

12th Latin American



SHARED SERVICES &
OUTSOURCING WEEK

August 20-22, 2018 | Ritz Carlton Coconut Grove, Miami, FL

SSOW

Latin America

Bienvenido A MIAMI!

Dear Change Leader,

Are you a:

- SSO leader based in Latin America?
- Global SSO leader spearheading service delivery in the region?
- US-based executive responsible for outsourcing decisions?
- Inspired executive looking to chart your SSO journey in Latin America?

If you answered YES to any of the above, you've come to the right place! With 2018 already shaping up to be a year of transformation, you're already thinking about driving cultural change and digital disruption as paramount elements to your SSO strategy. In its 12th iteration, Shared Services & Outsourcing Week Latin America returns as the ONLY event in the U.S. laying the groundwork for business service leaders in the Latin American region to share innovative approaches for leveraging shared services and outsourcing models to dramatically reduce costs and gain efficiencies.

We look forward to meeting you in Miami.



Jules Miller
Senior Conference Director
SSON



Heather King
Portfolio Director
SSON Americas

Engaging SPEAKERS



Juan Felipe Gomez
Chief Financial Officer
- Latin America
Iron Mountain

NEW



Mirtha Yamamoto
Group Director, Shared
Services Delivery
Americas
MMG

NEW



Andres Ponton
Venegas
Director of Shared
Services
Ecopetrol

NEW



Ricardo Wolf
Senior Director of
Finance Shared
Service Centers
PepsiCo

NEW



Mary Cahajuana
Services Delivery
Support Supervisor
MMG

NEW



Christian Yllescas
Correa
Business Services
Head for the
Americas
LEDVANCE

NEW



Juan Araya
Center of Excellence
Leader
Uber

NEW



Charlie Calderon
Global Head of
Operational Excellence
World Vision

NEW



Fernando Marossero
Shared Service Center
Director
Tenaris

NEW



Ivan Rodriguez
HR Leader, Global
Shared Services
Johnson & Johnson

NEW



Alejandra Jaramillo
Gonzalez
Director of Shared
Services
Comfandi

NEW



Camilo De La Vega
Senior Finance Leader
Lego Group

NEW



Francisco Quintana
Rivera
Director of Finance
and Shared Service
Center, Americas
Mabe

NEW



Guillermo Cordoba
Security Administrator
and Project Manager
Mabe

NEW



Ulisses Donato Caruso
Strategy Program
Manager
IBM Brazil

NEW



Adriana Garay
IT Services Leader
IBM Brazil

NEW



Chuy Michel
Director of
Global
Business
Services
Herbalife

NEW



Wendy Ivanov
Business
System
Director,
LATAM
Johnson & Johnson

NEW



Mario Maneyro
Latin America
Finance
Manager
PepsiCo

NEW



Jairo Quiros
VP Global
Shared
Services & Site
Leader - Costa
Rica SSC
Equifax

NEW



Ruben Vargas
Sourcing
Director
Thomson Reuters

NEW

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THE SSOW

Latin America

DIFFERENCE

Immerse yourself in the experiences that keep shared services leaders coming back each year.

AROUND THE WORLD NETWORKING RECEPTION

End the first main conference day with delicious food & liquor pairings from all over the world in our expo hall reception!



INTELLIGENT AUTOMATION FUNDAMENTALS TRACK

Hear from the industry's best and brightest to ensure your fill on all things IA, RPA, & Machine Learning.



FIRST & OLD TIMERS' CLUB

New to SSOW Latin America? Not your first rodeo? Mingle with your peers from all over the Americas in our first & old timers' club breakouts during the morning networking break.



DEMO DRIVE & RAFFLE

Learn from world class providers during demo drives for a chance to win awesome prizes!



AFTERNOON SIESTA BREAK

Unwind from a day of learning and head over to our relaxation station for some R&R time. networking break.



INTERACTIVE DISCUSSION GROUPS [IDGS]

Make some of your most valuable connections & dive into your most pressing SSO challenges during these small group, practitioner-ONLY discussions.



