

Global Process Owners

12 – 13 October, 2021

Online Conference

Distributed, Dynamic, Digital: The “New Finance End-to-End”

Even without the extraordinary events of the past 18 months, the relentless pace of digital transformation has meant that **finance leaders and GPOs** are in greater demand than ever before. Their scope of work has increased to include managing **market volatility**, establishing **stability** and building long-term financial **resilience across the business**. No mean feat.

These leaders, in short, require the skills and technology to build a **safe, error-free E2E global finance process** – bring game-changing digital solutions to bear in order to create a consistent financial system.

To enable our community to meet these challenges, SSON is once again hosting the online **Global Process Owners** summit. The programme is designed to support CFOs, Finance Transformation executives and Global Process leaders, gathering market-leading organisations including **AkzoNobel, Adidas, Deutsche Telekom, Orange, Sanofi, Rolls Royce** who will share their approaches to building modern, E2E global processes.

We invite you to join us we work to **improve financial integrity** by delivering **E2E P2P, O2C, R2R transformation**. The end goal? A system that supports **faster, error-free processes** and which can deliver **more agile, digital and insight-driven finance functions**.

The conference subject matter will deep-dive into the three critical finance functions:

- **O2C & R2R Spotlight – October 12th**
- **P2P Spotlight – October 13th**

This allows you to participate in a comprehensive review of the most important issues, complexities, challenges and solutions facing each process, including:

- Building the right approach to your **GPO model**: what worked and what hasn't. **Creating an effective governance and matrix model**
- Delivering **value to the end-users** via a **customer-centric approach**
- Driving an ambitious **end-to-end P2P transformation roadmap**: from manual to digital with **all suppliers on one portal**
- Designing the **future best practice R2R process**: Transformation from traditional **month-end close to continuous accounting** with improved audits and higher reporting quality

Other key topics will be:

- **Plan to Execute**: Striving for excellence and driving more value for the operative business. Transforming **data into insights and building an effective set up to enable faster access to data**
- **Cash is king**: Next-level O2C Process Excellence - How to build a world class global cash collection operation
- The **new SAP HANA world**: Understanding what your finance process really needs
- Deeper process intelligence through **intelligent automation, process mining and multi-technology integration**

Day One, O2C & R2R Spotlight Tuesday 12th October, 2021	
11:50	CHAIR'S OPENING REMARKS
12:00	<p><u>GENERAL STRATEGY PANEL DISCUSSION: FINANCE LEADERS AS THE STRATEGIC ADVISORS TO THE BUSINESS – REACHING POTENTIAL TO CREATE WORLD-CLASS FINANCE OPERATIONS WITH END-TO-END FINANCE TRANSFORMATION</u></p> <ul style="list-style-type: none"> • The changing role and position of the CFO during the pandemic – Are finance leaders ready for the future? • Planning to address market volatility and establishing long-term financial resilience across the business • Creating finance excellence through GPO leadership, digitization and automation • Leading the move towards data analytics and how to digitize data in order to finally bridge the data readiness gap • The new SAP HANA world - lessons learned: getting down to what your finance process really needs <p><i>Dr. Sanat Jeetun, Director Finance, CSL Behring Germany</i> <i>Lars Hölzer, Head of Global Business Services Operations and process owner Financial Services, Lufthansa</i></p>
12:40	<p><u>CASE STUDY SESSION: RESERVED FOR NINTEX</u></p> <p><i>Kieran Coughlan, Senior Solutions Engineer – EMEA, Nintex</i></p>
13:10	<p><u>CREATE WORLD-CLASS TRANSFORMATION AT SCALE - MAERSK CASE STUDY</u></p> <ul style="list-style-type: none"> • Striving for excellence: What worked and what hasn't? • Driving "multiples" and Scaling from one region across the world • Delivering value to the business <p><i>Saurabh Arora, Global Finance Order-to-Cash Head, A.P.Moller Maersk</i></p>
13:40	<p><u>GENERAL STRATEGY PANEL DISCUSSION: GLOBAL E2E PROCESSES AND IMPACT ON CUSTOMER EXPERIENCE - DELIVERING VALUE TO THE END USERS AND CUSTOMERS</u></p> <ul style="list-style-type: none"> • Aligning with customer demands to drive a competitive advantage for your business • Implementing a customer-centric approach to drive continuous improvement • How should we measure CX in a B2B context? How can we best collect and act on Customer Feedback? • Enabling collaboration and overcoming the process challenges faced by the Global Process Owner in driving a successful customer experience • Charting the GPO Evolution: From Global Process Owner to Global Service Owner <p><i>Chairman: Wojciech Tatys, Global Business Excellence & Transformation Lead at Discovery Inc</i> <i>Anna Nowak, GBS Director Invoice to Cash Process Excellence, Adidas</i> <i>Paula Wolff, Global Customer Experience Strategy Manager (Order-to-Cash), Bayer</i> <i>Lars Hölzer, Head of Global Business Services Operations and process owner Financial Services, Lufthansa</i></p>
14:20	Content Break
15:00	<p><u>CASE STUDY: How Electrolux are wiring a successful O2C strategy</u></p> <p><i>Olga Szlachta, Global Finance Process Owner Order to Cash at Electrolux</i> <i>Rina Pattani, EMEA Account Director at HighRadius</i></p>

