



**CIOs/CTOs/CFOs from Coca-Cola, Forbes, McGraw-Hill, Time Warner, New York Life, Deutsche Bank; Center for CIO Leadership to Present at the World BPO/ITO Forum**

***Sessions Will Show that the "New Normal" lies in a seamless integration between IT and Operations reflected in the merger of ITO and BPO into a converged discipline.***

**NEW YORK, NY, May 3, 2010** – The World BPO/ITO Forum, the premier industry event focusing on Business Process Outsourcing(BPO) and Information Technology Outsourcing(ITO), today announced the full program for its two-day conference, taking place July 28 – 29, 2010 at the Hyatt Regency Jersey City on the Hudson, Jersey City, New Jersey. The event, which is the most influential vendor neutral forum for ITO/BPO convergence, will feature more than 20 sessions along two tracks, designed to show how companies are using BPO/ITO processes and technologies to thrive in a new economic order. Among the show's highlights:

- Keynotes and Plenary Sessions featuring C-level executives from global service providers such as TCS; CGI; Wipro; Mphasis; etc.
- Sessions that provide strategic and detailed roadmaps to implement sourcing for global competitiveness using real-life company examples as a guide
- Roundtable discussions with CIOs, COOs and CFOs divulging insights into innovative approaches to BPO and ITO strategies and the challenges facing today's decision-makers.
- An in-depth look at current and emerging sourcing locations globally
- Enhanced networking opportunities, including an Executive Reception with SIM Tri-State

The sessions expand on this year's conference theme, "Thriving in A New Economic Order: Leveraging the Sourcing Edge," and are designed to show the immediate and upcoming trends in sourcing as well as how companies of all sizes are using these practices to enhance their competitive offerings. Show attendees should expect to learn the long-term sourcing strategies that will garner quick success, recognize the key components of the sourcing backbone and how to implement them, and navigate the new world of sourcing relationships for continual value and maximum ROI. Sessions include presentations from IBM, AT Kearney, Pfizer, Google, Sun Microsystems, John Hancock Insurance, Best Buy, Citigroup, Amazon, Pitney Bowes, AMR Research, SAP, Barclays PLC, the Avis Budget Group and LexisNexis.



“In a changed business environment, IT and Operational decision makers are being tasked with creating sustainable business value, in addition to the more normal challenge of incremental cost savings,” said Kartik Kilachand, President of The World BPO/ITO Forum, Inc. Further, he added, “Strategic Sourcing is becoming an integral part of any company’s core business agenda with an emphasis on profitable growth, prudent spending priorities and innovative business models”. Says Jim Noble, Chairman, “The conference theme is the essential integration of ITO and BPO. The former is often just a cost play, and the latter is often incremental to the existing information systems in a company. Taken together as a managed service, there is an opportunity for client companies to “cross the chasm” into best-practice processes at world-class costs”.

**For more information or to register for the event, visit [www.worldbpoforum.com](http://www.worldbpoforum.com)**

**About The World BPO/ITO Forum, Inc.**

The World BPO Forum conference is in its third year, and getting close to its aspirations to become the "Davos" of BPO/ITO. The unique value proposition is that it offers a "one stop shop" for mid-cap executives (CIOs, CFOs, COOs) to hear about best practices from speakers who have done this well, and to meet with representatives from service providers from many (low cost) countries. The latter is achieved by our "Country Pavilion" where there is strong representation from India, the Philippines, Russia, Brazil, Poland; etc. Whereas the decision-makers in large-cap companies can afford to travel the world in search of the right business partners in these low-cost countries, we are trying to reverse that model for the mid-cap companies and bring the service providers to them. The conference is also strongly supported by the Society for Information Management, which is the professional association for over 4,000 CIOs and the Center for CIO Leadership (1,700 members).

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