Attendee SNAPSHOT

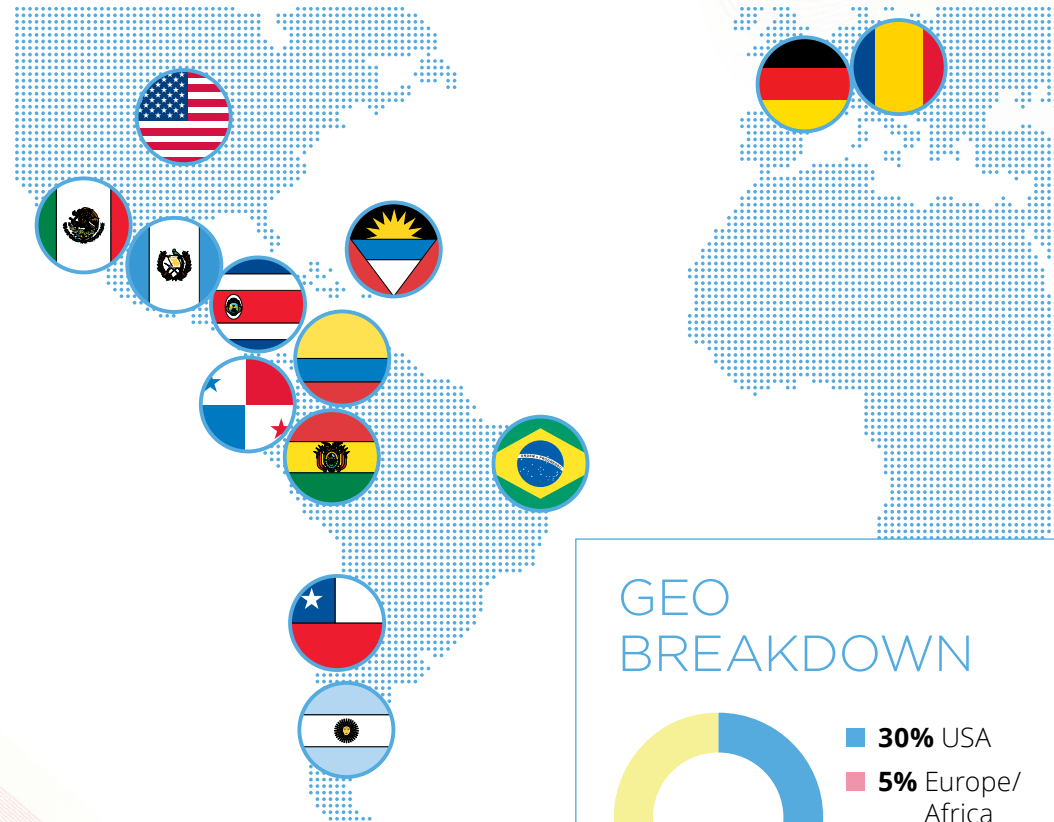
WHO ATTENDS?

HEADS, VPS, DIRECTORS, AND MANAGERS OF:

- Shared Services
- Global Business Services
- (GBS)
- Finance
- Human Resources
- IT
- Payroll
- Outsourcing & Vendor
- Management
- Supply Chain
- Automation
- Digital Transformation
- Procurement
- Global Process Ownership
- (GPO)
- P2P
- O2C
- R2R
- Business Transformation
- Data Management
- HRIT and HRIS
- Call Centers/ Customer
- Service
- Controllers

2017 SNAPSHOT

ATTENDEES TRAVELED FROM



8:30AM **Registration & Coffee**

9:00AM **WORKSHOP A: The Power of Many: Drive Operational Excellence with Limited Resources**

- Effectively transition work for a significant number of countries in a fairly short time frame
- Drive transformation that enables better collaboration and the adoption of standard processes and best practices across the board
- Integrate on-going continuous improvement efforts with the use of business intelligence tools to drive improvement in all processes supported by shared services

Hosted By:

Charlie Calderon
Global Head of Operational Excellence
World Vision

11:00AM **Registration for Workshop B & Refreshments**

11:30AM **WORKSHOP B: Build an RPA Strategy for Your SSO Operations**

- Identify and assess opportunities for automation
- Develop the operating model and governance structure
- Collaborate with appropriate partners including business units and IT
- Deploy and maintain 'bots'

