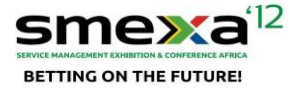


# SMEXA Service Management Exhibition Africa



PLAY YOUR CARDS RIGHT!



## SA IT IN CRISIS - OPPORTUNITY AND THREATS



### Day One:

|                  |       |   |   |   |
|------------------|-------|---|---|---|
| 08H00            |       | Conference Registration - Tea and Coffee  |   |   |
| Opening Session: |       |   |   |   |
| 08:45            | 09:00 | <p><b>Opening Address - Chairperson ISMFSA - George Ambler</b><br/>We have barely recovered from the previous recession, if the markets dipped into another would we tackle things the same way? What opportunities and threats reside in IT that decision makers should be aware of and what role does Service Management play?</p>  |   |   |
| 09:00            | 09:45 | <p><b>Opening Speaker (Keynote) - The Other Michael Jackson; Once acclaimed by former South African President Nelson Mandela as "a national treasure", Michael has an uncanny ability to connect with his audiences and is often referred to as a passionate champion of the change. Tom Peters, bestselling author of 'In Search of Excellence' said of working with him, that "After Michael Jackson, I'm only the second most enthusiastic person in the room".</b></p> <p><b>The Challenge of Change:</b> "Out there, beyond the car park" This dynamic keynote presentation encompasses a hands-on view of the global business world - beginning with an initial look back over past business/ consumer/ lifestyle trends and culminating in ways to deal with the state of the IT industry and its changing dynamics against today's key business issues. The Challenge of Change will leave you with an accurate assessment of where you find yourself today in business and will deal with relevant issues such as the cloud, skills shortages, the consumerism of IT and the mobility of IT – allowing you to better compete in any marketplace; both today and into the foreseeable future. Selected examples of business excellence and references to modern successful businesses are included, and used to clearly highlight the route to future success.</p> <p>Michael's skill in presenting, combined with the subtle interplay of messages from the host company, makes for an impactful, memorable and enthralling presentation, and one which has been rated as no less than excellent by over 950 audiences to date across Africa, Europe, Asia, the Middle East and the United States of America.</p> <p><b>Key Issues:</b><br/>The challenge of change from a business perspective<br/>Influencing dynamics brought about by IT<br/>Examples of business excellence</p> |   |   |
| 09:45            | 10:30 | <p><b>[2nd Keynote ] Cowboys Acrobats and Rainmakers: The balance between control and agility - The IT Skeptic; - Rob England</b><br/>Why should leaders consider IT Service Management? The increasing pace of change in general, social media, cloud, agile and DevOps in particular - have major implications for traditional IT Management. Decades of hard-won controls over our IT production environments are under assault from radical new forces, including Agile, DevOps, SaaS, Cloud and social media. A new world is arriving at a remarkable pace. In that new world we will no longer control what happens in IT. We can't control what developers do, what the business units do, what our suppliers do, what our users do. We can't even control where our servers are. We don't know where our data is, where our servers are, where our users are, what platform the users are on, where the apps are. Do we even need IT any more?</p> <p><b>Key Issues:</b><br/>How will ITIL provide value in the new IT landscape?<br/>What does the IT function within our organisation look like in the new world?<br/>Do we need IT operations any more?</p>  |   |   |
| 10:30            | 11:00 | TEA BREAK, VENDOR EXHIBITION  |   |   |
