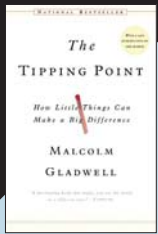


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Gartner
Outsourcing
Summit 2007

Multisourcing Applied:
Getting Results

March 19-21

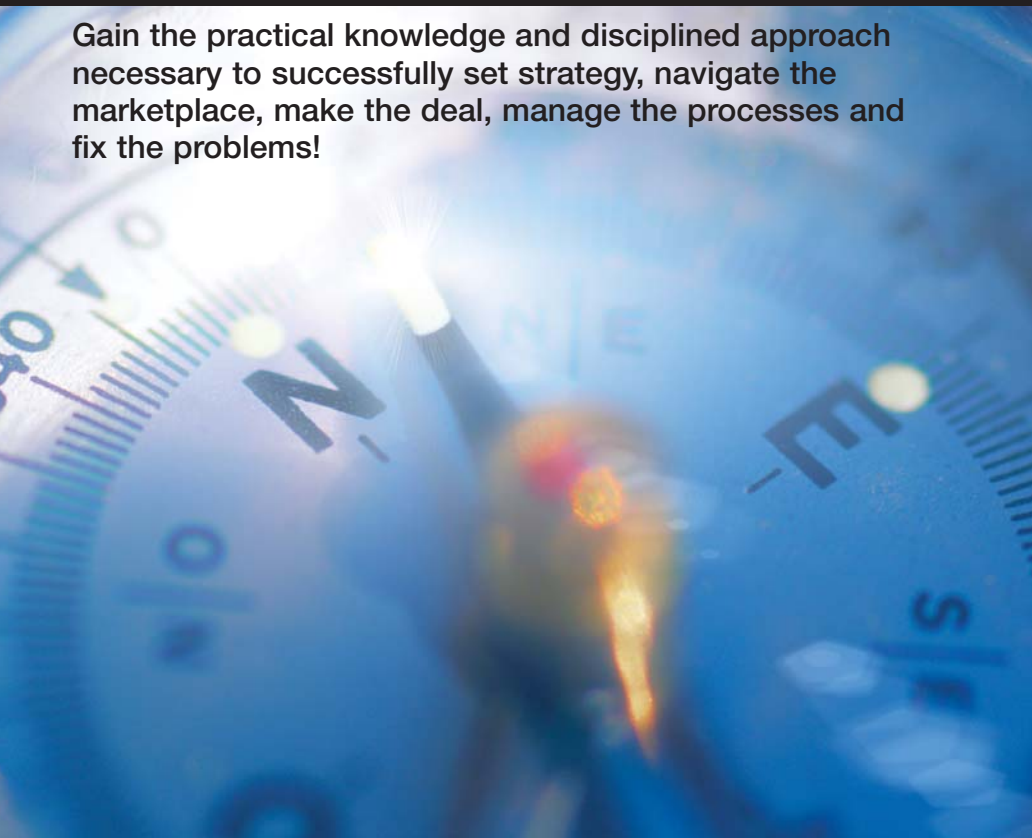
Gaylord Texan Convention Center & Resort
Dallas, TX

gartner.com/us/outsourcing

Desired Destination: Bottom-Line Business Results

The conference that points
you in the right direction –
Applied Multisourcing

Gain the practical knowledge and disciplined approach necessary to successfully set strategy, navigate the marketplace, make the deal, manage the processes and fix the problems!



Applied Multisourcing?

 **It's About Getting Results.**

Dear Colleague:

Have you pursued outsourcing without an integrated strategy and now are stuck in second gear? Over the past few years, the challenge of meeting expectations has gotten a lot steeper.

What's happening? Maybe more than you realize. Outsourcing as we know it – tactical, ad-hoc and often chaotic – has reached a tipping point.

It's not for lack of opportunity. The opportunity still exists. Rather it's for the want of a cohesive approach. A clear way forward is urgently needed. At Gartner, we call this new direction "disciplined multisourcing" – an innovative management approach that creates a seamless service environment, responds rapidly to change and provides positive business results.

How does "disciplined multisourcing" apply to your own IT Outsourcing (ITO), Business Process Outsourcing (BPO) and globally sourced engagements? That's what Gartner Outsourcing Summit is all about – delivering "how-to" content to help you successfully manage outsourcing's complex array of internal and external services.

Ask yourself these questions:

Do you know why you are outsourcing, for each service category you've outsourced?

Do you know where your biggest trouble spots are?

Do you know the difference between sourcing governance and sourcing management?

Do you know how to govern and course correct?

