ProcureCon IT
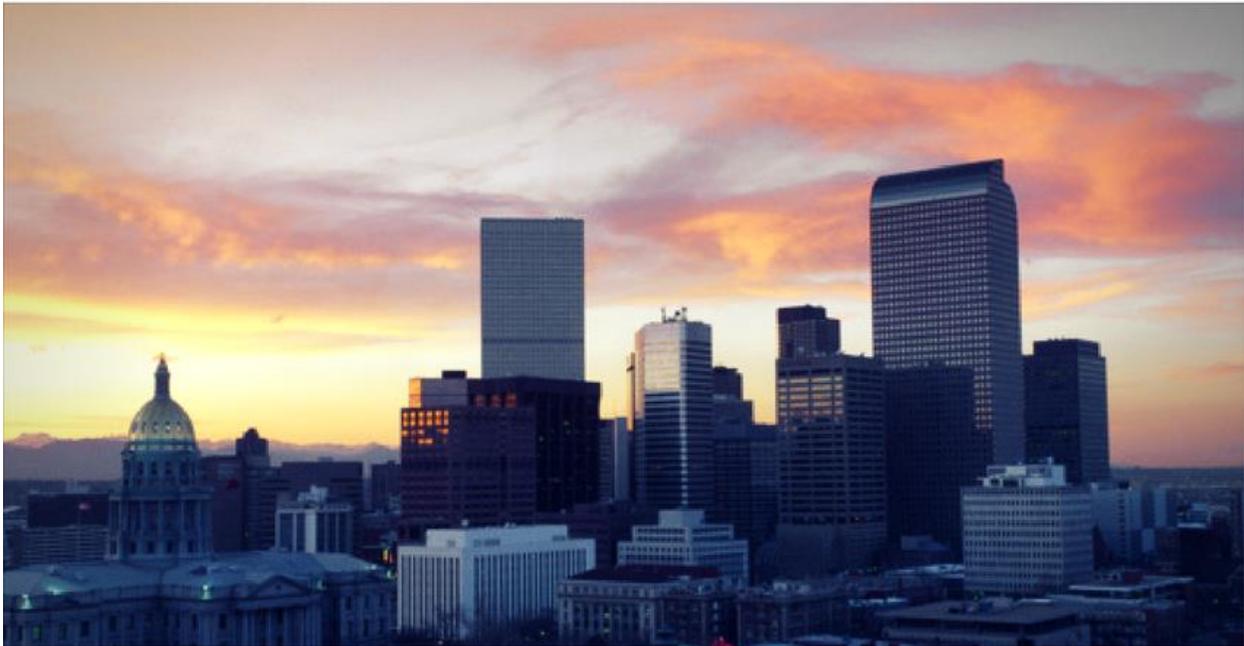## IT SOURCING

June 19 - 21, 2018 | Denver, CO

The ONLY IT Sourcing Event Where Experts Speak Freely

Preliminary Agenda
Full Agenda To Be Released February 2018

ProcureCon IT Sourcing 2018 CONFRIMED SPEAKERS TO DATE

1. *Aashish Talwar, Software & IT Services Sourcing Leader,* **GE**
2. *Michelle Little, Manager, ITAM Business Engagement & Intake,* **Google**
3. *Neal Poland, Sourcing Manager,* **Starbucks**
4. *Mark Zafra, Head Of Global Strategic Sourcing,* **Twitter**
5. *Linda Chuan, VP - Head of Technology Procurement,* **Thomson Reuters**
6. *David Helms, Vice President, Procurement Cost Management,* **Wells Fargo**
7. *Chaitra Garalapuri, Strategic Sourcing Manager (IT),* **Gap Inc.**
8. *Janice Pedini, Category Manager, IT,* **TD Ameritrade**
9. *Dave Quillin, Manager, Procurement,* **Alliant Credit Union**
10. *Bruce Starr, Managing Director of IT Sourcing,* **BNY Mellon**
11. *Fraz Baig, Senior Manager - Indirect Procurement***, Ace Hardware Corporation**
12. *Sean Zongker, Director Indirect Procurement, Technology,* **Dell Technologies**
13. *Revathi Koteeswaran, Strategic Vendor Management,* **Google**
14. *Greg Matkovich**, Director, Global Technology Sourcing,* **Ernst & Young**
15. *Andrea Desimone, Purchaser Relations Manager,* **Green Electronics Council**

