



In collaboration
with



Present
National Conclave
on
**Finance & Accounting Transformation
Through
Shared Services**



5th August 2011, Hotel Le Meridien, New Delhi

Knowledge Partner



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About the Conclave

As you are aware of the increasing complexity and volatility of the business environment in which CFOs operate today is demanding a transformation of the F&A function. Meeting the expectations of business heads, customers, suppliers, capital markets and regulatory authorities requires not only an efficient and responsive operation but also focusing on both the ends of spectrum - delivering “value” from finance, alongside the efficient provision of “back office” services.

In the current economic scenario, visionary CFO's are looking at building "best in class" finance operations with embedded & enhanced controls, enabling metrics based decision making to lead and support their enterprise cost savings mandates, and ensuring effective use of information, costs and capital to deliver value. CFOs are increasingly evaluating the option of pursuing the Shared Services Strategy to transform and deliver best practice through finance process re-engineering and assessing and implementing emerging and enabling technologies to improve/automate processes.

This new vision is leading organizations to respond to these pressures by embarking upon a program of F&A transformation which enables a ‘staff’ function to operate like a ‘line’ function, and ‘a support function to become a strategic function’ – thereby, achieving the unique combination of ‘Transactions leading to Transformation’. Through the Shared Services Model, Indian companies have also been able to achieve cost saves by realigning the F & A functions into a process based service delivery operations.

Many of Global and Indian organizations across multiple domains have set up their F&A Shared Services, and to name a few are: American Express, UBS, Ranbaxy, Dr. Reddy's, Tata Motors, Airtel, Ericsson, Hindustan Uniliver, Future Group etc.

The conclave will include awards for companies that have demonstrated excellence in set-up of shared services in India. There are 3 categories of awards:

- ❖ **Award for Excellence: SSC Servicing clients in Indian Sub-continent**
- ❖ **Award for Excellence: SSC Servicing Global clients from a centre in India**
- ❖ **Recognition for Strategy towards Financial Transformation**

Content and Coverage



- ❖ Share how the Shared Services Strategy is gaining momentum in India
- ❖ Discuss the key questions in the minds of CFOs: Why, What and How even When...to consider Shared Service Strategy!
- ❖ Adopting SSC Strategy in Indian Environment
- ❖ Understand the benefits of various structuring models to enhance the finance transformation journey: Captive, Hybrid and Spin Off
- ❖ Share the Powerful levers for moving up the value chain including linkages with business, talent management, automation and best practices

During the conclave, these challenges are to be dissected along with their solutions. Eminent speakers (CEOs, CFOs, and Business Leaders having experience of this journey) will share their expertise/ experience, for you to gain an advantage in kick starting a seamless F&A transformation or F&A process re-designing initiative.

Programme Director

Sunil Sayal, Vice President – Finance & Company Secretary, Ericsson India



Invited Key Speakers

- ❖ **D Sundaram**, Vice Chairman & MD, TVS Capital Funds, Former Vice Chairman, HUL
- ❖ **Sanjay Gupta**, CEO, Global English Helper, Former SVP, American Express Global Operations
- ❖ **Parakala Kumar**, COO, KPMG
- ❖ **Ramesh Krishnan**, Head of Global Shared Service Centre, Ericsson – China
- ❖ **Ravi Ramakrishnan**, Founder and CEO, RvaluE Consulting
- ❖ **K Ramesh**, Consultant
- ❖ **Shashank Tripathi**, Partner, PwC India
- ❖ **Rahul Bishnoi**, Director, RBZ Consulting (Support Services & Transformation)
- ❖ **Milan Sheth**, Partner, Ernst & Young
- ❖ **Vivek Subramanian**, Group Controller, Hindustan Unilever
- ❖ **Rajesh Garodia**, SVP and Head Travel Outsourcing, EXL
- ❖ **Punish Mishra**, Associate Partner, Everest Group
- ❖ **Nilanjan Roy**, CFO – India & South Asia, Airtel
- ❖ **Jayaraman B**, Senior Director, Head – Global Business Services
- ❖ **Rakesh Sinha**, Principal Consultant, RvaluE Consulting



Key Takeaways

- ❖ Understanding the need for reorganizing the Finance & Accounting (F&A) function to make it more aligned to global business needs.
- ❖ How could shared services be a key business enabler through F&A Transformation?
- ❖ Understanding the benefits of shared services model and gaining insights for smart execution.
- ❖ Insight on processes and methodology adopted by companies to drive transformation in F&A.
- ❖ Connecting with eminent personnel from F&A, SSC background who have played a key role in the transformation journey.

