

Outsourcing & Contact Centre East Africa



“Seize the opportunity”

Hilton Hotel, Nairobi, Kenya
11-12 November 2009

Held under the auspices of



Supporting Organisation

KENYA BPO &
CONTACT CENTRE
SOCIETY
Outsource to Kenya

An AITEC Africa Event



CONFERENCE PROGRAMME

Day 1 – Wednesday 11 November 2009

<p>9am SESSION 1</p> <p><i>MODERATOR:</i> Sean Moroney, Chairman, AITEC Africa</p>	<p>INTERNATIONAL INDUSTRY LEADERS SHARE THEIR MARKET KNOWLEDGE</p> <p>WELCOME ADDRESS Paul Kukubo, CEO, Kenya ICT Board</p> <p>KEYNOTE 1 Reaching strategic markets through brand & value recognition Jerry E. Durant, Chairman Emeritus, The International Institute for Outsource Management, USA</p> <p>KEYNOTE 2 Learning from Asia's successes and failures Bobby Varanasi, Chairman & CEO, Matryzel Consulting, Malaysia & Asia Ambassador, International Association of Outsourcing Professionals</p>
<p>10.30am</p>	<p>Refreshment Break</p>
<p>11am SESSION 2</p> <p><i>MODERATOR:</i> Gilda Odera, Chairperson, Kenya BPO & Contact Centre Society</p>	<p>LESSONS FROM SOUTH AFRICA'S BPO JOURNEY</p> <p>BPO is still booming in tough economic times Sandile Gwala, Director, Deloitte, South Africa</p> <p>Alternative service delivery models – Government and industry collaboration Nkateko Sibiyi, Chief Operating Officer, Sibize International Calling, South Africa</p> <p>Developing Africa as an outsourcing destination Pumela Salela, Director, BPO & ICT Enabled Services, Department of Trade & Industry, South Africa <i>How current and potential outsourcing countries in Africa can pull their strengths together to position the continent as a viable outsourcing destination. With the wave of undersea cables due to be completed by 2011, the stage is set for African countries to be major players in the BPO space.</i></p>
<p>12.30pm</p>	<p>Exhibition Networking</p>
<p>1.30pm</p>	<p>Lunch</p>
<p>2.30pm</p>	<p>MANAGEMENT SYSTEMS & METHODOLOGIES</p>

SESSION 3 FOR SUCCESSFUL OUTSOURCING

MODERATOR:
Joseph Wariungi, CEO,
Advantech Consulting,
Kenya

Distributed BPO Teams - Another opportunity occasioned by East Africa's recent connection to international fibre-optic networks

Mugure Mugo, CEO, Preciss Services, Kenya

This presentation looks at the relatively new phenomenon of globally distributed BPO teams, and how the East African region could benefit from it.

Developing an outsourcing joint venture across Africa: A case study on Simbatech and Direct Channel

Irene Taruru, Executive Director, Direct Channel Simbatech, Kenya

Export Processing Zones: Incentives, advantages and facilities for BPO success

Margaret Waitthaka, Manager, New Investments, Export Processing Zones Authority, Kenya

Strategies for BPO growth

Kai Wulff, CEO, Kenya Data Networks

Contact centre systems for competitiveness

Cyrus Sang, Group CTO & Executive Director, Strategy & Technology, Jamii Telecom, Kenya

4.30pm

Refreshment Break

5pm

TRAINING WORKSHOP 1

WINNING AT MATCH-MAKING



Jerry E. Durant, Chairman Emeritus,
International Institute for Outsource
Management, USA

The process of connecting with potential buyers is an awkward dance. Suppliers are anxious to establish sales opportunities, while curious buyers are looking for information and not heavy-handed selling. So, as a supplier how can you create a climate that is conducive to constructive, positive and fruitful relationship building that establishes a firm foundation for sales opportunities. In this workshop session an international outsourcing doyen shares his extensive experience with delegates to guide them how to capture immediate attention,

make a lasting first impression, and how to close their discussion with potential clients on a note inspired by future interest opportunities.