	DAY 1: **Tuesday June 19 2018** **Innovation: IT Procurement In the Age Of Digital Disruption**
7:15	Registration and Breakfast
8:15	Welcome
8:20	Icebreaker
8:30	Chairman's Opening Remarks
8:40	**Keynote Fireside Chat:** **High Velocity: Speed, Stakeholders And The Streamlining Of IT Sourcing** As technology continues to advance at lightening speed, it's imperative that sourcing keep up - not only to know what it's buying, but to keep stakeholders from getting frustrated with the often slow and deliberate process of procurement when the latest tech disruptors beckon In this fireside chat with a leading head of tech procurement and CIO,, find out how you can speed up your processes and keep your organization moving at the speed of light. • Quickly aligning with stakeholder requirements • Implementing an agile approach • Emphasizing speed-to-savings and flexibility • Balancing speed vs. risk *Aashish Talwar, Software & IT Services Sourcing Leader,* **GE**
9:10	**Panel:** **From Leading Edge To Bleeding Edge: How Tech Buys Tech** Ever wonder how the top tech companies in the world purchase technology for their enterprises? In this panel discussion, learn their best practices and what keeps their sourcing functions ahead of the curve. *Michelle Little, Manager, ITAM Business Engagement & Intake,* **Google** *Mark Zafra, Head Of Global Strategic Sourcing,* **Twitter**
9:50	**Keynote Case Study:** **The Great Leap Forward: Implementing Blockchain In Procurement** Blockchain is the buzzword on everyone's lips - but the time has come to take it beyond conversation and start using this disruptor in the real world. So how can the immeasurable possibilities and potential of this exciting innovation be used take procurement to the next level? In this enlightening case study, find out how one company is making it happen. • Blockchain and smart contracts • Supply chain tracking • Predictive analytics • Cheap and safe payment solutions • Keeping it lean and safe
10:10	**Keynote Case Study:** **Automatically Transformed: Sourcing Robotics Process Automation** Across the board, procurement is seeing RPA as a major digital transformation that will enable

	employees to stop working on repetitive tasks, and concentrate on adding value a imperative for the enterprise -but what are the essential keys to sourcing this disruptor? In this case study, learn how one company's journey is leading them to an automated, cutting edge future. • Calculating total cost of ownership and return on investment • Implementation in various functions • Sourcing structures • Standardization of processes
10:30	AM BREAK
11:10	Extended Q&A with Keynote Speakers
11:25	**Keynote Case Study With Client** *Executive From Teligistics*
11:45	**Panel:** **Synergy, Structure And Elevating IT Sourcing** We all know IT can be the most complicated category to source - and often, the organizational structure can be just as complex to figure out. Communication between IT stakeholders, the CFO, and procurement is essential, but who should IT procurement report to? Where does the function sit when IT knows their products but procurement knows how to buy? Should it be managed by indirect or stand alone as its own separate function? Should you have a VMO, or should procurement handle the entire contract lifecycle? These questions and more will be explored in this in-depth panel discussion. *Linda Chuan, VP - Head of Technology Procurement,* **Thomson Reuters** *Bruce Starr, Managing Director of IT Sourcing,* **BNY Mellon** *Revathi Koteeswaran, Strategic Vendor Management,* **Google** *Greg Matkovich**, Director, Global Technology Sourcing,* **Ernst & Young**
12:25	**Keynote Case Study With Client** *Executive from NPI*

12:45	**LUNCH FOR ALL ATTENDEES**		**PRIVATE LUNCH WITH FLEXERA**
	TRACK A: SOFTWARE	**TRACK B: HARDWARE**	**TRACK C: BOARDROOM**
1:45	**Workshop:** **Software Drill Down: Amazon Web Services** Online retailer Amazon launched its cloud in 2006, with its Amazon Web Service (AWS) business quickly becoming the leader in the field. However, AWS often leaves little room to negotiate on price, as the company runs on razor-thin margins and operates at high speed. With a focus on getting up and	**Interactive Case Study:** **Centralization of Hardware Procurement Amazon Interactive Case Study**	**Boardroom** **On the Flip Side: What Procurement Is *Really* Thinking** Want a deeper understanding of the behind the scenes methods of IT Procurement? This vendor-only boardroom will allow for vendors to discuss top challenges and ask their most pertinent questions of 3 top procurement execs and experts.