Who should attend?

- ❖ CXOs, CFO, Finance Controller
- ❖ Business strategy Leaders/Managers
- ❖ Senior functional managers from Quality/ Process Excellence, Finance & Accounting, Supply Chain & Logistics, Cost & Financial Accounts, Information Systems
- ❖ Managers/ Leaders from F&A Shared Services
- ❖ Managers/ Leaders from F&A BPO Space



Administrative Details

Date : 5th August, 2011 (Friday)
Registration : 9.00 a.m. - 9.30 a.m.
Conclave Timings : 9.30 a.m. to 5.30 p.m.
Venue : Hotel Le Meridien, New Delhi



Participation Fee (Per Participant)

DMA/AIMA Members : Rs 5500/-
Non Members : Rs 6500/-

DD/Cheques are to be made in favour of **Delhi Management Association** Payable at New Delhi.
Nomination fee is non-refundable. However, participation by a substitute is allowed.

SPONSORSHIP OPPORTUNITIES FOR THE CORPORATES

The sponsoring organizations would stand to gain mileage in terms of immense exposure, Media coverage and reaching to high nucleus of decision -makers/corporate managers and thereby recognizing excellence and branding with one of the Premier and Vibrant body of Management Professionals.

All the contributions/donations will be exempted under section 80G

For Participation/Registration/Sponsorship, please contact:

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Website: www.dmadelhi.org



About the Organizers

Delhi Management Association (DMA)

Founded in 1955, **Delhi Management Association (DMA)** is a premier professional body devoted to dissemination of the latest management principles and practices. It is a non-profit and autonomous entity which focuses on providing a wide range of services aimed at enhancing managerial effectiveness in a broad sphere of activities.

DMA is founded on the belief that, a good management achieves social objectives through the best use of materials, human energy and time and with satisfaction for the participants and the public. The present membership of DMA is about 200 institutional members and over 2500 individual members. These represent a select group of people and companies. DMA also administers awards to recognize innovative management practices and promote original writing on management by Indian authors.

RvaluE Consulting

RvaluE offers services across domains specializing in providing **Sourcing Advisory, Shared Services and Business Capabilities** to enhance business performance and realize business value. Over the last decade, RvaluE team has worked with large domestic and global BPO corporations in multiple domains – Pharma, Retail, Manufacturing, Banking, Financial Services, Insurance, Telecom etc., and F&A and other service functions.

RvaluE Consulting team comes with global exposure, having been part of the global leadership team to set up the **pioneering Global Shared Service Center for American Express**. Over the last **6 years**, the team has gained extensive experience to set up more than **10 SSCs** within India and overseas in multiple functions including F&A and HR.

Registration Form



DELHI MANAGEMENT ASSOCIATION

**Conclave on
Finance & Accounting Transformation through Shared Services
5th August 2011, Hotel Le Meridien, New Delhi**

Please register our delegates for the conclave.

- | | |
|---------------|-------------------|
| 1. Name _____ | Designation _____ |
| 2. Name _____ | Designation _____ |
| 3. Name _____ | Designation _____ |
| 4. Name _____ | Designation _____ |
| 5. Name _____ | Designation _____ |

Organization: _____

Address for communication _____

Phone: _____

Mobile: _____

Email : _____

Authorized Signatory

Name: _____

Designation: _____

Phone: _____

Mobile: _____

Email : _____

Enclosed is a cheque/draft for Rs..... in favour of **Delhi Management Association** being
Registration fee for the Conclave.