

CIMA /Loughborough Shared Service Centre* Forum

Autumn- Winter Programme 2012

The Chartered Institute of Management Accountants and Loughborough University are pleased to announce the Autumn-Winter Programme of the SSC Forum.

There will be a mix of UK and overseas venues around a theme that has come out of member discussions at previous meetings; how to develop and project a value proposition for Shared Service? Whilst, this might at first appear to be mainly a concern for those SSCs that have reached maturity and need to forge and identity beyond transaction processing, there are a growing number of early stage centres who wish to establish a rationale and reputation beyond cost reduction. As usual, invited experts will present cutting edge thinking SSCs and lead discussion between participants.

The meetings in Wroclaw, Loughborough, and Colombo will specifically consider at how the SSC might be branded and then marketed to internal clients and also to external third party organisations.

1. Loughborough, 17th October 2012 - Marketing, Branding and sharing best practice

For the first time the Forum will be at Loughborough University and will coincide with the launch of the Centre of Global Sourcing and Services.

This time's invited expert will be Deepak Kewalramani of WNS, who will bring his extensive experience in service consultancy and captive BPO operations to the Forum by explaining the options for marketing and branding shared services. Also, by popular request, the afternoon will be focused on members explaining their experiences of issues and solutions. Members are encouraged to prepare a 5-10 minute presentation for the rest of the group detailing their best practice ideas and success stories from within their Shared Service Centre. With a variety of organization we are anticipating that there will be some tangible ideas to take away.

The day will conclude with a networking supper at a local bar/restaurant. We hope you can join us for what should be a stimulating and thought provoking event.

2. Wroclaw, Poland, 25th October 2012 - Value creation and hybrid sourcing models

The visit of the Forum to Poland presents a valuable opportunity for shared service professionals to compare the options of onshore vs offshore in one of the hotspots for European service location. A tour of an SSC facility will give an insight into how local skills are harnessed to provide services across a multi-national corporation. The objective is to create insights into how hybrid sourcing strategies and locations can be developed for both onshore and offshore contexts.

3. Atlanta, Georgia, 9th November 2012 - SSCs and the transformation of the Finance Function

Ian Herbert will lead a discussion of the ways in which shared service thinking can help to change the finance function and the implications for retained finance. This event is in conjunction with the Malaysian Development Corporation.

4. Colombo, Sri Lanka, 16th January 2013 - Marketing and Branding, recruitment and retention

WNS will again bring their extensive experience in service consultancy and captive BPO operations to the Forum by explaining options for marketing and branding shared services. As was popular in Kuala Lumpur last January, the issues around recruitment and retention will be explored in conjunction with an update of the development of professional qualifications for shared services.

About the Forum



The objective of the quarterly meetings is to bring together senior leaders in the field of FSSCs in an open and collegial manner to examine the common challenges faced by the continued evolution of the finance function and to share best practice. Past venues in the UK and Asia have included, Rolls-Royce, M&S, Shell, The Research Councils and The Department of Work and Pensions.

Ian Herbert, Senior Lecturer in Accounting and Financial Management, Loughborough University School of Business and Economics said, "We work closely with CIMA and their members to identify key topics of interest with both an academic and business focus. The Forum format provides an open platform for discussion, peer to peer, and the resulting papers are available to CIMA and Forum members to digest and discuss."

To reserve a place contact Chris Warner SSC Project Co-ordinator ssc-research-team@lboro.ac.uk
For further information on the project visit www.shared-services-research.com

*Managers from captive BPO operations are also welcome.