

28th Asian



SHARED SERVICES & OUTSOURCING WEEK

Reinventing GBS as a Business Enabler for an AI-Powered, Hyper-Digital Future
 13 – 16 October 2025 | One Farrer, Singapore

The Shared Services and Global Business Services (GBS) model across Asia has crossed a threshold. What began as an effort to centralize support functions is now evolving into a robust engine for enterprise-wide transformation. Armed with digital fluency, a renewed strategic mandate, and workforce agility, Asia-based GBS operations are contributing not only operational efficiency but to business growth, resilience, and competitive differentiation.

SSON is proud to present the **28th** edition of our annual gathering of Asia’s Shared Services & GBS leaders for the **Shared Services & Outsourcing Week Asia** from **13-16 October** in **Singapore**.

Join us for Asia’s largest gathering of the shared services community as we **celebrate shared services success stories, exchange insights on how to drive industry growth and enable GBS transformation and network with your peers across industries and geographies.**

WHY ATTEND SSOW ASIA 2025?

<p>28</p> <p>Years as Asia's longest-running and most influential event for the Shared Services community</p>	<p>50+</p> <p>Speakers, 80% of them Brand New! Bringing fresh perspectives and Direct Access to Decision Makers</p>	<p>70%</p> <p>of our attendees are Directors and above, driving innovation across Finance, Operations, HR, Digital, and Transformation</p>	<p>8</p> <p>Years! Celebrate your wins at the 8th SSON Impact Awards Asia Night amongst 11 different award categories</p>	<p>20,000+</p> <p>As part of the renowned SSON Network, SSOW Asia 2025 connects you to a powerful global community of Shared Services and GBS professionals</p>
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Agenda-at-a-Glance & Key Themes:

PRE-CONFERENCE WORKSHOP Monday, 13 October 2025	MAIN CONFERENCE DAY 1 Tuesday, 14 October 2025	MAIN CONFERENCE DAY 2 Wednesday, 15 October 2025	POST CONFERENCE SITE VISITS Thursday, 16 October 2025
INNOVATE-A-THON Innovate, Co-Create, Impact	BIG IDEA KEYNOTE: From GCC to Game Changing Digital Catalyst	CFO LEADERS PANEL	NTU Shared Services Site Visit
	BIG IDEA PANEL: Decoding the Future of GBS: Captive, Hybrid, GCC, or Regional Models?	THINKTANK SESSION: The Future of Finance	
Speed Networking & Morning Networking Break			
INNOVATE-A-THON Innovate, Co-Create, Impact	INTERACTIVE DISCUSSION GROUPS (IDGS)		NTU Shared Services Site Visit
	a. Finance Transformation b. HR Transformation c. Process Excellence	a. Finance Transformation b. HR Transformation c. Innovation & Enterprise Transformation	
Networking Lunch			
Awards Presentation for Innovate-a-Thon	Choose your own sessions from Stream A OR B		Site Visit #2: To Be Announced
	Stream A: Shared Services Fundamentals	Stream B: Enabling GBS Transformation	
The Generative AI Wave			
Afternoon Networking Break			
	Industry Benchmarking & Best Practices	Future Proofing Talent & Workforce Strategies	Site Visit #2: To Be Announced
SSON Asia Impact Awards & Networking Dinner Celebration 14 October 2025, 6.30pm – 10.00pm			

View the 2025 Attendee List [Here](#)

Meet your 2025 Speakers:

