

## > bITa Center, the independent and international knowledge hub for business & IT

bITa Center has been founded 7 years ago as an independent international knowledge hub for Business IT Alignment (bITa). We stimulate networks, do research and distribute knowledge with events, research and communities. bITa Center organizes leading knowledge events, first movers seminars and quality masterclasses. Alone or together with other parties a.o. [www.best-practices-in-it-management.nl](http://www.best-practices-in-it-management.nl), [www.focus-on-demand.nl](http://www.focus-on-demand.nl), [www.focus-on-supply.nl](http://www.focus-on-supply.nl), [www.landelijkepraktijkdag.nl](http://www.landelijkepraktijkdag.nl), [www.it-trendsday.nl](http://www.it-trendsday.nl), Noorderlijk IT Event ([www.nite.nu](http://www.nite.nu)), First mover seminars about current topics and Masterclasses Business Management. Worldwide we work with researchers. One of them is Prof. Jerry Luftman who developed an "assessment" model on which bITa Center based her research 'Maturity in Business IT Alignment'. We do not only discuss best practices and management frameworks, but also a healthy look on sourcing. What fits into an organization? How do you stay "agile", boosts & breaks but above all how do you stay leading? Besides this we work together with some online communities ([funbee.nl](http://funbee.nl), [nite.nu](http://nite.nu), [cionet.com](http://cionet.com)).

## > Gitco, engage local to deploy global

In today's market, it will become more challenging to find the right quality for any service. Therefore question is not whether we should globally source but how can we enhance competitiveness by global sourcing. Global sourcing may give you the ability to quickly develop & integrate flexible services, acquire state of the art knowledge at competitive pricing. GITCO provides consulting services and interim services to demand and supply organizations as an independent advisory company of global sourcing professionals.

GITCO's services are build around the key characteristics of trust, perception, communication, culture and transparency. Do you want to be more successful? Manage on the softer aspects like clear interfaces, the cultural fit, comprehensive services, simplified processes and understanding of business understanding and your global sourcing services will be more successful and appreciated. The facts of SLA's and contracts are a service guide, not the relation management.

The success of tomorrow's global sourcing is in the drive to be successful in relationship, business understanding and the management of perception. Global sourcing brings several new dimensions to your business and we are proud to support you in being even more successful.

## > MASTERCLASSES: GLOBAL SOURCING IN IT

**Audience:** The audience of this master class consists of senior decision makers and influencers of IT intensive organizations.

**Data:** Tuesday 27 October 2009 | Tuesday 17 November 2009 | Tuesday 8 December 2009

**Location:** Station Bloemendaal, Bloemendaal

**Price:** € 1495 euro (excl. VAT)

Participating the masterclasses of bITa Center were amongst others senior managers of these organizations: Interpolis, UWV, Rabobank, Reaal Verzekeringen, Gemeente Zaanstad, ING, Essent, Koninklijke BAM Groep, NUON, IBM, Fortis, CFI, F. van Lanschot Bankiers, Deloitte, Defensie Telematica Organisatie, Rabobank International, Interaccess, Quint Wellington Redwood, TU Delft, Achmea, Ordina, IMN, Albeda College, Zwitserleven, Politie Nederland, Logica, De Friesland Zorgverzekeraar, KPN Mobiel, NIBC Bank, Stater, Qforce, 2e2 Consulting, Océ-Technologies, Koninklijke FruitmastersGroep, ING Insurance Central Europe, Boart Longyear, Cordares Pensioenen, PricewaterhouseCoopers, Jumbo, Supermarkten, Havenbedrijf Rotterdam, Getronics PinkRocade, DevoTeam and others.

## > Contact information

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# bITa Center

bITa Center is the only independent international knowledge hub for business IT alignment and IT alignment



Mitigation

Globalisation

Sourcing

Cultural differences

MASTERCLASSES: GLOBAL SOURCING

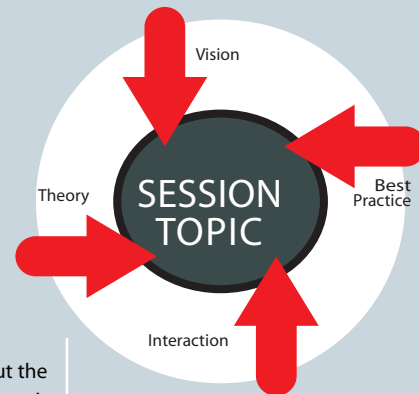
*Is your IT off shored?  
Are you planning to do so?  
Did you wish you never started?*