	running quickly, without much time for cost cutting discussion or cost optimization, as well as changes to contracts over time, and concerns over IaaS from a security perspective, AWS can be a complex service to navigate - but this in-depth workshop will teach you how to maneuver with this cutting edge provider. (**OPEN TO ONE PROCUREMENT PRACITIONER TO CO-LEAD**) ***Executive From Method180/SLC***		*Greg Matkovich**, Director, Global Technology Sourcing,* **Ernst & Young**
2:30	**Workshop:** **Software Drill Down: Microsoft** In this in-depth workshop, you'll gain an understanding of the latest options in acquiring and renewing Microsoft license, as well as pros and cons of subscription and perpetual software purchases with the company's cloud services slate, including Azure, Office 365 and Dynamics CRM Online. We'll cover how to best negotiate and contract in this new structure and explore the volume licensing option called Microsoft Products and Services Agreement (MPSA or Enterprise Advantage). Learn how to avoid common mistakes when negotiating with Microsoft and maximize the return on your software investment. (**OPEN TO ONE PROCUREMENT PRACITIONER**	**Workshop:** **Talking Points: Trends In Telecom** Big changes in the way telecom equipment is bought and sold, and from whom, will become increasingly prevalent in the near future. The result? The business of telecom could change profoundly. So what does your organization really need when it comes to Telecommunications? In this workshop, we'll discuss the latest trends and how procurement can take advantage of changes brought on by new technologies. *Sean Zongker, Director Indirect Procurement, Technology,* **Dell Technologies**	**Boardroom:** **Out Of This World: Sourcing For Non-Traditional Projects** Procurement is often caught up in a flywheel of replenishment based on a history of demand, trend and timeline- but what happens when your clients suddenly need a product outside standard repetitive catalog ordering? How do you get your arms around the high cost and impact? Learn how to handle it from the leader of Google's program for IT business engagement and intake that helps with cost, sustained supply, planning and inventory. Discuss how you too can develop a pro-active approach. *Michelle Little, Manager, Global IT Procurement Ops,* **Google**

TO CO-LEAD) *Executive From Method180/SLC*	
3:15 **PM BREAK**	

3:55	**WORKSHOP:** **Software Drill Down: Cloud With Use Cases In Salesforce.com And Adobe** *Executive from NPI*	**Workshop:** **What's Next: Forecasting And Planning For Hardware Transitions** Rapid advances in hardware and the age of mobility have clients clamoring for change - now. However, satisfying the demand for new products brings many challenges - what happens to the investment in prior generations and how do you qualify new devices? Is it best to lease or buy? In this workshop, learn how you can make a smooth transition and what the best options are for your organization.
4:40	**Workshop:** **Software Licensing Drill Down 2: Oracle License Negotiations – Pitfalls and Strategies** This essential workshop dives deep into Oracle's latest software packaging, licensing, pricing and contracting business practices, and how you can effectively leverage Oracle solutions, maximizing value from your investments. You'll explore Oracle's sales strategies and negotiation tactics, learn how you can boost the strategic value of your Oracle relationship, discuss leveraging market intelligence in ongoing negotiations and examine the delicate art of applying the right relationship management best practices at the right time. **(OPEN TO ONE PROCUREMENT PRACITIONER TO CO-LEAD)** *Executive From Rimini Street*	**Workshop:** **Drill Down: IT Asset Management** Given the growing popularity of cloud and SaaS services, it's often overlooked that technology is ultimately made up of physical devices. Without an effective IT Asset Management Program (or ITAM) in place, organizations could experience greater IT spend and inefficiencies, plus risk financial drain from security and non-compliance issues - So where can organizations truly achieve savings from an IT asset management perspective, and what are ITAM best practices? Find out in this on point presentation. Topics include: • Getting executive buy-in • Applying IT's analytics to managing assets • Should procurement work more heavily with IT asset management during negotiations? • What trends are being established that challenge the status quo with big manufacturers?
	INTERACTIVE ROUNDTABLE DISCUSSIONS	