- **Dr. Sanjeev Rastogi**, Chief Executive Officer – GCC, **Adani Group**
- **Sandeep Poddar**, Chief Architect, **Kimberly Clark GCC Pune**
- **Viktor Leendertz**, Group Chief Financial Officer, **Jebsen & Jessen**
- **Izzad Shamsudin**, Chief Financial Officer, **KPJ Healthcare Bhd**
- **Sridevi Raviraj**, Chief Financial Officer, **WorldLink Communications**
- **Rajeev Mall**, Vice President – Mondelez Digital Services, **Mondelez International**
- **Naveen Mohan**, GBS Head - Asia-Pacific, **Siemens Technology and Services Pvt. Ltd.**
- **Mark Bueltel-Herz**, Managing Director, **BASF Asia-Pacific Service Centre Sdn. Bhd.**
- **Gavin Lam**, Vice President, Global Business Services Operations, **NTT DATA Inc**
- **Sankar Narayan S**, GBS APAC Head, **Smith and Nephew**
- **Samyak Mittal**, Global Head - Workforce Management and Business Services, **Standard Chartered**
- **Vandana Sharma**, Head of GBS AMEA, **Kellanova**
- **Anirban Kumar Ghosh**, Global Director Controllershship Operations and Global Controller, **JLL Technologies**
- **Kenneth Lim**, Head of NTU Shared Services, **Nanyang Technological University Singapore**
- **Sandra Tang**, Managing Director – ASEAN, **Publicis Resources**
- **Trudy Tan**, Sanofi Head of Global Business Services - KL Hub, **Sanofi**
- **Yasutaka Zushi**, Takeda Business Solutions, Finance Solutions Japan/ China Head & Japan Site Lead, **Takeda Pharmaceutical Company Limited**
- **Cindy Shi**, Head of Global Business Services, **Amway China**
- **Shee Na Wee**, Head of Centre of Finance Services, **Pall Corporation**
- **Febri Rusnal**, Vice President Shared Services Finance, **PT PERTAMINA (Persero)**
- **Sharmini Krishnan**, Head of PMI Business Solutions (Philippines) Inc., **Philip Morris International**
- **Amar Shah**, Vice President – Global Process, Strategy and Digital, **Diageo**
- **Wooi Hong Tan**, O2C Global Process Owner and Head of O2C for Europe Region, **Kerry Global Business**
- **Henry Chua**, Head of Shared Services, **NTUC Fairprice Group**
- **Utkalika Mohanty**, Director Digital Technology, **London Stock Exchange Group**
- **Vishal Pathak**, Director of People Ops VMO, **Google**
- **Piamporn Pongnoppa**, Head of Business Strategy, Corporate Accounting Office, **The Siam Cement Public Company**
- **Miks De Cadiz**, GBS Standardization Director, **Japan Tobacco International (JTI)**
- **Azlan Sani Md Morshid**, Head (Business Strategy & Innovation Management) - TNB Global Business Solutions, **Tenaga Nasional Berhad**
- **Dr. Patricia Francis**, Head - Business Operations EDPR APAC, **EDP Malaysia Business Services**
- **Hemant Kulkarni**, Head of Change and Contract Management - Global Shared Services, **RHI Magnesita**
- **Peng Hai Liang** Director, Centre of Excellence (HR & Payroll) and (Finance & Procurement), **VITAL**
- **Donna Jimenez**, Director, Transformation & Automation (APAC & EU), **Delivery Hero**
- **Reena Phanichkrivalkosil**, Engagement Manager, **Allianz**
- **Evan Tan**, Senior Director, Global Solutions, Deployment and Integration (SDI) team, **J&J Global Services**
- **Rozanna Mohd Noor**, Head (Finance Services), TNB Global Business Solutions, **Tenaga Nasional Berhad**
- **Jonathan Tam**, Head, APAC People Services, **foodpanda**
- **Susan Atmaja**, Director, Quote-to-Cash (Q2C) Operations Market Leader for ASEAN, ANZ and Korea Markets, **IBM**
- **Saurabh Sharma**, Chief Operating Officer, **ProHance**
- **Syazana Lim**, Senior Analyst & Head of Product, **SSON Research & Analytics**
- **Naomi Secor**, Global Managing Director, **SSON**
- Senior Representative, **IBM**
- Senior Representative, **Neoflo.ai**

SSON: 20,000+ members (Asia)

WHO WILL ATTEND?