Find the answers to these questions in 7 high-impact conference tracks. Our focus: the success factors required for ITO, BPO and Global Sourcing. You'll be equipped with the right decision-making frameworks to course correct where needed as you apply "disciplined multisourcing in your organization."


But that's not all. Imagine accessing a formidable body of best practices unavailable anywhere else. That's what our team of analysts will deliver to you in Dallas – more than a decade's worth of first-hand knowledge of what works in outsourcing and why.

To learn more about this dynamic event, go to gartner.com/us/outsourcing. Then prepare yourself for an experience that will improve the performance of all your ITO, BPO and global sourcing initiatives.

Sincerely,



Linda Cohen
VP Distinguished Analyst and Conference Chair
Gartner

 **What's Applied Multisourcing?** It's predictive, not reactive ... with a powerful framework for delivering internal and external services seamlessly – both IT and BPO – along with a formal governance structure. **This is the only conference that will start you on the road to Applied Multisourcing ... with new skills, new processes and new management techniques.**

Register at gartner.com/us/outsourcing or call 1 800 778 1997.

Get Focused.

ITO, BPO, Global Sourcing Move All Your Sourcing Initiatives – Forward

The journey to Applied Multisourcing starts here. Newcomer or outsourcing veteran. It doesn't matter who you are or where you are in the sourcing lifecycle. In today's winner-take-all economy, you're after agility, profitability and competitive advantage. False starts and stalled efforts are things of the past. Here's how to optimize your sourcing decisions and actions – now. Integrate Applied Multisourcing within your organization.

Applied Multisourcing. Strategic, repeatable and reliable. Its purpose: To build new frameworks for communicating and managing service relationships both inside and outside the organizations ... AND to advance your ITO, BPO and Global Sourcing in a profitable direction.



▶ Spot the Trends Pressure is on to reduce operating costs. Offshore is growing and the ante is up for low-cost labor locations. The marketplace: A state of change. Find out what's on the horizon for the next 18 months ... before it hits you between the eyes.

Your strategic checklist includes how to:

- ✓ Base your sourcing decisions on vital market intelligence, not just at the evaluation and selection phases, but throughout the lifecycle of sourcing activities.
- ✓ Spot the weak links in your sourcing engagements and course correct. It will help you demonstrate ROI and ensure continued investment.
- ✓ Get a handle on how the provisioning of ITO and BPO services impacts governance issues – from strategy through sourcing management.
- ✓ Fix the problems that arise from too much tactical outsourcing.
- ✓ Increase your market IQ: Select the best external sources ... negotiate the best deals ... develop high-performance vendor relationships.
- ✓ Assess if you're ready and willing to give up high-cost customization and accept the unstoppable force of utility.
- ✓ Look beyond India and labor arbitrage to consider other offshore opportunities.
- ✓ Determine whether BPO – with its relatively immature market and associated risks – should be your next move.
- ✓ Hear the inside story on the very latest ITO delivery models and options.
- ✓ Save time, effort and money ... leverage lessons learned from our impressive body of best practices, culled from years of client interactions on a global scale.

Hot Topics Hone Your Decision Making

- IT Infrastructure Outsourcing Scenario: Future Trends and Opportunities
- IT Utility Services: Separating the Hype from Real Opportunity
- Sourcing Options and Models
- Human Capital Management in Outsourcing
- Insourcing vs. Outsourcing
- Managed Network Services vs. Network Outsourcing
- Why Outsourcing Transitions Are Perilous
- Implications of Licensing and Leasing
- Structuring Outsourcing Contracts for Change and Innovation
- Application Outsourcing: Best Practices for Transitioning from Staff Augmentation
- Maturing Your Sourcing Competency
- Providers as Partners
- Developing the Right BPO Strategy
- Managing Security & Privacy in Global Sourcing
- Gaining Benefits from Offshore Testing
- Critical Role of Sourcing Governance
- Software as a Service
- IT Professional Services: What to Buy Now

Drill down.

Get up to speed
Fill in the big picture

Conference content is purposefully aligned with the Outsourcing Lifecycle.



7 Conference Tracks Span the Breadth and Depth of ITO, BPO and Global Sourcing

Getting Intelligence: Navigating the Marketplace

Long-term success of the IT-services market depends on well-informed buyers and providers. But keeping that knowledge up-to-date requires a continual review and assessment of the market's complexity. Here's where you'll find a comprehensive analysis of the IT-services market, along with trends and opportunities, and more.

Getting Ready: Defining Your Sourcing Strategy

Today's tactical sourcing decisions are far removed from an ideal state – serving as an enabler and source of agility. The onus is on organizations to develop sourcing strategies with the flexibility to link every sourcing action to business needs. Here are the tools and frameworks to get you there.

