

"The Changing CIO and IT Services World"

John McCarthy, Vice President, Forrester Research
Bill Martorelli, Principal Analyst, Forrester Research

A banner with a purple background and a microphone image on the left. The text "NASSCOM & FORRESTER Knowledge Session" is written in white and yellow.

NASSCOM™
& FORRESTER
Knowledge Session

Friday, September 23, 2005,
3:30 p.m. to 8:00 p.m.,
MIDC Auditorium, 3rd Floor, Samruddhi Venture Park,
Central MIDC Road, Andheri (E), Mumbai

IT Implementation is increasing at a rapid pace. A larger number of industries are IT enabling themselves. At the same time, the vendor landscape is also getting crowded with a large number of players offering similar solutions. CIOs face an increasingly uphill task of selecting the right vendor and solution. They are under increasing pressure as the IT departments have come a long way from being cost centres. Return on Investment in IT is a key measure of the effectiveness of the CIO. In this changing scenario, the role of the CIO is being revolutionised.

On the vendor side too, the structure of the markets are changing at a rapid pace. The IT Services and the BPO industry are undergoing a sea change - especially in the areas of competitive postures and delivery standards. Certain trends could have a huge impact on the operations of offshore vendors.

We invite you to a session with **John McCarthy**, Vice President and **Bill Martorelli**, Principal Analyst of Forrester Research to understand the dynamics on the vendor as well as the client landscape

The event will focus on key market centric issues and cover both the US and European Markets. The session will cover the factors affecting the changing CIO and IT Services World - the issues, priorities, budgets and governance.

Program Agenda

- 3:30 p.m. - 4:00 p.m. - Registration
- 4:00 p.m. - 4:20 p.m. - Opening Address by
**Ravi Pandit, Chairman and Group CEO,
KPIT Cummins Infosystems Limited**
- 4: 20 p.m. - 5:05 p.m. - The Changing CIO World
**John McCarthy, Vice President,
Forrester Research**
- 5:05 p.m. - 5:20 p.m. - Q and A
- 5: 20 p.m. - 6:05 p.m. - The Changing IT Services World
**Bill Martorelli, Principal Analyst,
Forrester Research**
- 6:05 p.m. - 6:20 p.m. - Q and A
- 6:20 p.m. - 6:40 p.m. - Tea Break
- 6:40 p.m. - 7:40 p.m. - Discussion on Current Issues (Interactive Session)
- 7:40 p.m. - 7:50 p.m. - Open House
- 7:50 p.m. - 8:00 p.m. - Summation of Discussion by Session Chair

About the Speakers

John C. McCarthy, Vice President, Forrester Research

John leads Forrester's research efforts in the use of offshore providers and business process outsourcing -- the best practices for successful engagement, pricing models, and vendor assessment. He also manages the research efforts in Japan, India, Southeast Asia, and Australia. John has worked with leading-edge firms and governments in many countries, including Argentina, Australia, Brazil, Canada, Finland, France, Germany, Hong Kong, India, Japan, the Netherlands, New Zealand, Saudi Arabia, Singapore, South Africa, Spain, and the UK. He has delivered keynote addresses on the Internet and distributed computing at such premier industry events as Strategic Sourcing Interest Group, NASSCOM, COMDEX, the Milken Institute Global Conference, *Business Week* CIO Conference, Interop, Politics Online Conference, and Unix Expo. He has also appeared on "NBC Nightly News," MSNBC, "The NewsHour with Jim Lehrer," NDTV, CNBC, CNN and CNNfn, and Bloomberg TV. Before joining Forrester, John was an industry marketing consultant with Wang Laboratories. John also served as a consultant to John Hancock's Office Automation staff, designing and implementing personal computers and distributed midrange systems. John holds a Bachelor of Arts degree in European history and economics from Connecticut College.

William Martorelli, Principal Analyst, Forrester Research

Bill is a principal analyst in Forrester's IT Services group, with research responsibility for subjects including outsourcing, global sourcing strategies, utility-based services, managed services, business process outsourcing, application hosting, and Web hosting. He has more than 15 years of experience in IT technology and business consulting and has advised many clients on successful outsourcing and services management strategies. Bill came to Forrester through its acquisition of Giga Information Group. He previously worked in both research and business development roles for Giga, Hurwitz Consulting Group, CSC Index, and New Science Associates, where he served as senior vice president of research. Bill is a frequent speaker on topics relating to outsourcing, global sourcing, and utility computing. He has appeared on CNBC and has been quoted in a variety of business and technical publications, including *Business Week*, *The Wall Street Journal*, *Financial Times*, *Investor's Business Daily*, and *Financial Post*. Bill earned a B.S. in speech from Northwestern University.

Ravi Pandit, Chairman and Group CEO, KPIT Cummins Infosystems Limited

Ravi is an MS (Management) from Massachusetts Institute of Technology, and a Commerce graduate from Pune University. He possesses extensive experience of over three decades in the fields of IT, Corporate Strategy Formulation and Management Consulting. At KPIT Cummins, he leads the team in formulating corporate strategy, performance goal setting, investor relations, strategic transaction, and other board matters. He also plays a strategic role in the areas of investor and press relations, community initiatives and corporate governance. Before joining KPIT Cummins, he was an Audit Professional at Alexander Grant & Co., USA for one year, following which he became a partner at Kirtane & Pandit, Chartered Accountant (KPCA) from 1975-1990. Ravi is a fellow member of the Institute of Chartered Accountants of India. He is an associate member of the Institute of Cost and Works Accountants of India. He is also the President of Mahratta Chamber of Commerce, Industries and Agriculture. Ravi is also a frequent speaker at various national and international seminars.

Registration

This event is priced FREE for NASSCOM members and CIOs of IT user Companies. For others, the registration fee is Rs. 500/- per individual. For further information on the event please call 022-28234844/51 and ask for Ashwini Rao / Ashwin Shah

Please confirm your participation by completing the attached registration form and emailing it to mumbai@nasscom.org by 5 p.m. on the 22nd of September 2005.