

## **D Shivakumar, unveils the Shared Services Forum publication, *Process Edge – Rising Above Inertia*, March 2015**

**New Delhi, March 2015: Shared Services Forum (SSF)** unveiled its journal *Process Edge – Rising Above Inertia*, March 2015 Issue, with much fanfare at Hotel Crowne Plaza, Gurgaon. The event was well attended by renowned Industry leaders. **Mr D Shivakumar, Chairman and CEO of Pepsico India, graced the occasion as Keynote speaker and untied the ribbon for the quarterly publication.**

Today, the Industry is on a 'Transformational Highway' where the need for the hour is both, new strategies and new thinking. The SSF publication's claim to fame is that it will provide that "reliable and robust" platform which will innovate industry leaders, thinkers and practitioners to create and disseminate knowledge for excellence in BPM by providing awareness about BPM, establish winning practices, build a strong network of leaders, and showcase achievements.

In his welcome address, Mr Sunil Sayal, President – Shared Services Forum and Regional CFO – India, Nokia-Siemens Network Pvt Ltd, reiterated the fact that the "shared services concept is without boundaries and without limits", therefore, it is in the benefit of the organizations and institutions to reap the most out of this platform provided by showcasing and sharing so as to thrive on the "Internet of Things".

In his keynote address, Mr D Shivakumar put forth the importance of driving home the understanding of processes to drive the success in business imperatives and the fact that the culture of an organization takes precedence over anything else to attain the desired goals. He drew everyone's attention on the need to have the genius of 'AND' (service levels AND customer delight, Standardization AND Customization) in the BPM world. His case in point to divert the focus on the unbeatable combination of how to 'market a standardized product AND give a customized experience' to the end consumer, was a great message to the audience.





L to R: Mr Ravi Ramakrishnan, Mr Deepak Dhawan, Mr Nitin Sahni, Mr Sanjay Gupta, Mr D Shivakumar



The event was enriched by the thoughts and sharing of anecdotes by Mr Deepak Dhawan, CEO and Founder of Talentonic HR Solutions, Mr Nitin Sahni, COO, Finance and Accounting, Travel Operations, Mr Sanjay Gupta, Chief Architect, Shared Services Forum and Mr D Shivakumar in a panel discussion on **Business Process Management (BPM) in India: Inertia to Action**. The discussion was moderated by Mr Ravi Ramakrishnan, CEO and Founder, RvaluE Consulting. The discussion threw light on the thoughts of the leaders on the tractions for BPM adoption in India, where the inertia accumulated over the years is delaying organizations to propel their actions for adopting BPM as a strategy. The panellists debated and discussed:

- Where are we today and how do we get there?
- Being part of the developing world, how can we be creative in including the SME segment?

The panellists then enthusiastically participated in the unveiling of the SSF publication, **Process Edge – Rising Above Inertia**. The unveiling ceremony was performed by Mr D Shivakumar.

The event was concluded with a Vote of Thanks by Mr Ravi Ramakrishnan, on behalf of SSF. In his address, he invited the thought leaders of the industry for their leadership guidance and directional support in building the knowledge bank of SSF, and its reach to various large and SME organizations, with a plan of action to make SSF truly a knowledge-dissemination platform. He called upon the leaders to be the collaborators for initiating 'Management Education on BPM' and thus enable India to 'rise above inertia to action'!