

Business Services at Crossroads Today: The Big Shift from Tech-Enabled to Tech-Integrated – *Deliberations at SSF's 8th Annual GBS Conclave 2018*

With **150+** senior practitioners, executives, eminent industry leaders and veterans from across India, **Shared Services Forum (SSF), India** successfully concluded its **8th Annual Global Business Services Conclave 2018** on **November 30** at **The LaLiT Ashok, Bengaluru**.

Chief Guest, Hon'ble Sri Priyank M Kharge, Minister for Social Welfare, Government of Karnataka, and formerly Minister of State for Tourism, Information Technology & Bio Technology, inaugurated the Conclave and sincerely complimented the efforts of SSF for its industry knowledge dissemination.

TIBS (Technology Integrated Business Services) Capability Model, developed by SSF, was unveiled at the Conclave by **Sri Priyank M Kharge**.

Mr Vineet Nayar, former CEO of HCL Technologies and Founder of Sampark Foundation was felicitated as the **PIONEERING BUSINESS LEADER**, for his Creativity & Leading Global IT & IT enabled Services Mission, Delivering Value and Impact to Business, Industry & Society.

'LIGHTNESS of GREATNESS', an intense 45-minutes 'Conversation' with the National award-winning actor, and motivational & a TEDx speaker, **Sri Ashish Vidyarthi**, completely bowls over the audience at this one-day Conclave.

BENGALURU, November 30, 2018: Shared Services Forum (SSF), India, along with RvaluE (a team of BPM Pioneers and practitioners) as Knowledge Partner, organized the **8th Annual Global Business Services Conclave**, on November, 30, 2018 at the LaLiT Ashok in Bengaluru. The theme of this 8th edition of SSF's Annual Conclave was: **THE BIG SHIFT TOWARDS TECHNOLOGY INTEGRATED BUSINESS SERVICES – The Art and Science of Delivering Value and ROI**

In his inaugural speech, **Sri Priyank M Kharge** highlighted the achievements of the Karnataka government by



Chief Guest, Sri Priyank M Kharge, lighting the lamp along with Members Governing Council, SSF – Mr Anand Maheshwari, Mr Rakesh Sinha and Mr Ravi S Ramakrishnan

embracing technology to bring the state in the forefront in the race to digitalization. The honourable minister expressed that given the efforts of the government, *Bengaluru has been the hub for Incubation, Invention and Innovation, for decades.*





In his Welcome Note, **Mr Rakesh Sinha**, Co-Founder & Member – Governing Council, SSF, mentioned that the objective of SSF’s Global Business Services Conclave 2018 is to bring the focus of GBS leaders to reflect and crystalize on both the art and science of achieving the strategic objectives of being profitable, sustainable and socially relevant.

He spoke about **SSF, the one-of-its-kind Industry Platform in India for knowledge dissemination** in the space of business services and process transformation. He expressed his delight in announcing this Conclave which is 8th in the annual series, since SSF’s inception in 2011. He thanked the participants for their support and contribution to make this forum grow in its outreach and value.



SSF’s TIBS Capability Model, unveiled by Sri Priyank M Kharge, along with Members Governing Council, SSF – Mr Rakesh Sinha, Mr Ravi S Ramakrishnan, and Mr Sanjay Gupta



Mr Ravi S Ramakrishnan, Founder of Shared Services Forum (SSF), highlighted the theme of the Conclave. He spoke about the world of Business Services moving beyond efficiency and optimization to business growth enablement, value creation,

transformation and speed. He mentioned that over the last few years, three Big Shifts are surfacing and are actually moving Business Services from being just ‘Tech Enabled to Tech Integrated Business Services’.

Apart from the TIBS Capability Model, the forum also showcased the **Capability Framework Cube** – comprising (as in the image below) 4 Frameworks for Building Capabilities and Value Delivery – **Process Maturity Model (PMM)**; **7 Tracks for Future Readiness: ACT Framework** for Highly Effective GBS; **Digital Metamorphosis** – A Holistic Framework for Top Management Agenda; and **Partnership Excellence Framework** for moving up the Relationship Value Chain.



Next in the agenda was an insightful Key Note address by the recipient of the prestigious **BPM ACHIEVER IN GLOBAL INDIA** felicitation, **Mr Navneet Kapoor**, the Chief Transformation Officer at A.P. Moller-Maersk, where he spoke about **‘The Future-Ready Business Services – Achieving Enterprise Objectives.’**



Mr Anantha Radhakrishnan, Chief Executive Officer and Managing Director of Infosys BPM, delivered a special address to the audience on the topic of **‘Digital GBS - The Art and Science of Delivering Value.’** He spoke about the art of balancing with heart and brain together – where the left aligns to creative skills and the right brain is

used for logic. He explained how GBS needs to navigate their next using human-ware – through the concept of 4 ‘Is’ – Individual, Industry, Insights & Innovation; and 4 ‘Es’ – Efficiency, Effectiveness, Experience & Empathy, eventually resulting in the Individual’s Empathy & Advisory with a focus on the Digital.