Getting Your Best Deal: Practical Advice to Get it Right

More providers and services mean greater complexity. Maneuvering through multiple options and structuring the right deal intensify the pressure to get it right. Take this deep dive into the deal-making process and come up with a wealth of practical advice on contract negotiations, risk assessment and mitigation, value enhancement and business metrics.

Getting Value: The Science of Sourcing Management

Sourcing management provisioning is a repeatable, socialized process used across the organization anytime you're considering provisioning services and products. See how to move beyond the improvised. Identify the necessary best practices that can institutionalize behaviors and processes to create an efficient approach to working with providers.

Getting Business Alignment: Sourcing Governance

As business objectives evolve and user expectations change, an active governance framework is essential to keep services aligned with business strategy. Discover how governance leads to enhanced agility and flexibility – and alignment with your service management practices.

Getting Business Performance: Business Process Outsourcing, From Strategy to Results

The BPO market is one of the most varied and complex in IT services, with a myriad of offerings and provider types. Improve your understanding of BPO market dynamics at a process level, match providers to specific BPO requirements, and discover the secrets to successfully contracting BPO services over a multiyear term.

Getting Global: The Move to Offshore Maturity

From a wide variety of countries, both pure-play offshore providers and their traditional counterparts are offering an increasingly broad set of services that go beyond simple cost reduction. Rely on Gartner's latest research and industry best practices to understand the new realities of sourcing globally.

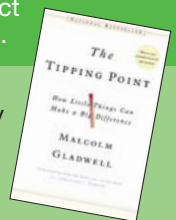


Looking for your next big idea? Look no further.
Keynote Speaker Malcolm Gladwell, Author of *The Tipping Point*

Drawing from his acclaimed bestseller, *The Tipping Point*, journalist Malcolm Gladwell will offer a fascinating exploration of the nature of trends – and how their unpredictable dynamic can affect the course of business and the practice of outsourcing.

Special Offer

Register by December 29 and receive a complimentary autographed copy of *The Tipping Point: How Little Things Can Make a Big Difference*.



Sponsorship Opportunities

For further details please contact
Brady Gebrian at 1 203 316 1727 or
brady.cebrian@gartner.com

or Craig Sherter at 1 203 316 6612 or
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At a Glance

Sunday, March 18

1:00-7:00pm	Pre-Registration			
1:00-5:00pm	Pre-Conference Workshop – Getting Performance Management Right (separate registration/fee)			
3:00pm	Pre-Conference Tutorials	3:00-4:00pm	3:00-4:00pm	4:15-5:00pm
		T1. How to Build a Sourcing Strategy – F. Karamouzis	T2. Best Practices for Selecting Providers – R. Matus	T3. Best Practices for Procurement

Monday, March 19

7:00am	Registration			
7:15am	Continental Breakfast			
8:15am	Welcome and Introductions			
8:30am	K1. Keynote/General Session: Multisourcing Applied Linda Cohen, Gartner			
9:45am	K2. Keynote/General Session: The IT Services Scenario: A Call for Action! Allie Young, Gartner			
11:00am	Solution Provider Sessions			
12:00pm	Attendee Lunch and Sponsor Showcase Dessert Reception			
2:00pm	Solution Provider Sessions			

	Track A GETTING INTELLIGENCE: Navigating the Marketplace See track key below for the four "concentration areas" that comprise this track.*	Track B GETTING READY: Defining Your Sourcing Strategy	Track C GETTING YOUR BEST DEAL: Practical Advice to Get it Right
3:15pm	A1. IT Infrastructure Outsourcing Scenario: Future Trends and Directions	AA1. Applications Services Scenario: Future Trends and Directions	B1. Effective Sourcing Strategies
4:30pm		AA2. IT Consulting and Solutions Implementation Scenario: Future Trends and Directions	B2. Baselining and Benchmarking Your Sourcing Strategy
5:30pm	Corporate Sponsor Showcase Reception		

Tuesday, March 20

7:30am	Networking Breakfast			
8:30am	K3. Keynote/General Session: The Tipping Point: How Little Things Can Make a Big Difference			
9:45am	Solution Provider Sessions			
11:00am	A3. Network Services Scenario: Future Trends and Directions		B3. Sourcing Options and Models: Building Your Sourcing Blueprint	
12:00pm	Attendee Lunch and Sponsor Showcase Dessert Reception			
2:00pm	Solution Provider Sessions			
3:15pm	A4. Taking the Sting Out of Hosting: A Practical Guide to Your Hosting Options	AA4. Application Outsourcing: Best Practices for Transitioning from Staff Augmentation		C4. How to Create a Successful Transition Plan
4:30pm		AA5. Software as a Service: What Comes Next?	B5. Leading People and Change in Multisourcing	C5. The Basics of Developing Service Level Agreements
5:45pm	Hospitality Suite Event			

