

Financial Shared Service Centers

“Challenge business expectations... and measure results”

18th-19th September 2008,
Barcelona, Spain, Hotel 1898 ★★★★★ Rambla

“Increasing transactions, managing business resources, re-engineering business processes and expanding FSSC business”

This forum will allow you to:

- Improve operational and financial efficiency of your financial shared services
- Consolidate an existing center : taking financial operations one step further
- Find the right balance between centralisation and decentralisation
- Maximise peak operating efficiency while improving quality of service
- Re-engineer work practices around shared services
- Lower the average fee per transaction while improving quality of service
- Look at the human, financial and operational side of things
- Improve agility, control and cost effectiveness of the finance function
- Find the best location : offshore vs. nearshore
- Choose the metrics to measure results
- Shared services, in-house banks, “payment factories”... the future of corporate finance?
- Looking at the latest developments for shared services : integration technologies, portals, web reporting, STP, online payments, SixSigma...

Who should attend

General Managers, Presidents, Vice Presidents, Managers

- CFOs, Finance, Administration, Financial Harmonisation...
- Global / Regional Shared Service Centers
- Site Directors (for existing shared service centers)
- Business Integration, Harmonisation, Systems Harmonisation, Outsourcing
- Business processes
- Shared Services, Management services, service centers
- Cash Management
- Fixed Asset Management
- Treasury Management
- Accounting, Accounts Payable, Accounts Receivable

Sponsor



Keynote Speaker

Edgar Geyer
Managing Director
Euroserves Bayer

Eric Devreux
General Manager
Hasbro SA

Marcus Demgenski
Director Finance Shared
Services Europe
Lyondellbasell

Ignacio Rabadán
National Sales Companies
Manager, European Financial
Shared Services,
General Motors

Steven Flipse
CFO
Sanoma

Speakers

Francois Delguedre
Finance Restructuring
Initiative Director - EMEA
Delphi

Roel Spee
Global Leader PLI-
Global Location Strategy
IBM Global Business

Martin Wolleswinkel
Director
The Hackett Group

Jean Claude de Vera
President
Biporis

Elias Miera
Continuous Improvement
Lean Six Sigma Global
Deployment Manager Europe
Pfizer

Javier Garcia
Economista & Socio-Director
del Área Empresarial
Grupo Ibañez & Almenara
Abogados & Economistas

Xavier Davila,
Project Director
OCE Business Services
for BNPPARIBAS

Davide Laghi
Founder & Managing
Formerly Head of Finance Shared
Services, Iron Mountain
Founder & Managing Director,
Y6Sigma Solutions

Sara Heuer
Head of Shared Services
EMI Music

Israel Balderas
Senior Research Leader
Offshoring Institute

Day 1 Thursday 18th, September 2008

08:45 Registration and Coffee

09:15 Opening Remarks from the Chairman
Alain Navarro, Software and Solutions Director, **Kofax**

Achieving excellence through finance and operation

09:30 **The financial crisis and the shared service centres as an opportunity for enterprises**

- Why do we have a financial crisis
- Solutions and Opportunities for enterprises through shared services
- How to get investment for financial shared services?

Javier Garcia, Economista & Socio-Director del Área Empresarial, **Grupo IBAÑEZ & ALMENARA Abogados & Economistas**

10:15 **Location strategies for shared services centers**

- Key requirements to locate shared services centers
- Current trends in locating SSCs in Europe
- Do's and don'ts: learning lessons from various case studies Preferred locations or locations to be avoided?
- Emerging locations for different SSCs

Roel Spee, Global Leader PLI-Global Location Strategies, **IBM Global Business Services**

11:00 Coffee and Networking Time

11:30 **Case study: Pfizer Global Financial Shared Services**

- Why Continuous Improvement?
- Continuous Improvement Methodologies
- DMAIC Improvement Model
- Roles and Responsibilities
- Benefits Realisation
- Continuous Improvement Dashboards
- Successful CI Projects
- Brief Case Studies

Elias Miera, Continuous Improvement, Lean Six Sigma Global Deployment Manager Europe - **Pfizer**
Pfizer is the world's largest research-based biomedical and pharmaceutical company. In 2006, Pfizer earned \$48.4 billion in revenues and invested \$7.6 billion in research and development. Prior to joining Pfizer, Elias worked at PricewaterhouseCoopers specialising in performance improvement, Lean Six Sigma deployment, business process modelling, financial budgeting/models, shared services and outsourcing.