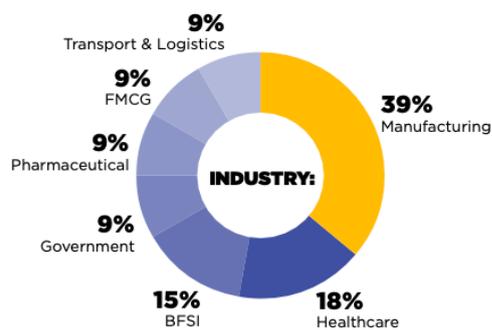
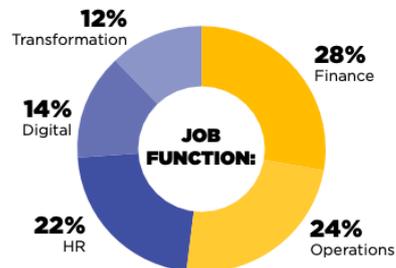
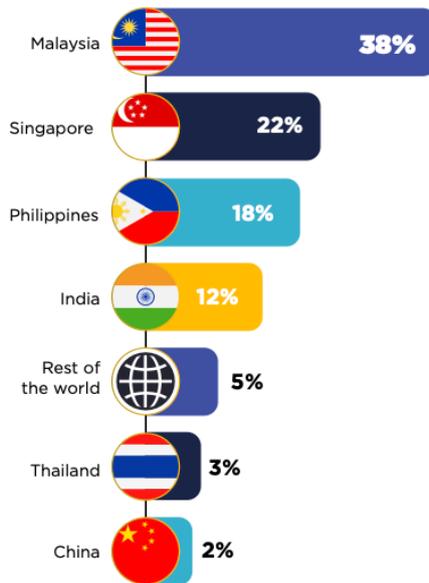
The 28th edition of the **Shared Services & Outsourcing Week Asia 2025** has been specially curated for shared services and GBS professionals based in Asia who match the below profiles, industries and seniority levels.



WHO YOU WILL MEET AT SSOW ASIA:

- Chief Executive Officer
- Country Director
- Head of Accounting Information Manager
- Head of GBS
- Head of Business Transformation
- Chief Operation Officer
- CFO Shared Services
- Head, Planning & Business Solutions
- Site Leads
- Head/Chief Procurement Officer
- Managing Director
- Global IT Director
- General Manager
- Vice President and Head of Business Service

COUNTRY:



Supported by:



Conference Day One Tuesday, 14 October 2025	
08:00	Registration Opens
08:50	Welcome Address by SSON Asia
08:50	Opening Remarks by Conference Chairperson Jonathan Tam , Head, APAC People Services, foodpanda
08:55	SSON Research & Analytics Presents the 2025 State of Shared Service Industry Market Data Naomi Secor , Global Managing Director, SSON
WHERE ARE WE HEADED? The Future of Asia's Shared Services <i>51% of respondents from last year's SSOW Asia Benchmarking questionnaire shared that their vision for the GBS is to embrace advanced technology for enhanced efficiency and agility.</i>	
09:10 	BIG IDEA! Opening Keynote From GCC to Game-Changing Digital Catalyst: Accelerating Transformation in the Digital Era <i>Hear from Dr. Sanjeev Rastogi, who heads Adani Group's GCC with more 3000 people across 7+ functions on how he transitioned his centre to be a strategic asset to the business and get a seat on the table.</i> <ul style="list-style-type: none"> • Moving away from a delivery centre model to a strategic function • Leveraging cognitive and Gen AI to transition from a traditional GCC to a digital catalyst • Aligning with the business strategy to enable the business to achieve their targets and revenue Dr. Sanjeev Rastogi , Chief Executive Officer – GCC, Adani Group
09:40	Industry Thought Leadership Senior Representative, IBM
10:10 	THE QUESTION OF THE HOUR Decoding the Future of GBS: Captive, Hybrid, GCC, or Regional Models? <i>As shared services are nearing their maturity stages, we are faced with a critical question: What's the optimal structure—captive, hybrid, GCC, or regional—for the next five years?</i> <ul style="list-style-type: none"> • Evaluating the pros and cons of captive, hybrid, GCC, and regional models in the face of rising costs and inflation, even in traditionally affordable hubs • Debating the necessity of regional centres in an era where technology reduces the need for language and time zone-specific hubs • Discussing how to align location strategy with business goals, leveraging the right model to drive efficiency, scalability, and value in the next five years Moderator: Naomi Secor , Global Managing Director, SSON Panellists: Sandeep Poddar , Chief Architect, Kimberly Clark GCC Pune Rajeev Mall , Vice President – Mondelez Digital Services, Mondelez International Mark Bueltel-Herz , Managing Director, BASF Asia-Pacific Service Centre Sdn. Bhd.
10:50 	Speed Networking Session Join us in this Speed Networking Session where you will be able to meet other participants at the Conference! During this session, you will have the opportunity to engage with several leaders in a short amount of time and exchange business cards to take the conversation beyond the Conference.
11:10 	Morning Break & Refreshments Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!