6.30pm

Networking Cocktail Reception

Day 2 – Thursday 12 November 2009

<p>9am SESSION 4</p> <p>MODERATOR: John Mwangi, GM, AITEC East Africa</p>	<p>DEVELOPING SPECIALISED OUTSOURCING SERVICES – Part 1</p> <p>Creating an effective outsourcing roadmap to enable BPO/ITES growth in Kenya – An emerging means to excellence and success Lakshmanan Manickam, GM, Ken-Tech Data, Kenya Suggestions regarding the future tasks to be undertaken by Kenya's BPO providers to strengthen their footprint in the International market and differentiate themselves from their global competitors, leading to the rapid growth of the Kenyan BPO Industry.</p> <p>Case study on a farmers helpline Nicholas Nesbitt, CEO, KenCall EPZ, Kenya</p> <p>Virtual sourcing Henning Søgaard Nielsen, CEO & MD, SCR Gruppen, Denmark</p>
<p>10.30am</p>	<p>Refreshment Break</p>
<p>11am SESSION 5</p> <p>MODERATOR: Caroline Juma, CEO, Kenya Computer Resources</p>	<p>DEVELOPING SPECIALISED OUTSOURCING SERVICES – Part 2</p> <p>Creating a sustainable IT-BPO niche through software testing Roland Omoresemi, President, Tezza Business Solutions, USA</p> <p>Curbing cybercrime: Opportunities for outsourcing in Africa? 'Gbenga Sesan, Executive Director, Paradigm Initiative Nigeria While outsourcing provides innumerable opportunities for Africa (businesses, government, etc), the obvious threat of cybercrime is a valid reason for caution, especially as perpetrators engage in increased sophistication and expertise in the deployment of their vices. However, on-the-ground work in Nigeria reveals that there may actually be an opportunity in the act of curbing cybercrime – which many operators have literally factored in as expected incidents. This presentation discusses the idea that the army of young people who daily besiege public cafes to attempt cybercrime acts can come a pool of 'experts' that will provide much-needed human capital in the sector, especially considering the passion and time invested in cybercriminal activities, and the opportunity for a rehabilitation program that addresses the ills that lure many of these youth into the act.</p> <p>Software development outsourcing: Practical lessons from a Kenyan operator Agosta Liko, MD, Verviant Consulting Services, Kenya</p> <p>Outsourcing the Monitoring and Evaluation function in NGOs Joseph Waruingi, MD, Advantech Consulting, Kenya The scope and content of Monitoring and Evaluation (M&E) has changed significantly over the past decade. It is now used extensively in all developed and developing countries to assess performance in both private and public sectors across a wide range of activities. Identification, accurate collection and rigorous analysis of performance indicators are considered essential for managerial feedback and public accountability in the delivery of services. Aid agencies are</p>

required to conform to stringent project reporting requirements in order to satisfy the wide range of stakeholders. Project monitoring and evaluation (M&E) information systems (IS), frequently a requirement for funding, are believed to inform the reporting process. The continuing challenge for NGOs has been to develop systems that serve the needs of process and bottom-up approaches to development activities, using combinations of formal survey and participatory techniques. Many NGOs lack the capacity to employ in-house ICT staff who are well skilled to understand M&E and develop appropriate skills. Moreover employment of such staff tends to use scarce resource on activities that do not directly reinforce the NGOs mandate of improving the lives of the communities for which they work.

1.30pm

Networking Lunch

2.30pm

**TRAINING
WORKSHOP 2**

POSITIONING “DIFFERENTIATED” VALUE PROPOSITIONS IN A COMPETITIVE GLOBAL SOURCING MARKETPLACE



Bobby Varanasi, Chairman & CEO, Matryzel Consulting, Malaysia & Board Member, International Association of Outsourcing Professionals

Global sourcing has over the years transcended into a key driver of growth for most corporations, while opening up the marketplace to a plethora of service providers across the globe.

Accompanying such opportunities in a \$1.3 trillion marketplace are immense challenges, foremost among them being an inability to

differentiate services. Clients are increasingly being burdened by the "rhetoric" emanating from the provider side of the equation with business value accrual. In the absence of compelling "business influencing factors" it has become increasingly difficult for new entrants - nations and companies within - to make a concerted argument about their worth. This session will focus on distilling these thoughts while providing key insights to "service providers" on how best to articulate value, what not to emphasize, and why they should be thinking about the latent commoditization of services in the face of multiple barriers to entry.

Sub-Topics:

- What is Value for Clients?
- Commoditization of Services & Value Dilution
- Marketing & Influencing Challenges
- The Supply Clutter & Accompanying Conundrum
- Buyer Needs & Supply Gaps
- Business Model Flexibilities & Resource Needs
- Socio-Economic Impacts and National Drivers
- Addressing Competition without Comparison

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