5:25	1. Tapping The Talent Pool *Janice Pedini, Category Manager, IT,* **TD Ameritrade** 2. Who What Why: Supplier Rationalization 3. Going Green: Sustainable IT *Andrea Desimone, Purchaser Relations Manager,* **Green Electronics Council** 4. The Pleasures and Perils of Open Source Software 5. Dealing With The Rise Of OPEX	6. Guarding the Goods: Software Asset Management 7. At Your Service: Managed Services 8. Measuring Up: Benchmarking 9. Making A Statement: Statements Of Work 10. Bringing It Home: Nearshoring
6:00	**COCKTAIL RECEPTION**	

	DAY 2 **Wednesday June 20 2018** **Fear Factor: Defending IT Procurement**
7:15	Breakfast
8:05	Welcome
8:10	Chairperson Opening Remarks
8:20	**Keynote Presentation:** **The Dark Side : A Hacker's Hacks For Total Destruction, And How To Fight Them Off** Too often, it's assumed that traditional defenses like firewalls and antivirus software ensure your organization's systems are safe from intrusion - but most hackers change their approach with every attack. With no predictable pattern, how do you prepare your enterprise for a potentially disastrous invasion? What can procurement do to build the shield IT needs? Find out straight from the source in this thought-provoking presentation.
9:00	**Interactive Case Study:** **Into the Light: Reigning In Shadow IT** Shadow IT - tech related purchasing that happens without the governance of procurement - certainly isn't new -but with the current dominance of the cloud making tech purchasing easier than ever, it's become increasingly prevalent - and can quickly get out of control. These unauthorized purchases can lead to serious risks of data breaches and dangerous financial liabilities if procurement can't reign in the rogue spend. In this interactive case study, learn about building an enterprise model and foundational approach that's fast, agile, and take tech spend out of the shadows and into the light.
9:40	**Panel:** **Beyond The Basics: Taking Spend Analysis To The Next Level With AI** To run a truly world-class IT procurement function, greater visibility into supplier spend is essential, as the category is hyper-dependent on planning purchase timing and inventories to meet demand schedules and predicting future risks - and the addition of captured rogue spend complicates things further. While strong leadership and evolving best practices have played an important role in traditional analytics, new analytics technology that enables a sharper strategy has arrived. The rise of artificial intelligence is now helping procurement organizations gain new insights and shape new strategies not before possible with standard spend analytics approaches. In this panel, gain an understanding of how procurement leaders are taking their

	analytics strategies to the next level with AI, and how you can do the same.
10:20	AM BREAK
11:00	**Keynote Case Study With Client** *Executive from Method 180*

11:20	**Interactive Case Study:**
	Safe From Harm: An Infosecurity Success Story
	To implement the strong protections needed to fight a data breach, sourcing must step up and take on a prominent role. Staying sharply aware of the potential risks of information breaches in your day-to-day business is essential, and taking measures to protect information throughout the cycle of the procurement is a must. It's both a tough and crucial task - but the journey of one company that cracked the infosec code will inspire you to take it on and brainstorm how you can win the battle too.
	        • Aligning with infosecurity And Vendor Management
	        • Evaluation of supplier's cybersecurity infrastructure
	        • Weaving cybersecurity clauses into the contracts
	        • Identification of best-fit service providers
	
	Dave Quillin, Manager, Procurement, **Alliant Credit Union**

12:00	**Keynote Case Study With Client** *Executive from SLC*
12:20	**Workshop:** **Weathering The Storm: Preparing For Software Audits** With nearly all software suppliers seeking potential profit in auditing software compliance and usage these days, the painful procedures have become more and more frequent, extremely costly and draining on the IT function. So how does procurement prepare for and weather the inevitable storm of aggressive and challenging audits? In this hands-on workshop, you'll learn to develop a holistic strategy. • How to predict when audits may occur • What processes should you have in place to avoid potential violations? • Taking a proactive stance and conducting periodic in-house audits • How to respond to an audit without draining resources and putting IT initiatives on hold
1:00	**Keynote Case Study With Client** *Executive From Rimini Street*
1:20	LUNCH