A presentation by **Mr K Harishankar**, VP- IT - Global Enterprise Applications, & Lead - Unilever Technology & Solutions Centre, brought the focus on the theme of the day, as he spoke about **‘Making a shift from Tech Enabled towards Tech Integrated Business Services – Driving Customer Experience & Value’.**



The day’s first panel session deliberated on the fine **‘Art of Balancing Present & Future to Deliver RoI: Technology, Services & Impact’.** The eminent panelists, **Mr Vaitheeswaran S**, Chief Executive Officer, Manipal Education and Medical Group; **Mr R K Rangan**, President & Chief Executive Officer of Nomura Services India; and **Mr Bibek Agarwala**, CFO – Lifestyle Business, Raymond Limited, expressed their perspectives and experiences on how an

organization’s leadership has to keep the balance between **‘Keeping the Lights On and Accelerating for Future Readiness.’**



The audience was very interactive and asked the panelists some very critical questions. This high-profile panel was moderated by **Mr Rakesh Sinha**, Co-Founder & Member Governing Council – SSF and Executive Director & COO of RvaluE Group. He engaged the panel with a rapid fire question – “What will you lean on more, Heart or Brain?” which further encouraged the panellists to talk about the ‘**art of knowing where and what to strike coupled with the science on how to strike for the best impact**’.



The second panel of the day had some powerful deliberations on the growth of a shared services centre – ‘**Beyond Cost Centre to Capability Centre and Strategic Asset**’. The moderator of the panel, **Mr Rajesh Garodia**, Chief Transformation Architect at RvaluE Group, requested the panellists to share about **how the Role of Centre Heads has changed**. The eminent panel speakers, **Mr Tanmay Agarwal**, VP & Head-Global Business Shared Services at Hindustan Coca-Cola Beverages Pvt Ltd; **Mr**

Sudhir Banerjee, Senior Vice President - Head of Global Business Services at ABB, and **Mr Shailendra Saxena**, Enablement Services Group Leader for F&A, RMS, Procurement Services at EY Global Delivery Services, spoke about the top agenda to move beyond a cost centre to become and remain a strategic asset, given the conflicting demands from sponsor, customers, team and competitive pressures of providers.



Post lunch, **Mr H Karthik**, Partner, Global Sourcing Practice, Everest Group, unfolded to the audience the **Best Practices and Trends in the GIC Digital Maturity** space. Based on their focus on business outcomes and capability maturity, Mr Karthik described the Pinnacle Model™ which can be used to evaluate the Digital Maturity in GICs. Pinnacle GICs™ significantly exceed other GICs across three key impact areas – cost impact, operational impact, and strategic impact.



Next in the day was a session to share success stories and case presentations from some of the prominent industry leaders about **Successful Deployment of Robotics Process Automation Delivering on ROI and Process Effectiveness; and Impact of RPA extended to other NextGen Technologies such as AI, ML, NLP, Blockchain**. The eminent panellists were invited to share their thought leadership and present case stories highlighting challenges, approach and benefits delivered.

The eminent panel speakers included some of the prominent leaders of the industry – **Mr Sanjay Dora**, Chief Operating Officer, Group Service Centres at ANZ; **Mr Rajeev Mittal**, Managing Director – India at UiPath; **Mr Krishna Ramachandran**, Global Head of R2R & Lead RPA at Royal Philips; and **Mr Atul Pratap**, Head - F&A Shared Services, Adani Group. The session was moderated by **Mr Sanjay Gupta**, Chief Architect, and Member Governing Council, SSF. The audience were very interactive in sharing their experiences and queries.





An Introduction Session for SSF's **TIBS (Technology Integrated Business Services) Capability Model** was conducted by **Mr Sanjay Gupta**. He shared that the model has the 6 parameters and 2 dimensions deployed under 5 levels as above. The 2 dimensions that define the model; the technology dimensions being Conventional Applications, NextGen Technologies and Enabling

Infrastructure; and the operational dimensions that map to these are Breadth & Depth, Partnering & Collaboration, and People & Culture, and these 5 levels that enable moving up from initiated to integrated.

The fourth and the last panel session of the day was a discussion focussed on the **Capabilities for the New Age Business Models**. The eminent panel speakers, **Mr Kapil Jain**, Senior Vice President and Global Head of Sales and Enterprise Capability, Infosys BPM; **Mr Ramesh Sharma**, Chief Officer- Group Shared Services at Adani; **Mr Mahesh Krishnamoorthy**, Chief Business Officer, Mahindra Integrated Business Solutions (A Mahindra Group Co); and **Mr Rahul Puri**, Head of Employer Relationships at ACCA, spoke passionately about **Integrating existing legacy & ERP Technologies with Adoption of AI, creating Centre of Expertise or Centre of Competence for Value Creation, and thereby working together of Millennials, Human & Digital Workforce**. The panel was moderated by another practitioner from the shared services space, **Mr Anand Maheshwari**, Founder Director at Quintes Global Private Limited and Member, Governing Council of SSF.



The participants at the 8th Annual GBS Conclave had a special treat for them as **Sri Ashish Vidyarthi, National Award Winning Actor, TEDx Speaker, Thinker and Renowned Motivational Speaker** delivered a **Special Talk on – ‘LIGHTNESS OF GREATNESS.’** His session, which he called ‘Conversation’, was highly motivating, engaging and interactive.