Hosted by:

Esteban Carril
Managing Director LATAM
Chazey Partners

Craig Ackerman
Global Head of RPA
Chazey Partners



1:30PM **Registration for Workshop C & Boxed Lunch**

2:00PM **WORKSHOP C: Guiding Principles to Create the Next Generation FSSO**

Without a comprehensive approach to driving change, even the most untouchable business transformation strategy will fall flat. In the comprehensive workshop, you're invited to take a deep-dive into the most pervasive change management challenges business services leaders face when it comes to shared services/outsourcing and how you can best overcome them. Attend and take home proven approaches to:

- Engage customers from day one. Build a comprehensive strategy for communicating changes with customers as well as develop a compelling brand for your SSO to drive awareness and user adoption
- Build an evidence-driven case for change. Learn how to "speak the language of the business" to ensure leadership and stakeholders understand your rationale for change and position your organization as a key enabler of business growth

Hosted By:

Eduardo Prada
Director general
Eduardo Prada Consulting

Brad DeMent
Partner
ScottMadden, Inc.



4:00PM **End of Workshop Day**

8:00AM **Registration & Breakfast**

8:45AM **Chairperson's Opening Remarks**

9:00AM **OPENING KEYNOTE: The Future of Work: Develop a High-Value Center of Excellence Strategy Amid Fast-Changing and Explosive Growth**

- Tactics to build high-performing teams thriving on change, and building millennials as managers
- Enable concurrent business process management, improvement tactics and automation efforts for long term success
- Approaches to build sustained partnerships with stakeholders demanding adaptability to market evolution

Juan Araya
Center of Excellence Lead
Uber

9:45AM **PANEL: Take the Plunge into Automation—How to Build an RPA Component into Your Strategic Technology Roadmap**

Many organizations have multiple systems in place to support their processes; from hiring/onboarding to development/performance to off-boarding. Each system has their unique structure and customer value. Many times, these systems are not integrated and the manual support of these processes and data resides in a Shared Services team. An initial focus on process optimization will reduce waste and increase efficiencies. Automation can decrease the manual support and bridge the gap between systems.

- Double the capacity of the workload without additional resources
- Overcome the constraints of "legacy" systems at a low cost
- Free up employees to focus on customer needs

Panelists:

Ricardo Wolf
Senior Director of Finance Shared Service Centers
PepsiCo

Hosted by **UiPath**



10:30AM **Morning Networking Break & Demonstration Drive**

Your roadmap to success starts here! Preview cutting-edge tools & technologies in 5 minute speed rounds.

11:30AM **Interactive Discussion Groups [IDGs] – You Pick Two!**

Interactive Discussion Groups (IDGs) are small group discussions designed to provide our attendees with a highly customizable learning experience that addresses their unique SSO, GBS and Outsourcing challenges. Don't miss out on this rare opportunity to brainstorm alongside industry peers and experts alike! Each IDG will last 40 minutes. When you register, please select 2 out of 3 to participate in.

IDG #1 Cross Functional Benefits of Intelligent Automation

- Which industries & functional departments are best suited for intelligent automation and why?
- What can a variety of industries and functional departments learn from each other in setting up their IA programs?

Hosted By: **Symphony**



IDG #2 Enable your GBS to Create New Capabilities for the Enterprise

- Explore how GBS Centers can re-deploy existing talent, IT & processes to create new, higher value offerings for the business
- Set up a central global graphic design and translation team with increased capacity (2X-3X) by working very closely with the corporate function and regions
- Establish new ways to operate and deliver value to the market place, yielding back-office horse power to increase front-office reach.