12:15 **Deploying 6 Sigma at the Shared Services Center**

- How to reach sustainable improvement results in a transactional environment?
 - end-to-end process view
 - identify Problems at the end of processes
 - details required due to complexity
- Integration of external Benchmarking with internal process improvements:
 - P2P
 - working Capital
- How to select, coach and lead Black Belts for sustainable results?

Marcus Demgenski, Director Finance Shared Services Europe, **Lyondellbasell**

Marcus Demgenski manages the Finance Shared Service Centre Europe of Lyondell Basell in Brussels. LyondellBasell is one of the world's largest polymers, petrochemicals and fuels companies. Being a certified Six Sigma Black Belt, Marcus transformed Basell's Finance Centre into a lean, KPI led organization, focusing on tangible business process improvements through various Six Sigma Projects in the area of Order to Cash and Purchase to Pay.

13:00 Lunch

14:00 Coffee and Networking Time

14:30 **Case Study: Getting top management support for the shared service centre**

- Building a business plan and committing to results
- Allocating the necessary resources to ensure efficiency
- Quantifying potential and actual savings
- Communicating constant progress to senior management
- Benchmarking internally and externally
- Reporting Structure

Sara Heuer, Head of Shared Services, **EMI Music**

Sara currently manages a new SSC for EMI Music out of Cologne, Germany. Prior to EMI, Sara was seven years with Whirlpool Corporation in Europe and in the US. She worked in a variety of positions, initially in the SSC in Dublin, one of the first SSCs in Europe. Later, she was part of the team who devised Whirlpool's Business Performance Management Strategy and Roadmap. Sara subsequently led one of the key data standardisation projects, global chart of accounts, to success.

15:15 **Right Shoring in Scotland – Best Practices in Shared Service Centres**

- Shared Services Location Evolution
- Shared Service Processes – Moving up the Value Chain
- Empowering Shared Service Organisations to Create a Culture of Operational Excellence
- The Six Sigma Behavioural Enablement
- Shared Services Location Analysis

Davide Laghi, Founder & Managing Director, Y6Sigma Solutions, **Formerly Head of Finance Shared Services, Iron Mountain**

16:00 Coffee and Networking Time

16:30 **Case study: Improving business processes in the financial services industry with Digital Document Capture**

- Improving business processes
- Finding the most appropriate solution
- Return on investment and impact on business
- What lies ahead

Xavier Davila, Project Director, **OCE Business Services for BNPPARIBAS**

17:15 **Round Table**

Performance and keys measurement, Re-engineering business process, Centralisation, Decentralisation?

This interactive forum provides a platform for all participants to discuss and bring together different views.

Participation of speakers of the day. If you wish to participate, please contact : Veronique Calas on : +34/ 902 906 470

18:00 Chairman's Closing Remarks and End of day



Kofax is the leading provider of Intelligent Capture & Exchange solutions. For more than 20 years, Kofax has provided award-winning solutions that automate document-driven business processes by managing the transformation and exchange of business-critical information arising in paper, fax and electronic formats in a more accurate, timely and cost-effective manner.

Day 2 Friday 19th, September 2008

08:45 Registration and Coffee

09:15 Opening Remarks from the Chairman
mark kobayashi-Hillary, Board Director, Off shoring Institute

Measuring performance and results
Financial results, Sourcing, Locations, Technologies

09:30 **Case Study: Measuring the financial results of shared services**

- Measuring performance and improving existing processes
- Choosing the appropriate metrics
- The balanced scorecard and other measurement tools
- Defining Service Level Agreements
- The two way feedback : the best way to enhance communication with business units

Francois Delguedre, Finance Restructuring Initiative Director - **EMEA, Delphi**

From 1999 to 2008, Francois was the European Finance Director at DELPHI, a leading component supplier to the automotive manufacturers. Delphi Europe employs about 50 000 people at 100 sites within 60 legal entities. The function covers Accounting, Internal Control, Tax, Treasury, Country and European financial shared centres. The mission is to build a regional organization serving the business lines using common tools and processes.

10:15 **Case study: Keynote Speaker**
Shared services for finance : a profit center, a cost center or a service center?

- Minimising risks while generating revenue : are the two compatible for finance?
- Safeguarding the organisation from speculation
- Differentiating "natural" cost centers, profit centers and departments that should reach the break even
- Defining the position of
 - treasury
 - internal banks
 - accounting
 - cash management...
- BPO, outsourcing... the best way to protect your assets?

