

Achieving Escape Velocity in Unprecedented Turbulent Times

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– A Report on SSF's 10th Annual Global Business Services e-Conclave

February 4-5, 2021: Shared Services Forum (SSF) India marked its decade-long journey with the 10th edition of its annual flagship conclave – the 10th Annual Global Business Services e-Conclave, held on February 4th and 5th, attended by 500+ practitioners from the business services industry, spread across the 2 days of multiple sessions and presentations. The theme of this edition of the conclave was:

Achieving Escape Velocity During Times of Unprecedented Turbulence

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Given the current context, organisations are looking at three forms of strategies: Synergistic (innovation, stemming from imagination, even wild imagination); Competitive (high level of inter organisation confluence coupled with the need to dominate an unstable market place); and Non-conformist (Radical, through thought and action, with speed and agility). At the conclave, thought leaders shared their experiential insights and perspectives, which were of immense value to all the participants. Below are the key highlights of the event:

- **24 eminent industry leaders** shared their experiential insights and perspectives on the theme.
- Professionals from more than 150 organizations from various sectors attended the e-conclave over the 2 days.
- **Dr Sumit Mitra** (CEO Tesco Business Services & Tesco Bengaluru) and **Navneet Bansal** (CEO & Vice President JSW Global Business Solutions), were felicitated with the '**BPM Achiever in Global India**' honour in recognition of their stellar contribution in a transformational, strategic leadership and operations role in global India, delivering value and business impact.



- The Inaugural Address by the Co-founder of SSF India, **Rakesh Sinha** (Founder CEO – Quintes Global and ED & COO – RvaluE Group) covered the objective and intent behind the overall theme of the conclave; and highlighted the five major areas that will define the shape of 'Next Normal' and will be a part of all the deliberations – Elevation of Consumerism; Anywhere Operations; Tectonic shift in Technology; Future of Talent; and Embracing DAU (Disruption As Usual).
- Keynote Address by the Founder of SSF India, **Ravi S Ramakrishnan** (Founder & CEO – RvaluE Group) – '**The Power of Escape Velocity in Business Services**' – set the context for the 10th edition of the conclave, wherein he highlighted the importance of being 'Anti-fragile' and focus on benefits of disruption.
- In these times, when people have become specifically conscious about not just their health, but also the health of their teams, SSF invited **Dr Rajeev Ardey**, a renowned diabetologist, to share information on Health & Lifestyle, on Day 2.
- This conclave also marked the 10th anniversary of the SSF Excellence Awards, Recognition and Felicitations, and the winners of this year's categories were: **Hindustan Coca-Cola Beverages; Anheuser-Busch InBev GCC Services; Bharti Airtel – Airtel Centre of Excellence; Ericsson; VE Commercial Vehicles; Unilever Industries; Monsanto Holdings (Bayer); Northern Trust India; Startek; State Street Corporate Services; and Telstra Global Business Services.**

The first panel of the conclave – **From the Lens of the CXOs: Visualizing DAU as the New BAU** – had three industry stalwarts as the esteemed speakers, **Dr Sumit Mitra** (CEO - Global Business Services, TESCO); **Alison Henriksen** (Chief Financial Officer, Genus PLC); and **Amitabh Ray** (Managing Director, Ericsson Global Services India); who deliberated on the new realities: elusive future of work; enhanced competition; unstable customer loyalty; need of the hour: imagination & innovation; radical & rough; dominance & dependability; power of free thinking: Human resilience over corporate resilience. The panel was moderated by **Rakesh Sinha**.



Panel two of the day one was – **Fireside Chat: Using Turbulence to Achieve Escape Velocity** – which covered some critical challenges like sustainability through flexibility; solutions through insights;



anticipatory planning and risks of predictive analytics; tackling turbulence with digital disruption and Intelligent Automation; and data & digital elixir.

The esteemed panellists of this session were **Shalini Pillay** (Managing Partner, Bangalore & India Leader – GCCs, KPMG India), **Sambasivan Ganesan** (Chief Financial Officer, Tata Sky), **Shawn Kondratiuk** (Commercial, Digital & Finance IT Head, Alcon), **Deepak Puligadda** (Executive Vice President, Edelweiss Financial Services) and **Sajesh Gopinath** (General Manager, UST Global). The panel was moderated by **Anand Maheshwari** (Founder Director & Chief Corporate Officer, Quintes Global), Member – SSF Governing Council.



The two panel sessions were followed by a Special Address by Jury Chair – SSF Excellence Awards, **V V Ranganathan** (Co-Founder & Chairman, Compassites Ventures Inc; Former Senior Partner, Ernst & Young). He shared the value and the process of the SSF Excellence awards with the audience. The day was concluded with the announcement of the 2 '**BPM Achiever in**

Global India' felicitations for **Dr Sumit Mitra** and **Navneet Bansal**; and the winners of the award category **Excellence in Business Services**:

1. Excellence in Business Services – India Servicing: **Hindustan Coca-Cola Beverages**
2. Excellence in Business Services – International Servicing: **Anheuser-Busch InBev GCC Services**



The awards were accepted by **Tanmay Agarwal** (Vice President & Head-Global Business Services) on behalf of HCCB and **Serge De Vos** (Global Operations Leader – Finance, Commercial & People), on behalf of AB-InBev.