Chuy Michel
 Director of GBS
Herbalife

IDG #3 Digitally Transform your Talent Strategy

- Build career paths in a modern SSC, and identify the different routes your talent can take
- Reassess your talent needs: Digital, data, knowledge-based, and where to get these skills
- Identify and embed digital capabilities in emerging skill sets-- customer focused, cross-functional, technical/programming skills

Ruben Vargas
 Sourcing Director
Thomson Reuters

IDG #4 RPA Journey: Starting Small & Scaling Up

- Where to start with your RPA journey & best processes to select for first phase automation
- The importance of quick wins & examples
- How to scale RPA within your organization

Hosted By: **Softomotive**



12:55PM **NETWORKING LUNCHEON**

Hosted By: **Uruguay XXI**



TRACK SESSIONS BEGIN - CHOOSE BETWEEN CONCURRENT SESSIONS

SHARED SERVICES BASICS

Fundamentals track designed to help you develop and advance your SSO Journey

IA FUNDAMENTALS

Looking to grow and optimize your intelligent automation journey? Then the sessions below are for you

1:55PM

Build a Global Services Culture to Promote Engagement and Collaboration

Newly created Shared Services organizations may struggle with employees feeling outsiders from the core business resulting in disengagement and a lack of belonging. In this session, you will learn how Johnson & Johnson through its "WE Belong" program has managed to:

- Create a culture of engagement and belonging to J&J and Global Services
- Promote our core business values in a service-oriented organization
- Drive innovation and collaboration across regional boundaries

Ivan Rodriguez
Human Resources Leader, Global Services Latin America
Johnson & Johnson

Build a Center of Excellence to Consolidate your RPA Strategy

- Design a RPA pathway suitable to your Organization
- Involve IT with the proper role and caring about change management
- Get ready to escalate the RPA capability beyond the SSC

Fernando Marrossero
Shared Services Center Director
Tenaris

2:40PM

Move from Transactional to More Strategic Services

- Transform KPIs from SLA accomplishments to quality assurance
- Methods on introducing the Lean culture to Shared Services operations, including the "
- Invoicing structure: best practices on obtaining productivity yearly challenge of 5% cost reduction

Christian Yllescas
Business Services Head for the Americas
LEDVANCE

RPA and Talent Management 2.0: Build Internal Efficiency in the Digital Age

- Train talent for a future wherein human and digital capital intermingle
- Collaborative approaches in building stronger internal teams to manage RPA projects
- Approaches on managing automation anxiety, including a five step change management methodology

3:25PM

AFTERNOON NETWORKING SIESTA: Don't miss your chance to unwind and visit the solution providers that best meet your current and future technology needs

4:10PM **PEPSICO URUGUAY CASE STUDY: Benefits of Hiring Experienced Talent in a Shared Service Center**

- Break from the norm-- engage all generations in high quality services, rather than just focusing on millennials
- Learn about PepsiCo's journey to understanding the value of generational diversity talent in Colonia, Uruguay
- The organization's services to LATAM relying on the company's key diversity and inclusion principles

Mario Maneyro
Latin America Finance Manager
PepsiCo

Hosted By: **Uruguay XXI**



4:55PM **CLOSING INSIGHTS: Promote a More Agile Culture in Shared Services**

- Strategies on gaining employee buy-in and forming collaborative teams
- Use a balance scorecard to measure efficiencies
- Lessons learned from implementing culture change, data for decision-making, and reducing time to transformation lessons learned

Ullisses Donato Caruso
Strategy Program Leader
IBM Brazil

Adriana Garay
IT Services Leader
IBM Brazil

5:40PM **END OF DAY ONE: Around the World Cocktail Reception**

You learned a lot today. Unwind from all the action-packed content over drinks with your peers all over the Americas!

8:30AM **Registration and Coffee**

9:00AM **Chairperson's Day One Recap and Welcome Remarks**

9:15AM **OPENING PANEL: Cultural Differences in Latin America and their Impact on Shared Services in 2018**

- Leading pressing economic and political issues affecting the shared services & outsourcing industry in Latin America
- Potential changes to US trade policy, currency fluctuations
- How SSO leaders in the LATAM region can effectively enable trust in organizations

Panelists:

