

## **The Rise of NextGen Business Services Centres**

### **- A Report on SSF's 11<sup>th</sup> Annual Global Business Services Conclave**

Hyderabad, May 16 & 17, 2022: Shared Services Forum (SSF) India marked its significance in the Business Services space with the 11<sup>th</sup> edition of its flagship **Annual Global Business Services Conclave**, held on May 16 & 17, 2022 in Hyderabad – the 'first in-person SSF conference since COVID-19'. **30 eminent industry leaders** shared their experiential insights and perspectives at the **2-Day houseful** business storytelling sessions, panel deliberations and case presentation sessions on various topics and aspects under the umbrella theme of the conclave:

### **The Rise of NextGen Business Services Centres**

### **Moving Beyond 'Collaboration & Capability' to 'Commitment & Competitive Edge'**

Key highlights:

- The 11<sup>th</sup> edition of the Annual Conclave was inaugurated by the SSF Governing Council Members in the presence of **100+ senior business services practitioners and business leaders** from across the country (Hyderabad, Delhi NCR, Mumbai, Pune, Chennai, Bengaluru, Ahmedabad and Kolkata) and overseas, who attended the 2-day conclave.



- The **keynote address** by SSF Founder, **Ravi S Ramakrishnan** on the topic – **Moving Beyond: Future Ready Business Services Centres** – was thought provoking and not only did it set the context for the conclave but also triggered a thought process for the NextGen Business Services Centres to evolve.



Keynote Address by Ravi S Ramakrishnan, Founder – SSF



Conclave Participants Engaged in Knowledge Exchange & Peer Networking

- **Shri BVR Mohan Reddy, Former President, NASSCOM and Chairman of Cyient** delivered an inspirational address on the topic **'Applying Technology, Innovation, Processes and People (TIPP) to "Build Future-Ready Organizations"'**.
- **Dr William (Bill) Hefley** (Professor & Program Director at The University of Texas at Dallas), well known for evolving & co-authoring industry best practices models like CMM, CMMI, PCMM, eSCM-SP and eSCM-CI) was felicitated as the **'Pioneering Thought Leader'** for *Creativity & Leading Global Best Practices Mission in IT & IT enabled Services, delivering Value and Impact to Business & Industry across Geographies.*
- **Naveen Gullapalli** (Global Head of Novartis Business Services Innovation) was awarded the prestigious **'BPM Achiever in Global India'** in recognition of his *stellar contribution in a transformational, strategic leadership and operations role in global India, delivering value and business impact.*



Shri BVR Mohan Reddy with SSF Founders – Rakesh Sinha & Ravi S Ramakrishnan



Shri BVR Mohan Reddy, Ravi S Ramakrishnan & Rakesh Sinha felicitating Dr William Hefley



Rakesh Sinha, Naveen Gullapalli, Shri BVR Mohan Reddy, Ravi S Ramakrishnan



Anand Maheshwari, Rakesh Sinha, Shri BVR Mohan Reddy, Ravi S Ramakrishnan, Sanjay Gupta

- **SSF continued with its thought leadership and unveiled the comprehensive RISE Framework** for the NextGen Business Services Centre.
- To mark the completion of a decade for the forum, SSF unveiled a compilation of knowledge articles published in the SSF Journal, *Process Edge*, since 2014, **"An Intensifying Journey Towards Enterprise Services: Going Above & Beyond"** (Volumes I & II).



▪ **More on Sessions**

The insights and perspectives shared by the eminent speakers were invaluable and informative. Day one opened with the CXO Panel – From the Lens of Business on the topic **“Building a ‘Strategic Asset for Growth & Competitive Edge’ – Harnessing the Power of Collaboration & Capability”** – with 2 eminent industry leaders: **Ajay Aggarwal**, Executive Director & CFO of Cyient, and **Vijay Rangineni**, CEO – IT Investments at Government of Telangana, and **Rakesh Sinha**, Co-founder – SSF; Founder & CEO, Quintes Global; ED & CEO, RvaluE Group, moderated this conversation. The leaders deliberated on:



Ajay Aggarwal, Rakesh Sinha and Vijay Rangineni

- Understanding “Competitive Edge” in the context of Business Services
- Designing comprehensive ecosystem engagement models
- Ability, Belief and Courage – the ABC of Commitment



Priyaranjan Jha, Head – Global Operations, PepsiCo GBS



**Priyaranjan Jha**, Head – Global Operations at PepsiCo, shared his Point of View on **'Capabilities & Scaling Up'**, presenting the **'Yin & Yang of GBS'**. He said “Humans can do what only humans can do. Humans wake up every day to drive an impact and get appreciation” – a powerful statement when it comes to performance optimization strategies.

Day two opened with a powerful panel of senior Business Services leaders of various GBS organizations. The eminent speakers included **Dr Sanjeev Rastogi**, Partner, CEC Head Deloitte Shared Services; **Lalitha Indrakanti**, Head – Global Business Operations, IKEA [Ingka Group]; **Gopal Venkataramanan [GV]**, Head - Olam Global Business Services; and **Sandeep Poddar**, Head – GBS India Centre, AkzoNobel.