15:30	<p><u>O2C PANEL DISCUSSION: E2E O2C PROCESS EXCELLENCE - HOW TO BUILD A WORLD CLASS GLOBAL CASH COLLECTION OPERATION</u></p> <ul style="list-style-type: none"> • What changed since the beginning of the pandemic: What did we learn? Are we ready for an unexpected global crash in future? • How to rapidly install new habits and promote collaboration between teams • Cash is king: The Importance of creating a cash culture throughout the organization • How do we define next level O2C Process Excellence? • Dealing with Customer Complaints and Disputes: How to optimize financial disputes? • How do digitization and automation technologies like RPA and AI contribute to delivering a world-class order-to-cash process? <p><i>Saurabh Arora, Global Finance Order-to-Cash Head, A.P.Moller Maersk</i> <i>Zahre Cinibulak, O2C GPO for Credit, Collection and Dispute Management, Bayer AG</i></p>
16:00	<p><u>PLAN TO EXECUTE PANEL DISCUSSION: DRIVE REAL ADDED VALUE TO YOUR BUSINESS THROUGH PERFORMANCE MANAGEMENT REPORTING</u></p> <ul style="list-style-type: none"> • Striving for excellence – driving more value, more insight and more information for your operative business • Managing challenges in the dynamic environment • From raw data to Insights - Effective data set up and fast access • Achieve superior data quality by optimising end-to-end plan to execute • Data analytics: How do we leverage the analytical tools available to use and what are the benefits of using AI/ML tools? • Implementing a sustainable Master Data Management framework. How do we differentiate between Data Management & Data Governance? <p><i>Peter Benej, Plan-To-Execute (P2E), Deutsche Telekom Services Europe Slovakia s.r.o.</i> <i>Andreas Tagkalakis, Advisor - Digital Finance Transformation, OMV</i></p>
16:30	<p><u>RTR PANEL DISCUSSION: DESIGNING FUTURE OF R2R - KEY STEPS TO R2R BEST PRACTICE</u></p> <ul style="list-style-type: none"> • Reducing process inefficiencies and implementing intelligent E2E automation of R2R • Getting the team right – developing and promoting the champions to reinforce processes and best practice • Customer centric process: Delivering value to the end users and customers • Benefits of centralised audit and standardisation of audit process - Transformation from traditional month-end close to continuous accounting • Designing fast closeouts: How to overcome challenges in closing calendar? • Increased data quality and reduction of errors and redundancies <p><i>Dennis Mallon, Senior Lead Record to Report (R2R) (Interim) at Zalando SE</i> <i>Stefan Markov, Delivery Lead at Cargotec</i> <i>Tony S Panesar, Global Process Owner - Record to Report at Kingfisher Plc</i></p>
17:10	<p>CHAIR'S CLOSING REMARKS AND CLOSE OF DAY ONE</p>