Juan Felipe Gomez
Chief Financial Officer - Latin America
Iron Mountain

Wendy Ivanov
Business System Director, LATAM
Johnson & Johnson

Chuy Michel
Director of GBS
Herbalife

10:00AM **Promote a Culture of Transformation and Continuous Improvement**

Ecopetrol is the largest company in Colombia, one of the 50 largest oil & gas companies in the world and one of the four largest in Latin America. Its Shared Services Organization provides transactional and value added services (HR, infrastructure, assets, financial and administrative operations). As a result of the oil crisis, the organization had to quickly reinvent itself as a driver of sustainable efficiency, partnering with the business to provide services for Ecopetrol and its Corporate Group. Currently, the group employs a multidisciplinary team and an integrated network, offering solutions that generate value throughout the country. This session will detail the SSO's overall transformation to becoming one of the most successful SSOs in Latin America and its commitment to innovation and continuous improvement—yielding 86% satisfaction levels.

- Reinvention strategies to build a sustainable and successful way of working
- Develop differentiating, high performance capabilities for innovation and continuous improvement
- Become a strategic ally to the business through value added services

Andres Ponton Venegas
Director of Shared Services
Ecopetrol

10:45AM **Morning Networking Break & Demo Drive Prize Drawing- Stay tuned to find out if you are a true prize winner!**

11:30AM **Sponsored Presentation**

Hosted By: **Automation Anywhere**



12:15PM **Lessons Learned from Setting up a Multi-Function Shared Business Services in Three Years**

Set up a vision and a mission, through capturing services from a local mine operations to transitioning services from Lima, Peru to Vientiane, Laos - a global processing hub

- Improve internal collaboration, talent retention, and an emphasis on driving employee experience through self-services
- Manage local customers' expectations and perceptions, and implement analytics to anticipate internal customer's needs

Mirtha Yamamoto
Group Director, Shared Services Delivery Americas
MMG

Mary Cahajuanca
Services Delivery Support Supervisor
MMG

1:00PM	NETWORKING LUNCHEON
2:00PM	<p>Identity Management (IDM) Administration on a Shared Services Center</p> <p>The importance of administrate a correct segregation of duties within an organization has several benefits on how to handle all end-to-end processes within an organization. Having a defined methodology, robust controls, the correct technology tools and an experienced team, guarantee the correct assignation of system accesses to all employees, and in accordance to single job description. In this session, you will find out:</p> <ul style="list-style-type: none"> • The importance of having IDM in your Shared Services Center • Have a correct division of duties establishing a strong access control administration • Find the advantages of having the correct technological tool SAP IDM, to support the correct segregation of duties and access control <p>Francisco Quintana Rivera Director of Finance and Shared Service Center, Americas Mabe</p> <p>Guillermo Cordoba Security Administrator and Project Manager Mabe</p>
2:45PM	<p>Become a Strategic Business Partner</p> <ul style="list-style-type: none"> • Transform from a transactional to a strategic operation • Strategies on strengthening the service culture • Use metrics that demonstrate the maximization of organizational effectiveness <p>Alejandra Jaramillo Gonzalez Director of Shared Services Comfandi</p>
3:30PM	Afternoon Networking Break - Don't miss your final connections!
4:00PM	<p>Improve Performance in Accounting Through Continuous Improvement</p> <ul style="list-style-type: none"> • Set KPIs on a global scale • Measure performance in each region when it's so varied • Encourage healthy competition while boasting reductions, up to 80% in some areas <p>Camilo De La Vega Senior Finance Leader Lego Group</p>
4:45PM	Conference Adjourns - See You Next Year!

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WHO IS SSON...

And how can we help you?

12th Latin American



SHARED SERVICES & OUTSOURCING WEEK

The **Shared Services & Outsourcing Network (SSON)** is the largest and most established community of shared services and outsourcing professionals in the world, with over 120,000 members. Established in 1999, SSON recognized the revolution in business support services as it was happening, and realized that a forum was needed through which practitioners could connect with each other on a regional and global basis. SSON operates under three distinct brands, each offering shared services professionals the information, tools and connections they need to do their jobs.