Lalitha Indrakanti, Dr Sanjeev Rastogi, Sanjay Gupta, Sandeep Poddar, Gopal Venkataramanan

The panel was moderated by **Sanjay Gupta**, Chief Architect & Member Governing Council, SSF. The speakers shared leadership insights on the topic – **Shifting from 'Past Glory' to Realizing the 'Art of Possible'**. The deliberations points were:

- Moving up the Process and Business Value Chain – Enterprise Thinking
- Commitment towards Value Delivery - Customer Experience, Business Goals, and Governance
- Combining Emotional Intelligence with Artificial Intelligence



**Sanjay Gupta**, Chief Architect, SSF and **Rakesh Sinha**, Co-Founder, SSF, shared the research insights and the proprietary '**RISE**' Framework to help enable the move 'Beyond 'Collaboration & Capability' to 'Commitment &

Competitive Edge' to become the NextGen Business Services Centres.

The '**RISE**' Framework, curated by SSF, is exactly the enabler for moving from Process Centre to Enterprise Centre. The value proposition of RISE was shared with the larger audience at the conclave:

- R – Reimagine Value Potential - aligned to Enterprise Goals**
- I – Institutionalize Commitments and Capabilities**
- S – Synthesize Strategic Deployment and Ecosystem**
- E – Extend to Enterprise and achieve Competitive Advantage**

Eminent industry leaders presented unique & innovative case stories in the business storytelling session on the topic of '**Drafting Integrated Technologies – A tripod of Conventional, NextGen and Enabling Technologies.**'

The session was moderated by **Srinivas Koppolu**, Chief Business Officer, Experience Flow. Four esteemed industry leaders, **Serge De Vos**, Director – Interaxis [AB-InBev]; **Tarun Aahi**, VP & Head - Finance Shared Service Centre, JSW GBS; **Dr (h.c.) Kumar Vishvanathan**, Head Shared Services, Mindtree; and **Richard Alvares**, VP and Head Program & Business Transformation – Shared Services, Ultratech Cement shared their stories on:

- Recognising Tech Deployment Gaps
- Establishing thresholds of Digital Quotient
- Channelising the 'intelligence' of Intelligent Automation





This edition of the Annual Conclave included a Brainstorming Session on the topic – **Innovative People Practices – Retention, Deployment, Management and Support**. This was an open discussion session to engage and get the views and opinions of all the participating leaders/ organizations on the practical people practices and focused on:

- What worked best in the era of Talent War
- The disappearing role of middle management
- Tackling issues of redeployment, knowledge transfer, brand loyalty, etc



The open session anchors were **Sudipto Mukherjee**, Site Director, Berkadia Services India; **Sankar Narayan**, Senior Director, GBS India, Smith & Nephew; **Deepak Kumbhat**, Director Shared Services, Ramboll; and **Rakesh Sinha**, Co-founder, SSF, who moderated the discussions.

The next session brought together eminent industry leaders: **Alok Maheshwary**, Senior Managing Director, StateStreet; **Dr S Venkat Kumar**, Head – Kone Business Services, Kone Elevator India; **Hitesh Sehgal**, Director – North America Zone, Finance Operations, AB InBev; **Vikram Krishnamurthy**, Director, Unilever Industries; and **Anand Maheshwari**, Member Governing Council – SSF & Founder & Chief Corporate Officer, Quintes Global.



The speakers shared their leadership insights on the topic – **Setting Trends in Global Business Services** – covering:

- Use of Newage Technology
- Global Risk Management
- Inspirational Leadership practices



Tanmay Agarwal, VP & Head – GBS,  
Hindustan Coca-Cola Beverages

As businesses are becoming more complex, there is a need to focus on a wider range of risks: economic, policy, environmental, social etc, in addition to the business intricacies. There is now a further growing belief that the service centres can become strategic assets to the company and contribute immensely to give a competitive edge to the enterprise. The next session by **Tanmay Agarwal**, VP & Head – Global Business Services, Hindustan Coca-Cola Beverages was based on the same fact and covered forward-looking new-age ESG engagement models.

As every year, the annual conclave also included the result announcement for the 11<sup>th</sup> edition of the SSF Excellence Awards, Recognition and Felicitations, and the awards were conferred to:

1. **Bharti Airtel for “Outstanding Business Services Centre – India”**



2. **Anheuser-Busch InBev GCC Services for “Outstanding Business Services Centre – International”**

3. **Adani Enterprises for “Delivering Business Impact Through Leveraging Process Discipline & Innovation”**





4. Novartis Healthcare for “Delivering Business Impact Through Leveraging Process Discipline & Innovation”



5. JSW Global Business Solutions for “Delivering Business Impact Through Effective Digital Transformation”



6. Unilever Industries for “Delivering Business Impact Through Effective Digital Transformation”



7. Telstra Global Business Services for “Achieving Excellence Through Digital Transformation Strategy”

8. Olam Global Business Services for “Delivering Business Impact Through Innovative People Practices”





9. Hindustan Coca-Cola Beverages for “Delivering Business Impact Through Exemplary Customer Experience”



10. Indorama Ventures Global Shared Services was recognised for “Successful Launch of Business Services Strategy Through In-House Shared Services”



The 11<sup>th</sup> Annual Global Services Conclave was a big enabler for the business services practitioners to meet with their peers in-person after about 27 months.



The conclave was duly supported by our partners – Knowledge Partner, **RvaluE Group**; Co-Sponsor, **Quintes Global**; Corporate Partners – **Berkadia Services**, **Dr Reddy’s Laboratories**; Event Partner, **Conneqt Business Solutions**; and **Hindustan Coca-Cola Beverages**; Academic Partner – **IPE**; and Technology Partner, **Muniwar Technologies**. **SSF**

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