11:40	<p align="center">Interactive Discussion Groups (8 Topics & 2 Rotations @ 50-minutes each)</p> <p>Our IDGs allow you to zone-in and focus on the topics that matter most to you. Structured to maximise audience interaction and participation, you get a chance to not only learn from your peers first-hand but share your challenges actively as well. There will be 2 rotations at 50-minutes each.</p>	
	AP AUTOMATION	FINANCE TRANSFORMATION
	<p>A: How Automating Accounts Payable Can Drive Growth & Efficiency Gavin Lam, Vice President, Global Business Services Operations, NTT DATA Inc</p>	<p>B: Accelerating Finance Transformation – Lessons from a Global Closing & Reconciliation Journey Anirban Kumar Ghosh, Global Director Controllership Operations and Global Controller, JLL Technologies</p>
	CASH FLOW OPTIMISATION	HR TRANSFORMATION
	<p>C: Data-Driven Finance: Leveraging for Cash Flow Optimization and Beyond Piamporn Pongnoppa, Head of Business Strategy, Corporate Accounting Office, The Siam Cement Public Company Limited</p>	<p>D: Hire-To-Retire Transformation Senior Representative, Neoflo.ai</p>
	CONTINUOUS IMPROVEMENT	GLOBAL PROCESS OWNER
	<p>E: Embed Continuous Improvement Excellence in Shared Services Dr. Patricia Francis, Head - Business Operations EDPR APAC, EDP Malaysia Business Services</p>	<p>F: The Evolving GPO Role Vandana Sharma, Head of GBS AMEA, Kellanova</p>
PROCESS EXCELLENCE	EMPLOYEE EXPERIENCE	
<p>G: The Power of Process Intelligence in GBS Transformation Utkalika Mohanty, Director Digital Technology, London Stock Exchange Group</p>	<p>H: Talent & Branding – How Do We Make GBS The “Coveted Place to Work”?</p>	
<p>13:20 </p>	<p>Lunch & Networking Break</p>	
14:20	<p>Panel Discussion Beyond the Core: Expanding Horizons, Being Truly Multifunctional and Delivering Business Impact</p> <ul style="list-style-type: none"> • What is everyone bringing in or planning to bring into their GBS? • Assessing the capabilities and skill sets required for GBS success in new areas and expanding the location short-list to newer markets • Overcoming organisational resistance and building effective partnerships • Measuring and demonstrating the business impact of expanded GBS services <p>Moderator: Sankar Narayan S, GBS APAC Head, Smith and Nephew</p> <p>Panellists: Sharmini Krishnan, Head of PMI Business Solutions (Philippines) Inc., Philip Morris International Amar Shah, Vice President – Global Process, Strategy and Digital, Diageo Azlan Sani Md Morshid, Head (Business Strategy & Innovation Management) - TNB Global Business Solutions, Tenaga Nasional Berhad Hemant Kulkarni, Head of Change and Contract Management - Global Shared Services, RHI Magnesita</p>	

15:00	<p>Laying a Robust Foundation with Process Standardisation</p> <ul style="list-style-type: none"> • How to effectively untangle the complexities of business process and data with a simplified organisational architecture • Step-by-step guide to creating uniform processes across regions and functions • Leveraging RPA, AI, and ERP systems to drive standardization and reduce inefficiencies • Overcoming cultural and operational resistance to standardization <p>Henry Chua, Head of Shared Services, NTUC Fairprice Group</p>
15:30	<p>Mastering End-to-End Processes: The GPO Playbook for GBS Success</p> <ul style="list-style-type: none"> • From Strategy to Execution: Practical tools for aligning and integrating end-to-end processes across GBS • Breaking Barriers: Overcoming challenges in global process ownership and stakeholder alignment • Customer-Centric Innovation: Enhancing CX through shift-left thinking and 100-day impact plans <p>Cindy Shi, Head of Global Business Services, Amway China</p>
16:00	Afternoon Break & Refreshments
Industry Benchmarking & Best Practices	
16:30 	<p>SSON Impact Awards Asia 2024 Gold Winner Spotlight – Diversity & Inclusion: Allianz Services</p> <p>Research findings present overwhelming evidence that diverse teams outperform homogeneous groups on complex tasks, leading to improved problem solving and increase innovation. Hear from Reena Phanichkrivalkosil, Engagement Manager from Allianz on the different initiatives that led to their Gold Win at last year’s SSON Impact Awards.</p> <ul style="list-style-type: none"> • Working on our DE&I initiatives from a grassroots level, involving all business functions • Creating awareness to change instilled biases and social conditioning • Sharing of our innovative achievements in the space of DE&I including: AMAN, MUDRA, and more <p>Reena Phanichkrivalkosil, Engagement Manager, Allianz</p>
17:00	<p>SSON Analytics Insights</p> <p>Understanding How the 2025 Most Admired SSCs Used Metrics & Benchmarking to Drive Growth</p> <p>SSON Research & Analytics has just published its Top 20 Most Admired SSOs/GBS 2025 list. SSON will discuss key performance metrics from the “Top 20 Most Admired SSO/GBS Benchmarks” and share some of the strategies that are improving performance in key metrics.</p> <p>Moderator: Syazana Lim, Senior Analyst & Head of Product, SSON Research & Analytics</p> <p>Panellists: Djio Davies, GBS PMO Manager, SLB</p>
17:30	Chairperson’s Closing Remarks and End of Conference Day 1
18:30	<p>It’s time for the SSON Impact Awards Night! The SSON Impact Awards Night is the best way for you to unwind and celebrate the successes of your peers making headway in Asia’s SSO market! Get more information here: https://www.ssonetwork.com/events-ssowasia/impact-awards</p>

