

IT Transformation

Providing the strategic context for the transformation of group strategies, IT investments, innovation and service delivery, ensuring that IT is aligned to the mission and is positioned for current and future value creation

Ramada Hotel Berlin Alexanderplatz, Germany

27th & 28th September 2011

However beautiful the strategy,
you should occasionally look at
the results.

Sir Winston Churchill

The Conference Will Present Case Studies on Cutting Edge Topics such as:

- How to move beyond IT Business Alignment and transform IT in your organisation to enable new functionality to drive new business strategies, innovation and transform group strategies
- Overcome prevailing paradigms and structural deficits in the IT Organisation, concerning responsibilities, processes and workflows – reorganising IT management to a more effective and flexible unit
- IT Strategy and Transformation Planning – Defining and delivering a complete, structured and actionable plan for managing the enterprise's IT transformation meeting group strategies
- Lean IT Transformation – How to reduce total cost of ownership, guarantee quality-of-service and achieve business agility
- IT Legacy Transformation as a basis for technology-enabled innovation
- Achieving IT Agility – IT Agility as the capability of organisations to anticipate and respond to business change and maintain IT costs

Plus: Panel Discussion on Day 1:

How IT Transformation can meet Business Transformation in the best way?

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Finding and using the right concepts for a successful transformation process is one of the major challenges of today's IT and business executives. For the corporate IT it can be a shift from being a reactive, order-taker culture to driving business growth and improvement.



marcusevans expert speaker Panel:

Alfons Marquez
Alstom Grid Director Information Technology
Alstom & Schneider T&D Consortium (France)

Wim Bouckennooghe
Director Business Transformation
Belgacom (Belgium)

Matilda Anello
Lead Enterprise Architect
Credit Suisse Group AG (Switzerland)

Andreas Stein
Business Strategist
Dell EMEA

Jan Moravcik
Head of ICT Development
eustream, a.s. (Slovakia)

Jürgen Burger
CIO
Hellmann Worldwide Logistics GmbH & Co. KG (Germany)

Ulrich Mohr
Corporate Director IT Governance
Henkel AG & Co KGaA (Germany)

Michel Delattre
Group CIO
La Poste (France)

Philippe Leroy
Director IT Compliance, CIO Office
Merck KGaA (Switzerland)

Stefan Zahrer
Chief Architect & Project Manager
Munich Re (Germany)

Ingo Arnold
Global IT Architecture Engineering and Design
Novartis Pharma AG (Switzerland)

Charlotte Harald
Vice President (Business CIO)
Posten Norden (Sweden)

Wolfgang Schnober
Managing Director & Senior Partner
TCI Transformation Consulting International GmbH

Geir Jovik
CIO
Telenor Key Partner (Norway)

Dimitri Kalokyris
Vice President and CIO Europe
Volvo Financial Services Europe (Belgium)

Day 1

Thursday, 27th September 2011

08.30 Registration with Coffee and Tea

09.00 Opening Address from **marcus evans** and the Chair

STRATEGIES AND SUCCESS FACTORS IN IT TRANSFORMATION

09.15 Case Study:

IT Transformation – Overcome existing paradigms and structural deficits using a system-driven approach

- The IT Transformation Agenda – A top down approach?
- Global versus. Local Organisation – The “versus” is not a must ...
- Creating a wave of change using system-driven approaches
- Expected and actual outcomes
- Is there an end to IT transformation?

Jürgen Burger

CIO

Hellmann Worldwide Logistics GmbH & Co. KG

10.00 Case Study:

Looking for the good balance between IT centralisation and decentralisation – The case of La Poste Group

- One Group and three businesses
- La Poste Group 2010–2015 – A deep transformation
- Aligning IS governance with business governance
- Creating shared service centers

Michel Delattre

Group CIO

La Poste

10.45 Refreshment Break

11.15 **Driving Productivity from the Efficient Enterprise**

Andreas Stein

Business Strategist

Dell EMEA

12.00 Case Study:

Process Reengineering and Business-IT Alignment as Cornerstones of Business Transformation at Belgacom

- A transformation program to provide an answer to the ever changing environment
- Process management, enterprise architecture and business-IT alignment as a perfect team play
- Integration of products and services require the replacement of legacy networks and service platforms
- Introducing a continuous efficiency improvement process

Wim Bouckenooghe

Director Business Transformation

Belgacom

12.45 Luncheon

Exhibitor at the Conference:



Booking Line:

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ORGANISATIONAL TRANSFORMATION

14.00 Case Study:

IT Enabling Business Agility

- Speed and transformation – the new constants
- Paradigma changes in a global Bank
- New challenges and new opportunities
- Business & IT Alignment – collaboration Model
- The new Role of the IT

Matilda Anello

Lead Enterprise Architect

Credit Suisse Group AG

14.45 Case Study:

Setting up a Regional Business Partnering organisation in a Captive Finance with long local history