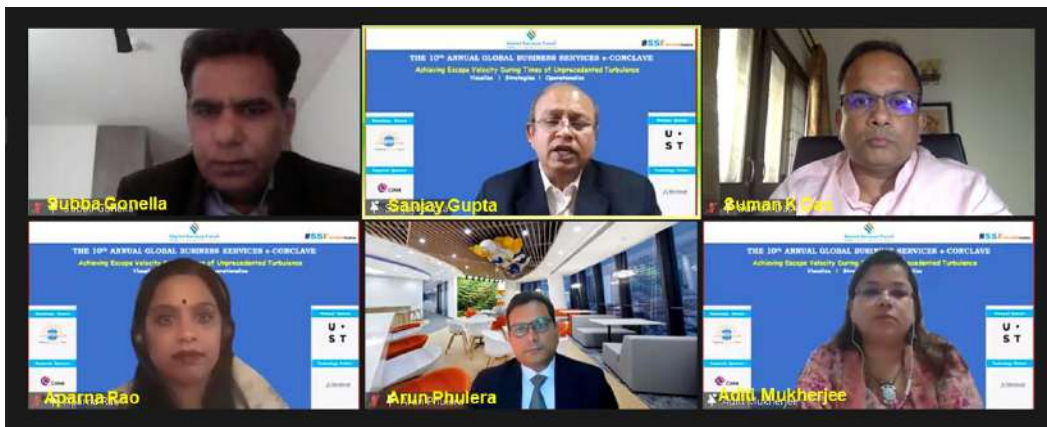
The first session of day two of the 10th Annual Global Business Services e-Conclave was a Special Talk by **Dr Rajeev Ardey**, a diabetologist, who shared with the professionals about diabetes, and the necessary lifestyle changes including the Dos & Don'ts in their lifestyle to ensure a healthy life. The information was very relevant and well appreciated by all our participants.



Panel 3 of the annual conclave was – **Practitioners' Perspective: Outsmarting Digital Disruption to Stay Ahead of the Curve** – and included deliberations on issues like strategies and tactics in transitioning to the 'new normal'; robotics and governance – scaling with intelligence; ever-changing automation roadmap; and data overload – its usefulness and risks. The eminent speakers included **Sumit Dutta Gupta** (Group CIO & Head Information Systems, Haldia Petrochemicals); **Dr Sanjeev Rastogi** (Partner, CEC Head, Deloitte); **Naveen Gullapalli**, Global Head (Novartis Business Services Innovation, Novartis); and **Anshu Gupta** (Head of Global People Services, Ericsson). The moderator of this panel was **Srinivas Koppolu** (Chief Business Officer, Experience Flow).



The last panel of the conclave was – **Business Panorama: A Tectonic Shift in Culture for the Next Normal** – with the eminent leaders from the business services industry – **Suman K Das** (Managing Director, Eli Lilly Capability Services); **Aditi Mukherjee** (Executive Vice President & Head Human Resources, National Commodity and Derivatives Exchange (NCDEX)); **Aparna Rao** (Head - Shared Services Centre, Monsanto (Bayer AG)); **Subba Gonella** (Vice President - Head of Shared Services, Xerox Corporation); and **Arun Phulera** (Senior General Manager & Leader HR Shared Services, Cummins India). The panel was moderated by **Sanjay Gupta** (Chief Architect, Shared Services Forum (SSF) India). The panel deliberated on the power of natural leadership - fostering core value systems; dilemma of bundled socio-official environment; encouraging evolution through smart transformation techniques; and whether short-term is the new long-term.



The day concluded with the announcement of the awards in the following categories:

- Delivering Business Impact through Effective Digital Transformation – India Servicing:

Bharti Airtel – Airtel Centre of Excellence

The award was accepted by **Karthikeyan Velu** (Senior Vice President – Finance & Head - Global Shared Services) on behalf of Bharti Airtel.



- Delivering Business Impact through Effective Digital Transformation – International Servicing:

Ericsson

Anshu Gupta (Head of Global People Services) accepted the award on behalf of Ericsson.



- Delivering Business Impact through Leveraging Process Discipline & Innovation – India Servicing:

VE Commercial Vehicles

Pramod Kumar Vaya (Vice President & Head – VE Business Services) accepted the award on behalf of VECV.





6. Delivering Business Impact through Leveraging Process Discipline & Innovation – International Servicing:

Unilever Industries

Anita Bhat-Zutshi (Vice President – UniOps Commercial Services) accepted the award on behalf of Unilever Industries.

7. Delivering Business Impact through Innovative People Practices:

Monsanto Holdings (Bayer)

Aparna Rao (Head - Shared Services Centre) accepted the award on behalf of her organization.



8. Delivering Business Impact through Exemplary Customer Experience:

Northern Trust India

Madhavi Dahanukar (Chief Executive Officer – Northern Operating Services) accepted the award on behalf of Northern Trust India.



9. Delivering Business Impact for a Client by an Outsourcing Service Provider:

Startek

Gurpal Singh (Chief Operating Officer – India & Sri Lanka) accepted the award on behalf of Startek.



In addition to the above awards, SSF also announced two **Special Recognitions**:



1. In Recognition of Effective Implementation of Business Services in Global India:

State Street Corporate Services

Roopesh Kumar (Senior Vice President – Business Services) accepted the Special Recognition on behalf of State Street.



2. In Recognition of Successful Launch & Scaling Up of Business Services in Global India:

Telstra Global Business Services

Sanjay Dora (Chief Operating Officer, Innovation and Capability Centre (ICC)) accepted the special honours on behalf of Telstra.

The 10th Annual Global Services e-Conclave was duly supported by our partners – Knowledge Partner, **RvaluE Group**; Principal Sponsor, **UST**; Corporate Sponsors, **CIMA Global & Experience Flow**; and Technology Partner, **Muniwar Technologies**. **SSF**