Conference Day Two Wednesday, 15 October 2025	
08:00	Registration Opens
08:50	Welcome Address by SSON
08:55	Opening Remarks by Conference Chairperson
Transforming Finance through Shared Services	
09:00 	<p>Panel Discussion The CFO's Playbook for 2025: Driving Value Through Digital Transformation, Talent, and Optimized Service Delivery</p> <ul style="list-style-type: none"> Streamlining finance operations through automation, AI, and advanced analytics to free up resources for strategic initiatives Strategies for upskilling talent, attracting digital natives, and fostering a culture of continuous learning and innovation Modernising finance for scalability & agility <p>Moderator: Rajeev Mall, Vice President – Mondelez Digital Services, Mondelez International</p> <p>Panellists: Viktor Leendertz, Group Chief Financial Officer, Jebsen & Jessen Izzad Shamsudin, Chief Financial Officer, KPJ Healthcare Bhd Sridevi Raviraj, Chief Financial Officer, WorldLink Communications</p>
09:40	<p>Fireside Chat Empowering the Workforce Towards Smarter Ways of Working</p> <p><i>In an era where agility, efficiency, and employee experience define organizational success, the workforce of tomorrow requires more than just advanced tools — it demands smarter ways of working. Join Samyak Mittal, Head of Workforce Empowerment at Standard Chartered Bank, and Saurabh Sharma, COO of ProHance, as they delve into SCB's journey towards building a more connected, empowered, and outcome-driven workplace. This session begins with an inside look at SCB's advancements in workforce management practices, the cultural and operational shifts, and the lessons learned along the way. This will be followed by an engaging fireside chat between Samyak and Saurabh, where they will discuss:</i></p> <ul style="list-style-type: none"> Leveraging data-driven insights and visibility into workforce trends and patterns for smarter decision-making Balancing productivity with employee well-being in a hybrid and distributed workforce Discussing key principles of a mature workforce management ecosystem <p>Panellists: Saurabh Sharma, Chief Operating Officer, ProHance Samyak Mittal, Global Head - Workforce Management and Business Services, Standard Chartered</p>
10:10	<p>A Glimpse into Pertamina's Hyper-automation Strategy to Drive Efficiencies within our Finance Tower</p> <ul style="list-style-type: none"> How Can We Help you Complete your Work Faster and More Easily: The Foundation to Pertamina's hyper-automation strategy Leveraging RPA, AI, ML, and data analytics to overcome challenges in invoice processing and adapt to evolving tax regulations Scaling up our digitalisation efforts across 6 different towers <p>Febri Rusnal, Vice President Shared Services Finance, PT PERTAMINA (Persero)</p>