- Context – All history of Volvo Financial Services is local. Local drive, local steering, local management, ...
- Resistance to change – Previous attempts did not deliver expected benefits
- Mission Europe – From country to functional organisation
- The challenges – Company culture, re-defining the role of IT
- The status – What's been done, what's in the pipeline

Dimitri Kalokyris

Vice President and CIO Europe

Volvo Financial Services Europe

15.30 Refreshment Break

16.00 Case Study:

Areva T&D integration into Alstom & Schneider – IT as a transformation agent

- Context: Consortium Alstom & Schneider Electric bought a 6M€ Transmission & Distribution business to Areva
- IT as an enabler of the business transformation has adapted its strategy and start a key program to accelerate Transformation and enable former T&D to split and integrate into Alstom & Schneider Electric Key Transformation at all levels whilst preserving Excellence in Delivery to provide Business continuity: Updated Governance, Focus on Program portfolio to maximise investment value
- Program experience, organisation, priorities, volumes, ...
- Outcome of the program and integration in two IT world Class organisations: Alstom IS&T and Schneider IPO

Alfons Marquez

Alstom Grid Director Information Technology

Alstom & Schneider T&D Consortium

16.45 Case Study:

Challenges and experiences while establishing a demand function that enables IT to deliver higher value to the business

- Demand management (roles, responsibility, governance)
- Portfolio (to support and enable business change)
- Service centric SLA and process-oriented services to make IT transparent and comprehensive to the business
- Enterprise architecture to put IT in the context with information and business processes and support business change

Charlotte Harald

Vice President (Business CIO)

Posten Norden

17.30 Panel Discussion:

How IT Transformation can meet Business Transformation in the best way?

18.15 Closing Remarks from the Chair

18.30 End of Day One

Friday, 28th September 2011

08.30 Registration with Coffee and Tea

09.00 Opening Address from the Chair

IT PROCESS AND TECHNOLOGICAL TRANSFORMATION09.15 **Case Study:****A journey from company's strategy to its execution**

- Different meanings of term: "IT Transformation"
- Role of business within IT Strategy
- Areas of change
- Type of transformation roadmap
- Architecture Process and Governance

Jan MoravcikHead of ICT Development
eustream, a.s.10.00 **IT Transformation: An aligned part of overall business transformation or nothing****Wolfgang Schnober**

Managing Director & Senior Partner

TCl Transformation Consulting International GmbH

10.45 Refreshment Break

11.15 **Case Study:****The easy way of Complex IT deliveries**

- How to organise the IT function
- How to source application clusters
- How to create an efficient interface between IT and business
- How to successfully mix your on-shore and off-shore employees

Geir Jovik

CIO

Telenor Key Partner12.00 **Case Study:****IT-Performance Management as a key driver for an internal IT transformation**

- IT process management as a core governance task
- Managing IT Performance (people and processes)
- The global Service Catalogue as a key element of a demand driven IT
- Challenges and Opportunities for an IT-Governance Organisation

Ulrich Mohr

Corporate Director IT Governance

Henkel AG & Co KGaA

12.45 Luncheon

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E-Mail: S.Mentese@marcusevansde.comwww.marcusevansde.com/IT-Transformation14.00 **Case Study:****IT Governance – A Quality Boost with the Triple ISO Certification**

- IT integration and quality strategy at Merck KGaA – Creating a strong IT governance department
- Implementation of a worldwide ISO triple certification, leading to:
 - A new approach for quality and excellence
 - An innovative way for reshaping the IT processes and increasing IT performance
 - Get the value and competitive advantage
- The certifications are:
 - ISO 9001 Quality Management System
 - ISO 27001 Information Security Management System
 - ISO 20000 IT Service Management

Philippe Leroy

Director IT Compliance, CIO Office

Merck KGaA14.45 **Case Study:****Complete standardisation of the server environment for business critical systems – A measurable success?**

- Report on one of the largest European SAP LINUX migration projects
- Mission-critical SAP systems on Xeon / Opteron Linux Blade Servers
- Customer, project and operational review
- Development of investment and operating costs

Stefan Zahrer

Chief Architect & Project Manager

Munich Re

15.30 Refreshment Break

15.45 **Case Study:****Achieving IT Agility – IT Agility as the capability of organisations to anticipate and respond to business change and maintain IT costs**

- "IT does matter!" – Why IT-Agility will become a competitive advantage in future business
- "IT is IT is IT ..." – What IT-Agility dimensions you need to consider
- "IT's whole is more than the sum of its parts" – What puzzle you have to master to constitute IT-Agility
- "IT is an elephant" – How you slice the elephant to be able to eat it

Ingo Arnold

Global IT Architecture Engineering and Design

Novartis Pharma AG

16.30 Closing Remarks from the Chair

16.45 End of Conference

We would like to thank everyone who has helped with the research and realisation of this **marcus evans** conference, in particular the speakers for their continued support and commitment.