|                  |       | TRACK ONE:<br>COST CONTAINMENT & SOURCING STRATEGIS<br>HOW THEY CAN DRIVE UP VALUE  | TRACK TWO:<br>CEO PERCEPTIONS & POOR SERVICE<br>HOW THESE FACTORS AFFECT VALUE  | CIO TRACK<br>THE FUTURE DESIGN AND STRUCTURE FOR IT<br>OPERATIONS   |
| 11:00            | 11:45 | <p><b>Sourcing Solutions that make sense: (Sponsor Slot - Diamond or Platinum)</b><br/>IT managers are re-thinking how they provision services to the business. New and exciting options are being made available to the market. This session will cover the new trends regarding sourcing, the options available and why decision makers need to pay attention.</p> <p><b>Key Issues:</b><br/>What role will IT Service Management play within IT operations where there are various sourcing options being adopted?<br/>Who holds the responsibility for delivering service to the business and what interaction will sourcing providers facilitate?<br/>Will sourcing provide mere cost savings or is there extra value to be derived through an engagement of this nature?</p>  | <p><b>How does the business and CEO view IT Operations: (Industry Expert)</b><br/>This session will cover the new frontier for IT Service Management and how ITIL and CobIT will be applied based on the demands and requirements from business. If the business is reconsidering the approach to consuming IT, how will the IT department need to be re-structured and what disciplines will be required. Will frameworks like ITIL and CobIT look the same, or will we need to change?</p> <p><b>Key Issues:</b><br/>How do CEO's and business see and measure value?<br/>Do disciplines like ITIL and CobIT still apply?<br/>What new demands will IT operations have to deal with?<br/>Does IT Operations deliver value and how is that valued portrayed?</p> | <p><b>Workshop Session: Facilitated by Michael Jackson</b><br/>This interactive workshop will look at the practical considerations and choices that CIO's will need to make based on their current challenges</p> <p><b>Key Issues:</b><br/>Define the IT operational issues that CIO's and decision makers are faced with?<br/>Identify the top 5 activities that senior IT management should be considering right now?<br/>Define the IT Operational roadmap for the next 3 years<br/>What considerations should the next IT strategy have?</p> |
| 11:45            | 12:00 | MOVE BETWEEN SESSIONS, VENDOR EXHIBITION  |   |   |
| 12:00            | 12:45 | <p><b>A practical example of how sourcing provides more value to the end consumer (Case Study): Available sponsor slot</b><br/>This session will provide the audience with an example of how a sourcing contract not only assisted in containing costs, but also provided tangible value to the client that converted into increased capability that could be measured.</p> <p><b>Key Issues:</b><br/>How was a cost saving derived?<br/>How was the service provided by the outsourcer converted into additional value to the clients business?<br/>How will contracts of this nature be measured in the future?</p>   | <p><b>This Company has seen the value of IT and is aligned (Case Study): Available sponsor slot / Industry expert</b><br/>This case study will provide you with a practical example of companies can make use of IT to deliver strategic value and where IT has been credited with providing real value.</p> <p><b>Key Issues:</b><br/>IT seen as being the enabler to:<br/>Increased capability and top line revenue<br/>Increased capacity to focus on core business issues<br/>Reduced cost<br/>Reduced risk</p>   | <p><b>Workshop Session: Facilitated by Michael Jackson</b><br/>Mapping the outcome from the workshop session to available solutions in the market</p> <p><b>Key Issues:</b><br/>What options are available to CIO's and decision makers to provision better IT operations?<br/>What trends should leaders be considering for the next 12 to 24 months?<br/>How can decision makers get going on their new strategies?</p>   |
| 12:45            | 13:30 | LUNCH BREAK   |   |   |