Day Two, P2P Spotlight Wednesday 13th October, 2021	
12:00	CHAIR'S OPENING REMARKS
12:10	<u>GENERAL STRATEGY PANEL DISCUSSION:</u> DIGITAL FUTURE OF FINANCE - SUPPORTING THE FINANCE TRANSFORMATION WITH DATA, ANALYTICS & AUTOMATION <ul style="list-style-type: none"> Automation Intelligence: How can you introduce real automation use cases? Driving “multiples” and Scaling from one region across the world Process Intelligence: Gaining deeper process intelligence by scaling process mining and process discovery Drive real added value to your business through Data Analytics – Data to Insights - Effective data set up and fast access. Master Data management incubation of global master data management The new SAP HANA world & technology tactics: Getting down to what your process really needs Set up skillsets and change management to drive and advance this ambitious end-to-end transformation roadmap <p><i>Nikolay Goldovich, Head of Automation, Sanofi, Hungary</i> <i>Maik Müller, Head of Global Transaction Center Procurement & IT, KWS</i></p>
12:55	SSON Analytics Presents Finance Shared Services & GBS Trends & Benchmarks <i>Naomi Secor - Global Managing Director, Shared Services & Outsourcing Network</i> <i>Jordan Mullins – Director of Online Events, SSON</i>
13:30	ADIDAS AGILITY: EXPLOSIVE SHARED SERVICES GROWTH; COVID-19 AND THE FUTURE <i>Cristiana Rodrigues, Director for Accounts Payable and T&E, adidas</i> <i>Phil Beane, Sr. VP, Global Field Ops, apexanalytix</i>
14:10	Content Break
14:15	GPO AS A KEY DRIVER OF PROCESS EXCELLENCE FROM TRANSFORMATION PLANNING TOWARDS SUCCESSFUL EXECUTION <ul style="list-style-type: none"> Main challenges and best practices in delivering global transformation initiatives. How to ensure proper prioritization during current disruptive times? GPO as a one-man show or a global team effort? <p><i>Robert Godziszewski, Principal Consultant/GPO Expert, Adaptive Solutions & Advisory Group</i> <i>Marta Baran, Senior Consultant/GPO expert, Adaptive Solutions & Advisory Group</i> <i>Aleksander Hajdas, GPO Expert, None</i> <i>Paweł Płocki, Head of SSC, TRUMPF</i></p>

15:00	<p><u>P2P PANEL DISCUSSION: LESSONS FROM THE FRONTLINE - DRIVING TANGIBLE VALUE TO YOUR BUSINESS THROUGH YOUR P2P PROCESS</u></p> <p>Join industry practitioners as they share their top tips, ideas, and solutions on driving tangible value to your business through P2P. Packed with tangible takeaways, and no-holds-barred insights into the challenges of establishing, improving and revolutionising P2P within a business, this is <i>the</i> finance professional discussion which will give you the roadmap to innovation in 2021 and beyond.</p> <ul style="list-style-type: none"> • From manual to excellent: How do we remove manual invoices completely? • Effectivity: Getting every supplier on a portal • Simplification: Manage taxation and compliance in finance • Complexity: Standardization of formats of invoices • P2P digital transformation with AI: How can you introduce real AI use cases? Agile mode: How can you break through silos? • Specialization in procurement, accounts payable versus dynamic of tasks and resources <p><i>Nathalie Jakimowicz, GLocal Process and Delivery Lead PTP at AkzoNobel</i> <i>Peter Tasev, SVP Procure to Pay, Head of Digitalization Finance, Deutsche Telekom Services Europe SE</i> <i>Matt Evans, Global Process Owner, Accounts Payable, Rolls Royce</i></p>
15:40	<p><u>GENERAL STRATEGY PANEL DISCUSSION: EVOLUTION GPO: MORE POWER THROUGH END-TO-END GLOBAL PROCESS OWNERSHIP – CREATING WORLD CLASS GLOBAL OPERATIONAL FINANCE PROCESS</u></p> <ul style="list-style-type: none"> • Curating effective frameworks, governance models and metrics to get the most out of your GPO model: How to create long term added value for the business • Best practice E2E: How to set up a best practice E2E Process? How to set up a plan to solve the problems uncovered by E2E • What are the metrics through which the GPO model can influence finance performance: How end to end process can help you take control of the data and make better decisions? Having comparable data on which to base business decisions and save costs • Global E2E processes and their impact on customer experience - Delivering value to the end users and customers • GPO Evolution: Challenges and expectations for GPOs for 2022 and beyond • From GPO to Global Service Owner: GPO + Operative Excellence = Global Service Ownership <p><i>Chairman: Wojciech Tatys, Global Business Excellence & Transformation Lead at Discovery Inc</i> <i>Sara Geising-Eggers, Global Director Process Excellence, Olympus</i> <i>Andreas Tagkalakis, Advisor - Digital Finance Transformation, OMV</i> <i>Martin Torres, Finance Business Transformation Manager, Orange Business Services</i></p>
16:20	<p>CLOSING REMARKS AND END OF CONFERENCE</p>