Fred Erhardt

Director Conference Production, IT Division

marcus evans (Germany) Ltd.**Who Should Attend:****CIOs, Directors, Heads of Communication Department, Vice Presidents, Managers and Executives responsible for:**

- IT Transformation
- Business Transformation
- IT Strategy
- IT Planning
- IT Governance
- IT Service Delivery
- Post merger integration

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Speaker Profiles

Andreas Stein

has more than twenty years' experience in strategic management, IT strategy consulting and supply chain management and logistics. He is an expert in b2b e-business and digital marketplaces. Andreas was co-founder and deputy director of the Fraunhofer Applications Center for Transport Logistics and Communications Technology. He joined Perot Systems, now part of Dell Services in 2001.

Matilda Anello

is Enterprise Architect and Global Application Architect at Credit Suisse, located in Zurich Switzerland. Her day to day responsibilities are the definition and implementation of procedures to ensure an efficient implementation of a global Enterprise Architecture Governance and operating Model at Credit Suisse Private Banking. Business and IT Alignment and collaboration cross divisional, internationally and at all levels is a key activity as well as planning and consulting the major global transformation initiatives within the Credit Suisse Group. To ensure necessary procedures and governance structures, for a worldwide enterprise architecture compliance, conformance and the alignment of business strategic direction within the IT in order to enable business agility within the current volatile market. Matilda Anello spent most of her carrier in international financial institutes as an IT specialist and Leader.

Alfons Marquez

is an IT professional with wide experience in multicultural environments and leading Global companies in transformation. His professional experience derives from three main periods: Consulting experience in two worldwide leading firms: CSC and Cap Gemini. Followed by an Entrepreneur period (founding Little Planet, an SAP consulting firm) and moving to Industrial Companies: Delphi Automotive (leading several positions such as SAP Competency Center, Global ERP Deployment and Enterprise Architecture) and Areva T&D as Global. Currently he is responsible for former Areva T&D Information Technology and is the lead of Transformation Program LinkIT, aiming at splitting Areva T&D and integrate it into Alstom Grid and Schneider Energy Business.

Charlotte Harald

During her curriculum Charlotte Harald has worked as Key Account Manager, Sales Manager, Director product development and marketing and Vice President IT development. Now she is in the role of Vice President (Business CIO) at Posten Norden and a member of the executive committee of the Business Unit Meddelande (Mail), as well as a Member of the Group Leadership team of Business Information Services at Posten Norden.

Michel Delattre

began his career in French Administration, first in the National Institute for Statistics and Economic Studies and then in the Tax Administration as CIO. In 1999 he joined the banking sector, first at Crédit Lyonnais as COO, and then in Crédit Agricole Group, as Corporate CIO. He created and managed an IT Shared service center inside the Credit Agricole Group. He is La Poste Group Corporate CIO since 2006.

Jürgen Burger

worked from 1995-2005 as a consultant at Accenture. In 2005 he became the CIO at Hellmann Worldwide Logistics. He is also in the position of the Chief Process Officer European Roadfreight and is a Member of the European Board.

Geir Jovik

During his professional carrier he worked in different positions e.g. for Arthur Andersen Business Consulting, BearingPoint Norway, Oslo and Telenor ASA. Since March 2009 he is the CIO at Telenor Key Partner, which is Telenor's shared service center with deliveries to all Business Units in the Telenor Group.

Ulrich Mohr

works for more than 20 years in IT. In his current position he is responsible for the global IT Process and Performance Management.

Stefan Zahrer

is an architect and project manager in IT Systems Operation of Munich Re and manages server architectures for enterprise-grade computing and mission critical applications. Since 2007 the graduate engineer is engaged in the application of standard Linux servers for commercial high-performance and high availability purposes.

Philippe Leroy

is graduated from the University of Technology of Compiègne – France, Master in Computer Science. He started his career as artificial intelligence engineer in the UK. His professional IT experience is composed of 10 years of project management and 10 years of validation, compliance, project management office and governance. In parallel, Philippe Leroy complemented his education with training and certifications in ISO 9001, ISO 27001, ISO 20000, ISO 14001, ITIL Service Manager, CISA (Certified Information Systems Auditor) and CGEIT (Certified in the Governance of Enterprise IT). At Merck, Philippe Leroy is Director of IT Compliance and leads the ISO Program.

Dimitri Kalokyris

joined Volvo Financial Services in January of 2009 as CIO and Vice-President for Europe. His challenge is to transform the existing European IT Organisation and landscape into a leading edge IT organization that truly enables VFS's business strategy. Prior to that, Dimitri Kalokyris spent 16 years at Unilever in a variety of IT roles, including Regional IT Director for Eastern Europe, Head of Regional Application Center and Lead IT Business Partner in large company merger project. He also shaped the IT Organisation supporting Financial Shared Services.

IT Transformation

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