy Compliance Problems
- Export Control Issues
- Government Contract Restrictions

Questions and Program Close