Wednesday, March 21

7:15am	Breakfast with the Analysts			
8:15am	A6. Managed Network Services Vs. Network Outsourcing: Understanding the Choices		B6. Building the Sourcing Business Case	C6. Real-World Client Case Study
9:45am	Solution Provider Sessions			
11:00am	A7. Remote Infrastructure Services: What, Who and Why	AA7. The Consulting and Advisory Services Marketplace: Deciding What to Buy and How to Buy It	B7. Insourcing vs. Outsourcing: From Struggle to Strategy	C7. Structuring Outsourcing Contracts for Efficiency and Innovation
12:00pm	Attendee Lunch			
1:00pm	A8. IT Utility Services: Separating the Hype From the Opportunity		B8. Real-World Client Case Study: Evolving Sourcing Strategy in a Dynamic Business Environment	C8. Implications of Licensing and Leasing Outsourcing
2:15pm		AA9. Four Reasons Why Implementations Fail		C9. Pricing Models for Services and Outsourcing Contracts
3:30pm	K4. Keynote/General Session: There's Always a Warning: How To Prevent Every Business Scenario			

*Key to Track A "Concentration Areas"

IT Infrastructure Applications
 Network Services Consulting & Systems Integration

Required) 1:15pm Best Practices in IT Management – J. Heine	4:15-5:15pm T4. Benchmarking As A Vendor Management Technique – D. Ackerman	5:30-6:30pm T5. TBA	5:30-6:30pm T6. Selecting and Contracting With Global Providers
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er	(FL): BPO At Adolescence: What Can We Expect?	(GL): Global Sourcing: State of the Market and Future Trends
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	Track D GETTING VALUE: The Science of Sourcing Management	Track E GETTING BUSINESS ALIGNMENT: Sourcing Governance	Track F GETTING BUSINESS PERFORMANCE: BPO From Strategy to Results	Track G GETTING GLOBAL: The Move to Offshore Maturity
and ks in acts	D1. Effective Sourcing Management: Plan, Position, Perform			G1. Offshore Indian Providers: Changing the Competition in IT Outsourcing
	D2. High-Performance Sourcing: Maturing Your Sourcing Competency	E2. Steering Services Toward Business Objectives – The Critical Role of Sourcing Governance	F2. Procurement BPO: New Approaches, New Options	G2. Q&A Session: Working With Others Across Boundaries and Borders

ce Malcolm Gladwell, Best-Selling Author

	D3. Real-World Client Case Study	E3. Power, Politics and the Human Side of Sourcing Governance	F3. Customer Relationship BPO: From Call Centers to Customer Analytics	G3. Effective Governance in Global Sourcing
and ssful	D4. Multisourcing Service Management Framework		F4. Finance & Accounting BPO: Can You Handle It?	G4. Real-World Client Case Study: Multi- Country Application Development
Level	D5. Organizational Change Management in Outsourcing		F5. Developing the Right BPO Strategy: Understanding the Nuances is Critical	G5. Managing Security and Privacy in Global Sourcing

ent		E6. Building a Sourcing Governance Framework – Connecting the Organizational Dots	F6. HR BPO: Going Nuclear In the War for Talent	G6. Applications Testing – The New Offshore Frontier
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acts	D7. Strategic Vendor Management		F7. Developing & Negotiating BPO Contracts	
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ing in	D8. Providers As Partners	E8. Real-World Client Case Study		G8. Best Practices in Offshore Outsourcing
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for IT acts			F9. Real-World Client Case Study	G9. Panel Discussion: Driving Results in a Globally Sourced Operation
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prise Ken McGee, Gartner

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Mali: Gartner, Inc.,

P.O. Box 911319

Dallas, TX 75391-1319

Registration Fees

Conference registration fee includes: conference attendance, documentation and planned functions.

Standard Price: \$1,995

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Early Bird Price: \$1,795

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Pre-Conference Workshop: \$495

(Pricing for pre-conference workshop is not included in conference registration fee. Additional registration required.)

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Get in Sync Conference content purposefully aligned with the phases of the outsourcing lifecycle:

- Sourcing Strategy
- Evaluation & Selection
- Contract Development
- Sourcing Management

The conference addresses a range of deployment experiences and maturity levels for novices and veterans alike.



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Raise the Bar At the core of this conference: A unique best-practice framework guaranteed to improve performance in the real world. **FYI: No one else in the research and advisory services industry has it.**

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