	TRACK A Cloud IT Procurement	TRACK B On-Premise/Hosted IT Procurement
2:20	**Panel:** **The Cost Of the Cloud: Best Practices In the Great Data Migration** Cloud computing has gone well beyond being a simple buzzword. It's now a mainstream, fully-developed solution that's fundamentally changing the ways that companies do business. Although the ease of entry to the	**Panel:** **On Solid Ground: Managing Costs Of The Modern Data Center** The wild popularity of cloud based data storage in recent years has stolen the spotlight from traditional data centers - but as many of us know, they're alive and well at many organizations. There are a number of

	cloud enables organizations to easily rush in without a solid plan, a data center migration is a massive strategic undertaking that must be executed without causing a significant impact to business operations, performance and data protection requirements. In this workshop, get the clarification you need to make the move. · What are the important IT and data security issues and regulations you must be aware of? · Where will the data be located and who will have access? · Comparing cost-effectiveness of data storage in private, public and hybrid cloud · Understanding the total cost of ownership - are the desired cost benefits really being achieved? · What should procurements role be throughout the ongoing lifecycle process?	advantages - complete control over your data, equipment, and access, as well as easy customization with no permission needed from a vendor, and often, major savings - but enterprises with on-premises data centers are constantly juggling the capital and operational expense decisions that come with owning and operating them. So how do you keep the balls in the air and find the right balance when it comes to data center costs? Find out in this informative panel.
3:00	**ProcureCon Partner Presentation With Client**	**ProcureCon Partner Presentation With Client**
3:20	PM BREAK	
4:00	**Workshop:** **Doing The Deal: Negotiating For Cloud Contracts** Changing a traditional critical business application is a major undertaking -and none is more complex than moving to the cloud. Placing your trust in a third party to provide, and crucially, maintain a business-critical function can be daunting, but with the right negotiation tactics, you can be assured of a strong working relationship with your provider and a smooth transition. • How to ensure the supplier will deliver on all aspects of the implementation service, transition and associated managed service • How to drive down cost with cloud providers • Establishing the split of responsibilities between the client and 3rd party • Getting solid recovery measures in place • What is the exit strategy?	**Workshop:** **Major Savings With Infrastructure Maintenance** With every year, the IT infrastructure that supports businesses both large and small expands and evolves along with its costs and challenges. Since infrastructure and operations (I&O) comprises two-thirds of overall IT costs, it's the most obvious area for reducing expenses - and maintenance is the primary target. So how do you negotiate and manage the most beneficial maintenance agreements for your organization, counteract yearly increases and yield major savings? Find out in this presentation. · Consolidating multiple maintenance contracts · Seeking opportunities to extend equipment life · Analyzing existing maintenance and support contracts for appropriate SLAs · Maintenance vendor negotiation techniques
4:45	**Presentation:** **On the Level: Creating Substantial Service Level Agreements For Cloud** It's not hardware, it's not software - until you	**Presentation:** **Beyond Savings: Defining the Value in Software Defined Networks** The internet of things and cloud services are

	get your data back in an accessible mode at the end of the deal -it's a service level, and if you don't have solid SLA's in place, you could wind up spending way more than you're getting. This presentation will show you how to: • Conceive of results-based requirements • Create the right number and type of SLAs focused on those requirements • How to get providers to pay laser-sharp attention to specific outcomes • How to alter the behavior of providers to clinch desired results	increasing demand for better network manageability. Ensuring that thousands of hardware assets can transfer data efficiently used to require a lot of man hours and attention that was usually one step behind the needs of interconnected machines. Software Defined Networking provides professionals with the ability to manage the transport of digital information among devices either remotely or from a centralized environment. The benefits for procurement? It can help optimize total cost of ownership, and allow you to do more with fewer people. But how do you negotiate it and ensure all components work well together? And how can you reap the financial rewards of SDN for your company? Find out in this informative presentation.
5:05	**INTERACTIVE PARTNER ROUNDTABLE DISCUSSIONS**
	1. **Contingent Labor** 2. **Maintenance** 3. **Outsourcing** 4. **Contract Lifecycle Management** 5. **Cyber Monitoring** 6. **Product Lifecycle Management** 7. **Structuring an IT Equipment Recycling RFP** *Executive from Dynamic ITAD*
6:05	**COCKTAIL PARTY**