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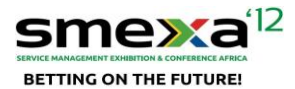
## BETTING ON THE FUTURE!

|       |       |   |   |  |
|-------|-------|---|---|--|
| 13:30 | 14:15 | <p><b>Workshop Session:</b><br/>This workshop will cover the various types of sourcing packages available and the key processes that need to be covered to address sourcing from an ITIL and CobIT perspective.</p> <p><b>Key issues:</b><br/>Required lifecycle components that should be considered when thinking of a sourcing solution<br/>Required processes for both ITIL and CobIT to ensure an effective sourcing solution<br/>Required Management measures for a sourcing solution</p> | <p><b>Workshop Session:</b><br/>Building an effective Service Catalogue that can address the demands from business and one that makes use of practical wisdom to manage the service portfolio lifecycle</p> <p><b>Key Issues:</b><br/>Building a Service Catalogue using practical wisdom<br/>Understanding the important of Demand Management and who the real Service Management stakeholders and sponsors are<br/>Engineering a new kind of Service Level Agreement to meet the new requirements of business<br/>Way to ensure good service and the cost of poor service</p> | <p><b>One on One Sessions with key sponsors</b><br/>SMEXA will provide both decision makers and vendors with the opportunity to engage in private one on one sessions to address current and future requirements</p> <p><b>Key Issues:</b><br/>Aligning the requirements of the market with suitable suppliers of services<br/>Bringing some of the latest services offerings and products to the attention of the decision makers<br/>Allowing for focused discussions on real issues that require real solutions</p> |
| 14:15 | 14:30 | <b>TEA BREAK, VENDOR EXHIBITION</b>   |   |  |
| 14:30 | 15:15 | <p><b>Workshop Session:</b><br/>This workshop will cover the various types of sourcing packages available and the key processes that need to be covered to address sourcing from an ITIL and CobIT perspective.</p> <p><b>Key issues:</b><br/>Required lifecycle components that should be considered when thinking of a sourcing solution<br/>Required processes for both ITIL and CobIT to ensure an effective sourcing solution<br/>Required Management measures for a sourcing solution</p> | <p><b>Workshop Session:</b><br/>Building an effective Service Catalogue that can address the demands from business and one that makes use of practical wisdom to manage the service portfolio lifecycle</p> <p><b>Key Issues:</b><br/>Building a Service Catalogue using practical wisdom<br/>Understanding the important of Demand Management and who the real Service Management stakeholders and sponsors are<br/>Engineering a new kind of Service Level Agreement to meet the new requirements of business<br/>Way to ensure good service and the cost of poor service</p> | <p><b>One on One Sessions with key sponsors</b><br/>SMEXA will provide both decision makers and vendors with the opportunity to engage in private one on one sessions to address current and future requirements</p> <p><b>Key Issues:</b><br/>Aligning the requirements of the market with suitable suppliers of services<br/>Bringing some of the latest services offerings and products to the attention of the decision makers<br/>Allowing for focused discussions on real issues that require real solutions</p> |
| 15:15 | 15:30 | <b>MOVE BETWEEN SESSIONS, VENDOR EXHIBITION</b>   |   |  |
| 15:30 | 16:15 | <p><b>Discussion Panel - Industry Experts</b><br/>Open panel discussion on the key issues and questions raised during the first day of the conference. Questions from each of the sessions will be addressed and answered during the discussion panel.</p> <p>Question &amp; Answers Session:</p> <p>Sourcing<br/>Cost Containment<br/>Change in CEO and business perceptions of IT<br/>Future trends of IT Service Management, ITIL and CobIT</p>  |   |  |
| 16:15 | 19:00 | <b>Conference Social (tacking risks and opportunities in a practical way)</b>   |   |  |

## Day Two

|                         |   |  |  |
|-------------------------|---|--|--|
| 08H00                   | <b>Conference Registration - Tea and Coffee</b> |  |  |
| <b>Opening Session:</b> |   |  |  |
| 08:45                   | 09:00   | <p><b>Opening Address - Chairperson ITSMFsa - George Ambler</b><br/>The Chairperson will welcome everyone to the second day and briefly go through the programme</p>   |  |
| 09:00                   | 09:45   | <p><b>Opening Speaker (Keynote) - David Cannon; Chairperson for the ITSMf (International)</b></p> <p>ITIL has just published a revised publication of Version 3. What were the considerations and how should the marketing be adopting the changes that have been introduced?</p> <p><b>Key Issues:</b><br/>What new in ITIL v3 - revised publication<br/>How can ITIL be applied better than before<br/>What does the roadmap of ITIL and Service Management look like over the next 5 years, taking the current market conditions into account</p>   |  |
| 09:45                   | 10:30   | <p><b>(2nd Keynote) The IT Service Management Proficiency Index (SMPI) for 2011 - Jackie Cronk</b><br/>New information from the SMPI provides insight into various aspects of IT Service Management. Things that are working well and those that are not, the reasons why and some thoughts on how to address them. Jackie will take us through the latest SMPI report, compiled by various industry specialised. This combined report will be launched at SMEXA and made available to the market - a must read if you are involved in Service Management in any way.</p> <p><b>Key Issues:</b><br/>IT Proficiency in South Africa (results for the year, with graphs and interpretative analysis)<br/>Highlight trends and provide direction that service management is going<br/>Touch on specific areas of focus that require attention</p> |  |
| 10:30                   | 11:00   | <b>TEA BREAK, VENDOR EXHIBITION</b>  |  |