<p>10:40 </p>	<p>Speed Networking Session Join us in this Speed Networking Session where you will be able to meet other participants at the Conference! During this session, you will have the opportunity to engage with several leaders in a short amount of time and exchange business cards to take the conversation beyond the Conference.</p>																			
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<p>13:10</p>	<p>Lunch & Networking Break</p>																			
<p align="center">The Generative AI Wave <i>The 2024 SSOW Asia Benchmarking Report revealed that 41% of respondents leveraged GenAI for analytics and insights generation, 20% to improve customer experience, 6% on text summarisation, augmented knowledge management and on content creation. 16% of respondents revealed that they have not yet utilised GenAI.</i></p>																				
<p>14:10</p>	<p>Deploying Gen AI Initiatives to Drive Customer Excellence Naveen Mohan, GBS Head - Asia-Pacific, Siemens Technology and Services Pvt. Ltd.</p>																			
<p>14:40</p>	<p>Scaling Generative AI Across Functions: Takeda's Journey towards Enterprise-Wide Transformation <i>Discover how Takeda is leveraging AI and Gen AI across finance, procurement, and HR to create end-to-end processes.</i></p> <ul style="list-style-type: none"> Looking at Generative AI for specific processes which require more advanced functionalities Leveraging existing technologies with Generative AI to create an end-to-end automated process Preparing for a future where digital capabilities drive agility and efficiency <p>Yasutaka Zushi, Takeda Business Solutions, Finance Solutions Japan/ China Head & Japan Site Lead, Takeda Pharmaceutical Company Limited</p>																			

<p>15:10</p> 	<p>Panel Discussion Beyond Proof of Concepts: Integrating Gen AI into your Centre as an Accelerator of Transformation <i>How does Generative AI integrate into the SSC and GBS? We gather technology leaders to discuss how to unlock the potential of Generative AI to drive strategic decision making and business insights.</i></p> <ul style="list-style-type: none"> • Establishing practical guidelines and governance to roll out Generative AI applications • Overcoming the system biases and learning how to scale • Sharing of use cases on actual Generative AI outputs and lessons learnt <p>Moderator: Jonathan Tam, Head, APAC People Services, foodpanda</p> <p>Panellists: Gavin Lam, Vice President, Global Business Services Operations, NTT DATA Inc Utkalika Mohanty, Director Digital Technology, London Stock Exchange Group Kenneth Lim, Head of NTU Shared Services, Nanyang Technological University Singapore</p>
<p>15:50</p>	<p>Afternoon Break and Refreshments</p>
<p style="text-align: center;">Future-Proofing Talent and Workforce Strategies</p>	
<p>16:20</p>	<p>Reimagining Quote-to-Cash (Q2C) Shared Services through a Change Management Lens</p> <ul style="list-style-type: none"> • Q2C Shared Services: Our Transformation Story – How we went from siloed to unified and why you should begin at the end • Our Secret to Success – Amazing agile principles to accelerate transformation • All aboard! Let’s get in sync – Effective change management entails removing roadblocks, clear communication and getting stakeholders on board <p>Susan Atmaja, Director, Quote-to-Cash (Q2C) Operations Market Leader for ASEAN, ANZ and Korea Markets, IBM</p>
<p>16:50</p> 	<p>Panel Discussion Building an Inclusive Workforce Amongst Gen Z and Millennials to Drive Higher Engagement</p> <ul style="list-style-type: none"> • Addressing the challenges and opportunities of managing Gen Z workforce • Exploring strategies to create an inclusive environment that works seamlessly across Gen Z, Millennials, and other generations • Discuss innovative initiatives to bridge gender and generational gaps, fostering a more inclusive and engaged workforce <p>Moderator: Jonathan Tam, Head, APAC People Services, foodpanda</p> <p>Panellists: Trudy Tan, Head of Global Business Services - KL Hub, Sanofi Piamporn Pongnoppa, Head of Business Strategy, Corporate Accounting Office, The Siam Cement Public Company Limited Evan Tan, Senior Director, Global Solutions, Deployment and Integration (SDI) team, J&J Global Services</p>
<p>17:30</p>	<p>Chairperson’s Closing Remarks and End of Conference Day 2</p>