DAY 3 **Thursday June 21, 2018** **Strategizing For Innovative Supplier Relationships**

7:45	BREAKFAST
8:30	WELCOME
8:40	CHAIRPERSON OPENING REMARKS
8:50	**Panel:**

	Dancing With Disruption: Innovative Suppliers And Being An Agent Of Change Often, the smartest solutions are ones you've never heard of, and to find them, sourcing needs to look beyond the usual suspects and widen the net to new suppliers and products. If procurement is going to be a valued instrument of change at its organization, it must move away from just finding a cheaper way of working, and look for innovative suppliers that can revolutionize the existing business and make a significant impact on the bottom line. Change can be scary, however - so is the next big thing worth the risk? Find out in this illuminating panel. • Convincing stakeholders to take the leap • Sourcing and contracting in an agile environment • How to assess if an innovative supplier or product is a good fit • Negotiating liability-Where do you draw the risk line? • Creating flexible contracts with startups • Working with proofs of concept *Chaitra Garalapuri, Strategic Sourcing Manager (IT),* **Gap Inc.** *Fraz Baig, Senior Manager - Indirect Procurement***, Ace Hardware Corporation**
9:30	**Interactive Case Study:** **The VAR Factor: Using Vars To Show The Value Of Sourcing** Too many companies think of sourcing as simple bottom line negotiators that are leveraged as the "get it cheaper people." Too often, companies fail to understand the true breadth and value of sourcing as a function within the big picture. In this Interactive Case Study, learn how the tech procurement team at Starbucks created a seismic shift in how the company sees sourcing and vendor engagement by leveraging the appropriate vendors and giving them the flexibility to design solutions and help manage a major project. *Neal Poland, Sourcing Manager,* **Starbucks**
10:10	**ProcureCon Partner Presentation With Client**
10:30	AM BREAK
11:00	**Workshop:** **Making the Most Of Your Outsourcing Engagements** When considering outsourcing a portion or all of your information technology functions, there are many considerations you must take into account to ensure that you'll actually receive promised savings. This workshop will cover: • Selecting the right BPO for your organization- it's not one size fits all • Aligning your outsource strategy with your vendor strategy to drive value and reduce leakage • Achieving value creation and ROI based on what's outsourced and where • Have compliance costs and the dollar's continued weakness begun eating away at outsourcing's potential savings? • What is the lifecycle of an outsourcing engagement? How does that evolve over time? • Offshore vs onshore implications
11:40	**Presentation:** Leveraging Vars

12:05	**Panel:** **The Future of Vendor Management** Vendor management programs that focus only on savings and service-level agreements most likely fail to capitalize on some of the best opportunities, and could get left behind if they don't know what lies ahead. With this in-depth presentation, we'll focus on trends and disruptive changes that will take IT vendor management beyond 2017, and how you can begin to incorporate them into your organization. Topics include: • Examining the latest technology tools in Vendor Management • What automation means for the future of Vendor Management • What factors and trends will affect management of the value chain - service delivered and the ecosystem of vendors? • Making sure vendors have awareness of each other's technologies to enable integration, collaboration and talk about what future looks like
12:45	**Workshop:** **Mastering Best Practices in Contract Lifecycle Management** At any given time, IT procurement may be committed to many different contracts with various types of suppliers - a balancing act that can be difficult to navigate. However, no matter how many you're juggling, it's imperative that all aspects of contracts are tightly controlled - from creation to execution to analysis to maintenance. This in-depth panel discussion will explore every aspect of managing the IT contract, including: • Ensuring strong SLA's and how to know what will your supplier contractually provide • How to gain a better understanding of what you're buying, how it gets used and deployed, and the risks are for your company • What are the hidden "gotchas" in software contracts? • Tracking and enforcing contract compliance (performance or pricing) • Does the responsibility of CLM lie with a Vendor Management Office or Procurement, and why? When does Procurement stop and VMO take over? • What's the latest and greatest (or not so great) in CLM solutions?
1:25	**LUNCH AND CONFERENCE CONCLUDES**

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