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|       |       | TRACK ONE:<br>CONSUMERISATION, MOBILITY<br>AND CLOUD COMPUTING  | TRACK TWO:<br>HOW RISK MITIGATION, COMPLIANCE & GOOD<br>SECURITY MANAGEMENT CAN DRIVE UP VALUE  |
|-------|-------|---|---|
| 11:00 | 11:45 | <p><b>A new frontier with new choices: (Sponsor Slot - Diamond or Platinum)</b><br/>This session reviews solutions available to the market and the required operational processes needed to support them.</p> <p><b>Key Issues:</b><br/>What processes must be in place when you adopt a cloud solution<br/>Does the Service Level Agreement need to change to support these new technological options<br/>What will happen to event management and who owns this responsibility</p>                    | <p><b>Risk considerations and mitigation strategies - Craig Rosewarne, a leading consulting in security and risk management</b><br/>This session will cover the things we need to be aware of to mitigate risk for the business and where most organisations ordinarily go wrong.</p> <p><b>Key Issues:</b><br/>5 considerations for building an effective risk mitigation strategy<br/>How to move beyond mere audit compliance<br/>How ITIL and CobIT provide a good basis for Managing security</p>                                |
| 11:45 | 12:00 | <b>MOVE BETWEEN SESSIONS, VENDOR EXHIBITION</b>   |   |
| 12:00 | 12:45 | <p><b>A practical example of how to maximise value through the use of a mobile solution (Case Study): Available sponsor slot</b><br/>This case study provides a good example of how mobile solutions can go a long way to providing real business value and improving the top line of a business.</p> <p><b>Key Issues:</b><br/>The untapped value that mobile solutions bring<br/>How a business can incorporate new technologies to do things the old dogs couldn't<br/>A taste of things to come</p> | <p><b>The cost of not mitigation risks can be very high (Case Study): Available sponsor slot / Industry expert</b><br/>In this session we provide a real life story of how poor risk mitigation consideration cost a company more than just lost revenue, it cost them their reputation, brand and damaged their future prospects.</p> <p><b>Key Issues:</b><br/>The scope of risk management goes beyond bits and bytes<br/>The cost of service interruption can be great for any business<br/>The association of Brand and Risk</p> |
| 12:45 | 13:30 | <b>LUNCH BREAK</b>  |   |
| 13:30 | 14:15 | <p><b>Workshop Session:</b><br/>This workshop will cover some of the cloud solutions available and which IT Service Management processes and control objectives are required to support them.</p> <p><b>Key issues:</b><br/>Required lifecycle components that should be considered when thinking of a cloud solution<br/>Required processes for both ITIL and CobIT to ensure an effective cloud solution<br/>Required Management measures for a cloud solution</p>                                    | <p><b>Workshop Session:</b><br/>Building an effective Security and Risk Mitigation Plan to ensure that the business can avoid disaster both big and small</p> <p><b>Key Issues:</b><br/>Building a Security Plan using practical wisdom<br/>Overview of which ITIL process address risk mitigation, you are bound to be surprised<br/>15 check points that should be considered<br/>Understanding what you need to have in place to be compliant - a practical approach</p>   |
| 14:15 | 14:30 | <b>TEA BREAK, VENDOR EXHIBITION</b>   |   |
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| 16:15 | 16:45 | <b>Closing Address by the Chairperson of the itSMFsa</b>  |   |