SSOW INNOVATE-A-THON: INNOVATE, CO-CREATE, IMPACT Monday, 13 October 2025 10.00 – 15.00	
10:00	Registration Opens
10:30	Welcome Address by SSON
<p>A hackathon-inspired event designed for GBS, Shared Services & transformation leaders to develop innovative solutions to real-world challenges.</p> <p>WHY?</p> <ul style="list-style-type: none"> Learn tools to think creatively and boost collaboration within your own organisation to solve complex business and customer challenges. The practice to pitch, create buy-in and secure sponsorship for new business cases. New, innovative ideas and solutions to shared challenges. Unique and unparalleled in-depth networking with your peers. <p>HOW?</p> <ul style="list-style-type: none"> Attendees will be divided into groups of 6 as a team. Teams pick their group name, group ethos and solution for the challenge. A guided process for teams to work through a solution and a pitch based on the problem statement. Teams will have 5 mins to present their final strategy and pitch their solutions to the judging panel. Awards ceremony follow for the category winners and the deliverer of the best pitch. 	
10:40	<p>Challenge Statement #1: Creating Your Own Launching & Migration Play Guide</p> <ul style="list-style-type: none"> Step one: Embarking on strategy - creating a business case to move into shared services. Step two: Setting up a centre abroad - what are the key steps to consider when setting up a centre in a nearshore location? Step three: Ensuring a successful transition. Which are the first processes to transition? Why and how? <p>Curators: Dr. Patricia Francis, Head - Business Operations EDPR APAC, EDP Malaysia Business Services Shee Na Wee, Head of Centre of Finance Services, Pall Corporation</p>
12:00	Networking Lunch
13:00	<p>Challenge Statement #2: Developing and Communicating the GBS Value System</p> <ul style="list-style-type: none"> Step one: Answer the ultimate question - why should GBS exist? Step two: Developing the most impactful value drivers and measurement metrics. Step three: Winning internal love. Selling your GBS strategy effectively by converting the shared services language to business language <p>Curators: Sharmini Krishnan, Head of PMI Business Solutions (Philippines) Inc., Philip Morris International Vandana Sharma, Head of GBS AMEA, Kellanova</p>
14:30	<p>Challenge Statement #3: Creating Business Cases For Generative AI</p> <ul style="list-style-type: none"> Step one: Identifying business areas where Generative AI can contribute maximum business value. Step two: Developing a solution package to fully implement Generative AI in these business areas. Step three: Creating a full business case plan to win the endorsement and investment from the C-suites. <p>Curators: Gavin Lam, Vice President, Global Business Services Operations, NTT DATA Inc</p>
16:00	End of Pre-Conference Focus Day: Innovate-a-thon

Post-Conference Day Interactive Knowledge Site Visit Thursday, 16 October 2025	
09:45	Registration at Event Venue
10:00	Welcome Address by SSON
10:15	Drive to Site Visit Location: NTU Shared Services
11:00	<p>Understanding NTU's Shared Services Journey</p> <p>Join us for a visit to the NTU Shared Services (NSS), where we'll explore how technology streamlines operations and provides a one-stop service for students by integrating key functions like Procurement, HR, IT, Financial Aid and Finance. You'll get a firsthand look at the behind-the-scenes IT management that ensures a seamless experience for students. We'll also see how analytics and automation are used for everything from classroom preparation to payments. The visit will also showcase NTU's AI technological implementation designed to address user pain points, improve efficiency, and free up time for more valuable work.</p> <p>This Interactive Knowledge Site Visit would include:</p> <ul style="list-style-type: none"> • Corporate Presentation Kenneth Lim, Head of NTU Shared Services, Nanyang Technological University Singapore • Interactive Showcase and Q&A Session
13:30	Networking Luncheon
14:30	<p>The VITAL Story – From Consolidation to Transformation</p> <p>VITAL is the Singapore Public Service's central agency for corporate shared services, serving over 100 government agencies. As a department under the Ministry of Finance, VITAL transforms and delivers corporate shared services for the Singapore Public Service across human resources, payroll, finance, and procurement functions. Through innovative use of technology, process excellence, and strong partnerships, VITAL drives efficiency and reliability in corporate shared services operations while maintaining high service quality. A recognised leader in public sector transformation, VITAL continues to pioneer new approaches to create greater value for the Singapore Public Services.</p> <ul style="list-style-type: none"> • Origins and Early Years: VITAL's establishment in 2006 and the challenges of pioneering whole-of-government shared services • Strategic Evolution: The journey to becoming Singapore's Central Agency for Corporate Shared Services and the resulting paradigm shifts in mission and approach • People at the Heart of Transformation: Building a future-ready workforce. <p>Wilson Oh, Deputy Director (Corporate Planning), VITAL Shared Services</p>
15:30	<p>Interactive Q&A Session</p> <p>Hosted jointly by: VITAL and NTU Shared Services</p>
16:00	Refreshments and End of Interactive Site Visit
16:00	Drop off at Event Venue and End of SSOW Asia 2025