THE WORLD'S LARGEST SHARED SERVICES & OUTSOURCING NETWORK

SSON is a one-stop shop for shared services professionals, offering unrivalled learning and networking opportunities both face-to-face and online through:

- ▶ 40+ industry leading events across the world
- ▶ SSON Excellence Awards Program
- ▶ Cutting edge editorial and industry news
- ▶ Exclusive interviews with industry leaders
- ▶ Surveys, reports and white papers
- ▶ Online events and webinars
- ▶ Vendor directory
- ▶ Jobs board

www.ssonetwork.com



ANALYTICS

SSON Analytics is SSON's global data analytics centre, offering visual data insights that are simple, accurate, and digestible to the global shared services and outsourcing community, through a variety of tools and reports:

- ▶ Visual Analytics Workbooks focus on specific countries or regions to give you a 50,000ft view of the shared services landscape
- ▶ The City Cube compares shared services locations around the world across a variety of metrics
- ▶ The Shared Services Atlas locates shared services hotspots around the world from a global database of 7000+ centres

www.sson-analytics.com

EXPERIENCE

Miami

MUSEUM OF ICE CREAM

Create your own ice-cream flavor and indulge in a mystical world at the museum of ice cream in downtown Miami. Don't forget to bring your camera for everything is highly instagramable and painted in millennial pink!

VIZCAYA MUSEUM AND GARDENS

A 1914 mansion turned museum. Historic estate with formal gardens & sculptures, grottoes & circa. Explore this breathtaking architecture and heritage.

WYNWOOD ART CENTER

For those with a creative side, head on down to Wynwood art center for street art, local graffiti murals and contemporary art designs.

CRANDON PARK

Need some quiet time? Crandon park is a popular island park with protected beaches, tennis courts, amusement centers, eco-tours & concessions.

MIAMI DESIGN DISTRICT

For the bold and beautiful. The design district is known for its sleek modern architecture, upscale interior design stores, art galleries, luxury fashion and jewelry boutiques.

FAIRCHILD TROPICAL BOTANIC GARDEN

If you're a horticultural enthusiast then you don't want to miss out on this destination. It even has a butterfly exhibit!



Venue & ACCOMMODATION

The Ritz-Carlton Coconut Grove

3300 SW 27th Ave, Miami FL 33133, United States

Website: www.ritzcarlton.com/en/hotels/miami/coconut-grove
Phone: (305) 644-4680

More than a luxurious hotel, The Ritz-Carlton Coconut Grove, Miami is a fitting locale for a special event, important meeting or memorable function. Along with manicured gardens and a delightful pool, the hotel features extensive event and pre-functions space, including a 3,200 square-foot garden courtyard and the 5,200 square-foot Ritz-Carlton Ballroom. The relaxed, elegant setting is ideal for conducting business, while offering numerous stress-relieving activities nearby, along with a Fitness Center and Boutique Spa, which is known for its personalized service and treatments.

PRICING & REGISTRATION

3 Easy Ways to Register



Call
1-800-882-8684



Email
enquiry@iqpc.com



Register online
www.ssowlatam.iqpc.com

PRIMARY	Register & Pay By 22-June-18	Standard Pricing
All Access + 12 month premium subscription to SSON analytics	\$3,994 Save \$300	\$4,294
All Access: Main Conference + All 3 Workshops	\$2,995 Save \$300	\$3,295
Main Conference	\$2,195 Save \$300	\$2,495
12 month premium subscription to SSON analytics		\$999
One Workshop		\$569

VENDORS	Register & Pay By 22-June-18	Standard Pricing
Main Conference	\$3,495 Save \$300	\$3,795
One Workshop		\$569

TEAM DISCOUNTS*	
NUMBER OF ATTENDEES	SAVINGS
Group of 2 to 3	15% off standard rate
Group of 4 or more	20% off standard rate

*Discounts apply to registrations submitted together, at the same time. Cannot be combined with any other discount

*IQPC reserves the right to determine who is considered an End-User or a Vendor upon registration for an event. Those who are determined a vendor will be denied access to End-User pricing. These prices are featured as a limited time only promotion. IQPC reserves the right to increase these prices at its discretion.

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MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

*CT residents or people employed in the state of CT must add 6.35% sales tax.

Team Discounts: For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

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