



**itSMF<sup>sg</sup>**  
**Asia Summit 2008**  
 Raffles City Convention Centre



Champion

**Asia's premier regional executive conference dedicated to IT Service Management**

- Discover the success behind more than 30 "most admired" international companies and opinion leaders
- Learn in an interactive and fun business environment
- Find out what's new in ITIL® V3 from the people behind the project
- Network with 200+ like-minded business leaders in Asia
- Save the world one process at a time!

**JUMP-START YOUR**  
**ITSM**  
**IMPLEMENTATION!**

OCTOBER 2008

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## Conference Day 1 – Monday 13 October 2008

- 9.00** Organiser's opening remarks
- 9.05** Chairperson's opening remarks
- 9.15** Special welcome address by host chapter  
**Umar Chandran**, President, **itSMF Singapore**
- 9.30** Keynote address: **Radical transformation – Changing the business beyond IT**  
**Eric Lauzon**, Chief Information Officer, **Nortel Asia, Singapore**
- 10.15** **Speed Networking!**  
Bring a 100+ business cards for a fast and furious interactive session meeting fellow attendees!
- 10.45** Morning refreshments and exhibition viewing
- 11.30** Case study: **Winner of itSMF Taiwan ITSM annual award program 2008**
- 12.00** **Enough Talk! Taking the leap**  
\*Sponsorship opportunity
- 12.30** **Networking luncheon and exhibition viewing**  
\*Sponsorship opportunity

BREAK-OUT A: STRATEGY	BREAK-OUT B: RISK, AUDIT & COMPLIANCE
<b>1.50</b> Track leader opening remarks	<b>1.50</b> Track leader opening remarks
<b>2.00</b> Track keynote: <b>Transitioning from strategy to implementation</b> <b>Ivor Macfarlane</b> , Co-author, <b>ITIL® V3 Service Transitions, UK</b>	<b>2.00</b> Track keynote: <b>Risk and compliance and ITSM – Cost or opportunity?</b> <b>Robert E. Stroud</b> , Audit, Compliance & Standards + Treasurer, <b>itSMF International Executive Board, USA</b>
<b>2.40</b> <b>Incorporating ITSM as a critical objective in your corporate strategy</b> *Sponsorship opportunity	<b>2.40</b> <b>Special address: Achieving greater customer satisfaction and productivity with ISO/IEC20000</b> <b>Peter Miao</b> , Head of IT, <b>Hong Kong Housing Society</b>
<b>3.20</b> Afternoon refreshments and exhibition viewing	
<b>4.00</b> <b>Leadership panel: Tackling the challenges of regional adoption</b>	<b>4.00</b> <b>Synergizing information security with ITSM</b> *Sponsorship opportunity
<b>4.40</b> <b>Should you approve that ITIL® initiative?</b> <b>Rob England</b> , Online celebrity, <b>IT Skeptic, New Zealand</b>	<b>4.40</b> <b>Q&amp;A open discussion expert panel: Making sense of standards</b>
<b>5.20</b> <b>Q&amp;A open discussion expert panel: Finding the right balance between cost, capacity and resource</b>	<b>5.20</b> <b>Delivering real-time benefits and managing IT investment risk with ITIL® and COBIT</b> <b>Ken Doughty</b> , Senior Risk Manager, <b>ING Australia</b>
<b>6.00</b> Track leader's closing remarks	<b>6.00</b> Track leader's closing remarks
<b>6.15</b> <b>After dark: Networking cocktail</b> *Sponsorship opportunity	

## Conference Day 2 – Tuesday 14 October 2008

- 9.00** Organiser's opening remarks
- 9.05** Chairperson's opening remarks
- 9.10** Motivational keynote
- 9.50** Keynote address: **Making ITIL® V3 work for you**
- 10.45** Morning refreshments and exhibition viewing
- | BREAK-OUT C: OUTSOURCING   | BREAK-OUT D: IMPLEMENTATION NUTS & BOLTS  |
|--|---|
| <b>11.00</b> Track leader's opening remarks  | <b>11.00</b> Track leader's opening remarks   |
| <b>11.10</b> Track keynote: <b>Intelligent outsourcing</b><br><b>Sandeep Khara</b> , Director, Information Technology, <b>Credit Suisse, Singapore</b> | <b>11.10</b> Track keynote: <b>Service Operations – a practical implementation</b><br><b>David Wheeldon</b> , Co-author, <b>ITIL® V3 Service Operations, UK</b>                                     |
| <b>11.50</b> <b>Are you ready for multi-sourcing?</b><br>*Sponsorship opportunity  | <b>11.50</b> <b>The real deal: Preparing for successful ITSM begins even before you take your first step</b><br><b>Lee Chong Leong</b> , Regional MIS Manager, <b>Schneider Electric, Singapore</b> |
- 1.10** **Networking luncheon and exhibition viewing**  
\*Sponsorship opportunity
- |  |   |
|--|---|
| <b>2.10</b> <b>Case study: Defining and measuring the right metrics for IT services in the telecom environment</b><br><b>Gerald Wilson</b> , Head of Service Level Management, <b>IDEA Cellular, India</b> | <b>2.10</b> <b>Reactive AND proactive Problem Management</b><br><b>Vinay Jain</b> , Regional Problem Manager, Asia, <b>Thomson Reuters, Singapore</b> |
|--|---|
- 2.50** Afternoon refreshments and exhibition viewing
- 3.30** **Skeptic's panel: CMDB as defined in theory cannot be done within a justifiable ROI**
- 4.10** **Interactive roundtable: The ABC of ICT**  
**Paul Wilkinson**, Co-author and Illustrator, **ITSM from Hell, The Netherlands**
- 4.50** **Special report: Announcing the first Asia ITIL Adoption Survey findings**  
**Peter Edwards**, Coordinator, **Asian ITIL® Adoption Survey Project** and Honorary Secretary **itSMF Singapore**
- 5.30** **itSMF Asia lucky draw giveaways!**
- 5.45** Chairperson's closing remarks
- 6.00** End of conference

Sign up now and you will receive your complimentary Singapore flyer ticket!  
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