Edgar Geyer, Managing Director, **Euroservices Bayer**
In 1994, Edgar became the head of Accounting for Spain and additionally Portugal in 1998, before taking on the responsibility of Managing Director in 2001 for Euroservices Bayer SL, the Accounting Shared Services Center for the Bayer Group, located in Barcelona, Spain. The Bayer Group has 106'200 employees worldwide and 56'200 in Europe.

11:00 Coffee and Networking

11:30 **World-class performance and trends in shared services**

- World-class performance overview
- Shared services overview and trends
- Selected best practices

Martin Wolleswinkel, Director,
The Hackett Group

12:15 **Case Study: Keynote Speaker**
Overcoming resistance to change within shared service center

- Acting on systems organisations and processes
- Promoting a culture of service and operational excellence
- Determining the level of readiness for people, process, technology
- Managing change and communicating efficiently
- Redeploying staff or recruiting external people?

Steven Flipse, CFO, **Sanoma**
With almost 80 consumer magazines (including corresponding extensions and events) and more than 125 websites Sanoma Uitgevers is the biggest multi media publishing company in the Netherlands. In 2007 the net sales of Sanoma Magazines Netherlands (Sanoma Uitgevers and its subsidiaries combined) were €539.8 million.

13:00 Lunch

14:00 Coffee and Networking Time

14:30 **Managing Finance Transformation through Shared Services and/or Business Process Outsourcing :**

- Setting the right Objectives : Service to Costs optimisation or Value Added development ?
- Evaluating adequate Organisational Model : combination of local, regional and global activities ?
- Defining appropriate Data and Process KPIs as well as Invoicing Model to deliver Business Case and Continuous Improvements !

Jean-Claude de Vera, President **Biporis**

Jean-Claude was involved in major transformations like Shared Services and BPO as former Finance Director and General Manager at Bull Intel Corp, Carnaudmetalbox, Amoco and then BP AMOCO.

15:15 **Case Study: Keynote Speaker**
A long term business enabler for cross border finance

- Improving the control, agility and cost effectiveness of the finance function
- Dealing with reconciliation and integrating new entities in the long run
- Keeping in mind the long term necessities of:
 - cash management
 - treasury
 - accounting
 - payments...

Eric Devreux, General Manager, **Hasbro SA**.

Since 1999, Eric took several positions in Hasbro SA, trading company, in Shared Service Center in Treasury, to become in 2005 General Manager. Hasbro is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Hasbro Reports Record Net Earnings and Seventh Consecutive Year of E.P.S. Growth, Feb. 11, 2008--Hasbro, Inc. (NYSE: HAS), Fourth Quarter Highlights. Net earnings of \$133.7 million, an increase of 24%.

16:00 Coffee and Networking

16:30 **Shared services centers: sourcing off shoring, outsourcing.**

- Differentiating front and back office operations
- Identifying hidden costs and calculating total cost of ownership
- Analyzing the operational benefits and drawbacks
- Defining project ownership and reporting procedures
- Regional / national / global : how much can be centralized?
- Identifying pitfalls and building trust with 3rd parties

Israel Balderas , Senior Research Leader,
Offshoring Institute Services LLC & Co KG

17:15 Chairman's Closing Remarks and End of Conference



Scottish Development International works to attract inward investment and knowledge to Scotland in order to help the economy grow. It is jointly operated by the Scottish Government and Scottish Enterprise. In order to best draw foreign investment to Scotland, SDI has offices in the UK, mainland Europe, North America and Asia.

We would like to thank everyone who has helped with the research and the organisation of Axiom Events International SI. Conference; particularly the speakers for their continued support and commitment.

Financial Shared Service Centers

Re-Edition 18th - 19th September 2008,
Barcelona, Spain 1898 Hotel★★★★Rambla

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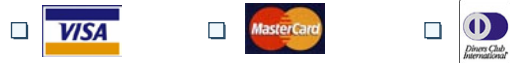
- 2 day conference: EUR 2595 + VAT
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16% VAT is charged. A 18% service charge has been added to all conference fees including programme materials, lunches and refreshments.

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Axiom Events International is a leader in delivering intelligence and strategic information. Offering best practice conferences, business training and first class corporate hospitality to European executives, Axiom Events International provides a significant competitive advantage for enterprises.

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Quality, professionalism, dynamism, adaptability and customer satisfaction are key to our business.

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Financial Shared Service Centers Business development package

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