

# OUTSOURCING CONTRACTS AND SLAs MASTER CLASS



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# OUTSOURCING CONTRACTS AND SLAs MASTER CLASS

12 October, 2010 | Karachi Marriott Hotel | 14 October, 2010 | Pearl Continental Hotel, Lahore | 9:00 am to 5:00 pm

## Overview

Outsourcing as a business practice is gaining popularity among both private and public sector organizations in the Middle East and South Asian region. It is a relatively new phenomena in this region. The idea of handing over part of your business processes to another to perform has not typically been the method adopted by MENASA companies and governments. For sub-continental countries like Pakistan, outsourcing presents huge opportunities: as a country destination for providing outsourced services (following the already booming Indian example), as an agent for transforming and modernising government, as a business model for importing innovation and competitiveness into business.

For corporates and governments, outsourcing in the current financial-troubled times not only can deliver cost-cutting measures, but can increase the delivery of value to customers or citizens. Outsourcing requires a high degree of leadership and senior management commitment, a systematic and comprehensive approach, and a good deal of change management. And like any business model, in the context of Pakistan, outsourcing must take into account the cultural, political and business environment unique to this country. In the current environment of economic uncertainty, outsourcing of key business services has taken on even greater importance. The cost reduction and value creation opportunities are now even more compelling, however it is also true that contracts and relationships are re-examined and, if necessary, transformed to reflect changing risk dynamics, improvements in technology and a changing supplier landscape.

Companies and government bodies need to ensure that their outsourcing contracts reflect the outsourcing relationship they want to achieve - it is an unfortunate reality that too many contracts lack sufficient flexibility, are poorly drafted and do not focus the parties on maintaining a close commercial relationship based on shared objectives.

## Benefits of Attending this Master Class

This Master Class will provide the attendees with the benefit of learning from an experienced legal professional who lives and works in the region, as to current best practice in contracting for outsourcing success.

### Attendees will gain:

- An overview of current outsourcing models and benefits
- A detailed understanding of problems and risks associated with outsourcing
- An improved understanding of the contractual issues to consider in an outsourcing contract
- A comprehensive knowledge of service level regimes and the alignment between service level arrangements and governance
- Tactics, options and strategies for renegotiating contracts and an understanding of current topical issues in outsourcing contracts.

## Who Should Attend

- C-Level Executives (CEO, CFO, CPO, CIO etc.)
- General Managers and Managing Directors
- VPs, Directors, Managers and Heads of
  - Contracts
  - Legal
  - Procurement
  - Information Technology
  - Finance
  - HR
  - Operations
  - Corporate Affairs
  - Vendor Relationships
  - Auditing
  - Corporate Governance
  - Business Development
  - Outsourcing

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## Specific Contract Issues: Contracting for success

- Introduction to outsourcing models
- Common outsourcing problems
- Risks in outsourcing
- Partnership contracts
- Key commercial issues
- Contract management

## Service Level Agreements: Ensuring the SLA model delivers the strategic needs and benefits expected

- Why have service levels
- The basics
- Legal issues – service credits
- Industry standard approach
- Topical service level issues

## Re-negotiation and Restructuring of contracts: Dealing with changing business needs (Part 1)

- Change management
- Mid-term reviews
- Benchmarking

## Re-negotiation and Restructuring of contracts: Dealing with changing business needs (Part 2)

- Termination – options, risks, planning
- Exit and transition issues

## Comments from previous attendees

*"Worthwhile topic"*

*"Liked it - made you think"*

*"Good use of the stage. Humour. Excellent myth busters"*

*"Well presented, clear and well spoken. Knowledgeable presenter. Well experienced"*

*"End of session discussion was good"*

*"Liked the idea of a shared service credit pool"*

*"Was very enlightening as to what suppliers need."*

*"Puts some of the behaviours into perspective"*

*"Good engagement, humour and content"*

*"Provide a different perspective of the contract negotiations"*

## Course Trainer



**Quentin Lowcay**

Partner  
Kensington Swan

Quentin Lowcay is the senior Outsourcing and Procurement partner at Kensington Swan, the New Zealand based international law firm, with local offices in Abu Dhabi.

Quentin has over 16 years experience in the technology sector, and was a former IBM New Zealand general counsel, has been seconded to Fujitsu and Unisys, and was the principal outsourcing adviser to EDS UK and Accenture UK whilst at Allen & Overy in London.

He has been the lead Asia-Pacific adviser to the global outsourcer HCL Technologies (based in India), and is a lead adviser to several multi-nationals in relation to global technology and procurement contracts.

Quentin specialises in complex strategic sourcings for customers, suppliers and Governments in Australasia, Asia-Pacific, India and Dubai. He has been working in the Gulf Region for over 6 years. Quentin is a Tier-1 specialist, and ranked internationally as a leading adviser in his field by Chambers Global and Asia-Pacific Legal 500.

Quentin is a prominent commentator and author on the topics of outsourcing and related strategic procurement issues, regularly speaking in Dubai, Abu Dhabi, Australia, New Zealand and India, and being the lead author of the book "Mallesons on Outsourcing".

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**TerraBiz**  
Training | Conferences | Exhibitions

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## Registration Note:

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledge by Terrabiz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, Terrabiz reserves the right to cancel or postpone the event.

For onsite customized programs by **Quentin Lowcay**

Please contact **Akbar Aqil**

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## Workshop Investment:

**Rs. 31,500/-** Per Participant

\*Early Bird Discount: (Before 20<sup>th</sup> Sep 2010)

**Rs. 29,500/-** Per Participant

\*Every 4<sup>th</sup> Participant from the same organization will attend

**FREE**

Includes course ware, Terrabiz certificate, lunch, refreshments and business networking.

\*Discounts are mutually exclusive

**TerraBiz**  
Training | Conferences | Exhibitions

We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more

recent event are the Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabiz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

Terrabiz Human Capital Management Conferences which were held in Karachi and Lahore in April'09 and July'09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the 11th Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured.

We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabiz has also organized some events with Google Pakistan.

Terrabiz was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

Send your cheque in favor of "**Terrabiz**"  
to **Murad Hassan**

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