He addressed the issues faced by professionals in the race to success and invited people to take action and make the most of the opportunity called Life. His questions like “How does Success ‘look like?’” and “How would you like to be remembered?” – prompted the audience to take a pause and reflect. The sheer positivity that he brought to the interaction let people to experience the Magic in day to day life.... And live that life as a Champion.



The 8th Annual Global Business Services Excellence Awards Evening began with eminent **Jury Member, Mr T Chandrasekar**, Vice President – Finance & CFO, IBM India / South Asia, describing the Award selection process to the audience. He, along with **Sri Ashish Vidyarthi** and **Mr Ravi S Ramakrishnan**, announced and handed over the Excellence awards to all the winning organizations, and individuals.

SSF felicitated **Mr Vineet Nayar**, former CEO of HCL Technologies and Founder of Sampark Foundation, as the **PIONEERING BUSINESS LEADER**, for his **creativity & leading global IT & IT enabled services mission, delivering value and impact to business, industry & society**. **Sri Ashish Vidyarthi** read out the citation. **Mr Vineet Nayar**, had a video message for the audience as he was unable to be physically attend the event.



SSF also felicitated two leaders as **BPM ACHIEVER IN GLOBAL INDIA** in Recognition of their Stellar Contribution in a Transformational, Strategic Leadership and Operations Role in Global India, delivering Value and Business Impact – **Mr Navneet Kapoor**, Chief Transformation Officer at A.P. Moller-Maersk, and **Mr Ramesh Sharma**, Chief Officer-Adani Group Shared Services.



'BPM ACHIEVER' IN GLOBAL INDIA
Mr NAVNEET KAPOOR



'BPM ACHIEVER' IN GLOBAL INDIA
Mr RAMESH SHARMA

The 8th Annual Global Business Services Excellence Awards went out to the following organizations:



ERICSSON INDIA GLOBAL SERVICES
SHARED SERVICES IN INDIA
(International Servicing)



JSW GLOBAL BUSINESS SOLUTIONS
SHARED SERVICES IN INDIA
(India Servicing)



SYNGENTA SERVICES PRIVATE LIMITED
FOR DELIVERING BUSINESS IMPACT THROUGH MOVING UP
THE PROCESS VALUE CHAIN (International Servicing)



ESSEL BUSINESS EXCELLENCE SERVICES LIMITED
FOR DELIVERING BUSINESS IMPACT THROUGH MOVING
UP THE PROCESS VALUE CHAIN (India Servicing)



ANZ BENGALURU SERVICE CENTRE
FOR DELIVERING BUSINESS IMPACT THROUGH
TECHNOLOGY TRANSFORMATION (International Servicing)



ADANI ENTERPRISES LIMITED
FOR DELIVERING BUSINESS IMPACT THROUGH
TECHNOLOGY TRANSFORMATION (India Servicing)



UNILEVER INDUSTRIES PRIVATE LIMITED
FOR DELIVERING BUSINESS IMPACT THROUGH
PROCESS EXCELLENCE (International Servicing)



RAYMOND LIMITED
FOR DELIVERING BUSINESS IMPACT THROUGH PROCESS
EXCELLENCE (India Servicing)



PIRAMAL ENTERPRISES LIMITED
FOR DELIVERING BUSINESS IMPACT
THROUGH INNOVATIVE PEOPLE PRACTICES



HINDUSTAN COCA-COLA BEVERAGES PRIVATE LIMITED
FOR DELIVERING BUSINESS IMPACT THROUGH CUSTOMER
EXPERIENCE MANAGEMENT



COMPASS GROUP UK & I
FOR ACHIEVING ORGANIZATIONAL
OBJECTIVES THROUGH SPIN OFF



TELEPERFORMANCE D.I.B.S
FOR BUSINESS PROCESS
TRANSFORMATION FOR A CLIENT BY BPO



VE COMMERCIAL VEHICLES
IN RECOGNITION OF DELIVERING
BUSINESS IMPACT THROUGH
CUSTOMER EXPERIENCE
MANAGEMENT IN GLOBAL INDIA



AKZONOBEL GLOBAL BUSINESS SERVICES
IN RECOGNITION OF EFFECTIVE
SHARED SERVICES IMPLEMENTATION
IN GLOBAL INDIA

The day was concluded with a Thank You note by **Mr Rakesh Sinha**, who thanked the participants, the speakers, organizing committee, and also the partners and sponsors who made the event successful. The participants carried forward their discussions informally during the networking cocktail-dinner.

This annual event of SSF was supported by the following partners: **RvaluE**, the Knowledge Partner; Principal Sponsor, **Infosys BPM**; Co-Sponsor, **UiPath**; Associate Sponsor, **ACCA**; Corporate Sponsors, **Hindustan Coca-Cola Beverages**, **Nokia**, and **Quintes Global**; Academic Partner, **Presidency University, Bengaluru**; and Technology Partner, **Muniwar Technologies**. **SSF**