*Prevention is always better than having to cure and that's why bITa in cooperation with GITCO is organizing a Master class on Global Sourcing in IT. In a series of 3 classes, you will be taken through all phases of the global sourcing process from creating the sourcing strategy through to termination of the contract. Major trends will put up for discussion, historical myths will be broken down and lessons learned will be shared. Whether you are involved in or if you are planning to start Global Sourcing, mitigate and appreciate.*

*The unique approach of the master class enables you to gather knowledge, inspiration and best practices from different angles; presented to you by a variety of presenters. The main goal for you is to determine the best approach for your specific situation and avoid the mistakes that others have already made for you.*

*Every session consists of different sections covering knowledge (research and theory), vision, best practices and interaction.*

*In the Global Sourcing Mitigation you will experience workshops with active participation and "the back to school feeling" throughout the 3 master classes.*



bITa Center and Gitco will bring the latest insights in Global Sourcing in a series top master classes. Each master class, exclusive keynote speakers form the academic World aas well as the real World, will present their visions.

The serie will bring you more than only a content program. You will be encouraged to participate in discussions in important delimea's and themes.

The main item throughout the sessions will be globals sourcing agility, mitigation and moderation. Participation will give you more insight on the actual topics like off shoring as a synmine for India, the Chinese approach to export IT, near shoring in the former East block, and the new kids on the block like Africa and South America.

You are invited to engage with colegues form other organizations.

Each Master class will have a specific, logically fitting in the complete set of Classes. During the Global Sourcing Materclasses all participants will be invited to participate a survey. The survey will be used to collect real life material for discussions. Of course, the unique input will be shared with you.

**Session 1 | The world: strategy and scope | Tuesday 27 October 2009**

Thomas Friedman's 'The World Is Flat' is a master piece in the World of business alignment. The effect of IT on the World has made the World small. Information is available within minutes, people are up dated quickly and the world has become more transparency. Many will say that we are a "Merry goes around", telling us the world is not flat any more. What does the world look like today? The economic recessions, the first non white American president, new diseases, new technologies, climat changes and the first large Indian company has been sold. In this session the main question needs to be answered: is global sourcing truly the remedy for my problem and how can I answer this question. Some of the myths around outsourcing will be busted by real life cases: Do vendor actually have economies of scale? Are pure play Indian vendors really more process mature? Does outsourcing really allow me to focus on my core business? What will effect will IT have on our business environment? Why do we want to outsource? Why do you want to globally source? Which problems can be tackled? Which can be dealt with? Is there a future for global sourcing in IT? Furthermore topics like vendor selection, impact on the retained organization, delivery models, overhead cost of outsourcing and business.

**Session 2 | The Transformation: Negotiate and Transition | Tuesday 17 November 2009**

To make a decison to OUtsource in 1, to makei t work is another challange. A T\_Ford was not a Mastang overnight. Yet in IT we do expect the speed of a racing machine and the price of a car from early 19-hundreds. How can we a make a smooth, aerodynamic car of Global Sourcing? What are today's challenges and what can be a possible solution? Which problems are known and which are foreseen? This session focuse on the negotiations and the transition. To make a blue print for the future is not the same as deploying it. There are many solution known and we will share some of the successes and the less successful. Mitigate before migrate: know the solution to the non It issues can save you a lot of time, money and frustrations. In this session different types of contract structures will be discussed: why do some customers look for transparency and others for black boxes? What are the important factors that are difficult to capture in the contract; for example innovation, continuous improvement and the people aspects. Furthermore multiple aspects of transition will be touched upon: differences between first and second generation transitions; the importance of a thorough impact analysis of the incumbent; how to get to realistic time frames and the impact of cultural differences.

**Session 3 | Management and Interaction: the new era | Tuesday 8 December 2009**

To make a choice is difficult. There are always pro's & Con's to any decisions The cultural difference in globals sourcing are important and the number 1 dissatisfier. Yet there is a lot more; the true knowledge, the right KPI's, the perfect reports, anything can be done. Legal systems, financial engineering, travel status, local politics (both internally & geographically) are some of the examples that can be of great influence. And if you think that it is their problem, forget it; in the Netherlands, the only way to do business is the Dutch way. Once the transition is finished a new era in the relationship starts. SLA's and Business Balance Scorecards come into the picture and the challenges of multivendor landscapes become clear. In many cases after 3 years of meeting the SLA's the contract is still terminated and another RFI/RFP process is started. Therefore also aspects like relationship improvement, governance and perception management are discussed.