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GLOBAL BUSINESS SERVICES | **GBS FORUM** ([www.gbsforum.com](http://www.gbsforum.com))

# A PLATFORM FOR OPPORTUNITIES, SOLUTIONS & PARTNERSHIPS



**T**HE GBS Forum series began in 2015 and suffice to say, it has lived up to the industry's expectations of being the stage where pertinent matters within the Global Business Services (GBS) sector are discussed, debated and deliberated. It also created a solid stage for the uninitiated to get the right information and latest trends, besides setting the stage for an interaction within the business community to share knowledge and debunk myths.

All three events of the GBS Forum series in 2015 – themed Disruptive Technology in the Sourcing World, Sourcing for Excellence: BFSI to the Fore and Evaluating Changes in the Energy Industry: A GBS Perspective – featured a host of experts and leaders from numerous industries and sectors such as IT, finance, energy and BPO, together with academicians and sourcing advisors.

Driven by rapid technological advancements, the global business services world continues to transform from what was regarded as discrete cost-centric projects to topline-oriented growth initiatives. This has necessitated increased government and private sector collaboration to facilitate the creation of sustainable and market-centric ecosystems to support this transformation.



From the days of parading sophisticated inputs, to articulating the value and sustainability of outcomes, the global sourcing industry has come a long way. Discussions on the industry too have moved away from the operational to the strategic, but forums that focus on these trends and issues are relatively infrequent.

Therefore, Wordlabs Global strongly believes that the time is ripe for a platform to have these deep and complex discussions, lay down on the table the attendant insufficiencies, lack of readiness, and the missed opportunities that organisations and entities continue to face.

"With the increasing change in direction witnessed by the industry it is imperative that discussions revolve around the need of the hour. This is a void we are filling not just through the GBS Forums – but also by extending the conversations through our media channels," said Sritharan Vellasamy, Founder and CEO of Wordlabs Global.

"The industry today aspires to articulate value and sustainability of outcomes. The discussions are not so simple anymore and not just always revolving around just costs or locations," he added.



**Sritharan Vellasamy ... "With the increasing change in direction witnessed by the industry it is imperative that discussions revolve around the need of the hour."**

GBS Forum is an event series under Wordlabs Global's regional business platform – the GBS Network.

Besides the Forums, the GBS Network comprises of the GBS magazine, GBS Media & PR services and GBS Training. Wordlabs also organises custom-made individual events commissioned by the industry stakeholders under its GBS Events banner.

The first GBS forum of 2016 will be held on 21 July at G Tower Hotel in Kuala Lumpur, Malaysia, with the theme *Leveraging Intelligent Technologies for Business Resilience*.

The objective of this year's Forums is to continue to address pertaining issues surrounding the sourcing sector. Everyone wants to improve customer satisfaction and quality, reduce cost, manage risk, manage talent, drive new products or services to market, improve revenue and ultimately improve the bottom line.

The challenge is identifying what mix of these models and geographies will be the best bet to meet these goals. These matters also need to be balanced with emerging technologies that are set to disrupt the "business-as-usual" modes. This is what the upcoming forum aims to bring to the forefront.

Discussions will be centred around looking at what others have done and are doing in the industry, understanding what tools are available to support making these decisions and then integrating them effectively. The panel of speakers and guests will consist industry experts and leaders from major Asian and ASEAN economies, from various sectors and industries.

## DID YOU KNOW?

- Over two-thirds of global deals are coming up for renewals this year, with significantly restructured scopes.
- Technological solutions aimed at integrated functional value are being actively sought.
- Shared service entities are being pushed to re-establish proximity with core business functions.
- Transactional automation is increasingly putting to obsolescence traditional resource-heavy delivery models.
- Cognitive requirements alongside end-to-end platforms are changing the face of traditional sourcing solutions.
- Risk-to-value operating models are driving most new sourcing deals.
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- Risk-to-value operating models are driving most new sourcing deals.
- Responsible and ethical sourcing is increasingly becoming table-stakes.
- Third-party players are increasingly shifting their business models through lightweight innovation and domain centrality.

## FIND OUT MORE AT OUR FORUMS

**EVENT 1: JULY 21, 2016**  
LEVERAGING INTELLIGENT TECHNOLOGIES FOR BUSINESS RESILIENCE

**EVENT 2: OCTOBER 20, 2016**  
BUSINESS RISK AND FUNCTIONAL TRANSFORMATION

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