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*The*  
**economic** impact  
*of* **AUTOMATION**

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**Exclusive Outsourcing Advisor Briefing**

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**The New York Palace**

455 Madison Ave, New York

June 11, 2015, NYC

*Presented by*



INSTITUTE FOR  
ROBOTIC PROCESS  
AUTOMATION



# WELCOME

The outsourcing advisory business is changing and no one can predict the extent of the changes. Today's agenda has been crafted specifically for Outsourcing Advisors and focuses on the economic impact that robotic process automation (RPA) is having upon the outsourcing ecosystem. The impact of RPA is real and is transforming the outsourcing business, the deals, and your Advisory practice.

Today's symposium will cover the following topics and much more:

- ◆ The math and the economics are changing - RPA's impact on the shift beyond labor arbitrage
- ◆ Decreased cost and increased productivity - Automation's impact on business models
- ◆ Robots and people working side-by-side
- ◆ Leading author and visionary, Nick Carr will speak to RPA and his outlook on this emerging technology

All the best in the advisory business are here and we are so happy you could join us.

Sincerely,



**Frank J. Casale**  
Institute for Robotic  
Process Automation



**Tom Lang**  
Wipro Technologies

# AGENDA

- 11:30 am - 12:00 pm** Registration
- 12:00 - 1:00 pm** Networking Lunch (*Kennedy Room*)
- 1:00 - 1:10 pm** Welcome (*Holmes Room*)  
**Frank Casale**, CEO, *Institute for Robotic Process Automation & Outsourcing Institute*  
**Tom Lang**, Vice President, *Wipro*
- 1:10 - 2:20 pm** The Glass Cage, Automation and Us (*Holmes Room*)  
**Nicholas Carr**, Bestselling author
- 2:20 - 2:45 pm** Networking Break & Book Signing with  
Nicholas Carr (*Holmes Foyer*)
- 2:45 - 3:30 pm** Wipro's view of Automation, Autonomics and  
our AI Platform - HOLMES (*Holmes Room*)  
**TK Kurien**, CEO & Member of Board, *Wipro*
- 3:30 - 4:00 pm** Case Study - HOLMES in Action (*Holmes Room*)  
**Srini Rajamani**, Vice President, Banking and  
Financial Services (BFS), *Wipro*
- 4:00 - 4:50 pm** Effect of Automation on Sourcing Industry  
(*Holmes Room*)  
**Simon Ellis**, Practice Director, Supply Chain,  
Strategies, *IDC*
- 4:50 - 5:00 pm** Closing Remarks (*Holmes Room*)  
**Frank Casale**, CEO, *Institute for Robotic Process Automation & Outsourcing Institute*  
**Tom Lang**, Vice President, *Wipro*
- 5:00 - 7:00 pm** Cocktails & Networking (*Kennedy Room*)

# Meet The SPEAKERS



## **NICHOLAS CARR** (Keynote)

In addition to a bestselling author, Nick has been a columnist for *The Guardian* in London and his articles have appeared in *The New York Times*, *The Wall Street Journal*, the *MIT Sloan Management Review*, *Wired*, *Business 2.0*, *The Boston Globe*, *The Atlantic*, *The Industry Standard*, *The Banker*, *The Times of London*, *The Financial Times*, *BusinessWeek Online*, *Die Zeit* and other periodicals. He also edited *The Digital Enterprise*, a book of *Harvard Business Review* writings on the Internet. His book, *The Shallows: What the Internet Is Doing to Our Brains*, is a 2011 Pulitzer Prize finalist and a New York Times bestseller.

His newest book, *The Glass Cage: Automation and Us*, September, 2014, offers a rare and necessary look at the intersection of the machine and humanity.

Called an “exceedingly lucid” speaker and one of the “100 Most Influential People in IT,” Nick speaks at conferences, corporations, universities and government agencies throughout the world on Information Technology, The Culture of Innovation, and Business strategy.

Nick is also the author of two other influential books *The Big Switch: Rewiring the World, from Edison to Google* (2008) and *Does IT Matter? Information Technology and the Corrosion of Competitive*

*Advantage* (2004) – named by CIO magazine as one of “Top 15 Most Groundbreaking Management Books”.

Formerly the executive editor of the *Harvard Business Review*, he has written more than a dozen articles and interviews for that publication. His essay *Is Google Making Us Stupid?* has been collected in several anthologies, including *The Best American Science and Nature Writing*, *The Best Spiritual Writing*, and *The Best Technology Writing*.

A member of the Encyclopedia Britannica’s editorial board of advisors, Nick also serves on the steering board of the World Economic Forum’s cloud computing project. He has been a writer-in-residence at the University of California, Berkeley, and is a frequent commentator on CNBC, CNN, and other networks

Nick holds a B.A. from Dartmouth College and an M.A., in English and American Literature and Language, from Harvard University.



### **FRANK J. CASALE**

*CEO, The Institute for Robotic Process Automation. Frank is also CEO of The Outsourcing Institute.*

Frank’s mission is to leverage the collective wisdom and best practices of the evolving outsourcing ecosystem and the latest internet technologies to propel learning, networking, career development, publishing, transacting, and relationship management. He continually monitors industry and business trends to identify new ways to increase the overall efficiency, speed, and success of outsourcing transactions and relationships.



### **SIMON ELLIS**

Simon Ellis currently leads the Global Supply Chain Strategies practice at IDC Manufacturing Insights, specializing in advising clients on supply chain network design, supply chain planning, global sourcing, transportation and logistics. Mr. Ellis is also an expert on the High-Tech and Consumer Products industries. With close to 30 years of experience in manufacturing, working across all major areas of the supply chain, Simon previously was the Supply Chain Strategy Director for Unilever North America. Simon has a BA degree from Cornell University and an MBA from Columbia University.



### **T.K. KURIEN**

*T. K. Kurien, CEO, member of the Board, Wipro Limited. T.K. is also a member of the Wipro Corporate Executive Council.*

With over 27 years of global diversified experience, T.K. has been instrumental in building and scaling many of Wipro's businesses. He has a track record for customer centricity, passion for excellence and rigor in execution. He has proven to be a transformational leader and has been instrumental in turning around the various businesses that he has spearheaded within Wipro, including the BPO, Media, Telecom and Consulting businesses. T.K. is also credited with building global leadership for some of Wipro's business units across the world.



## **TOM LANG**

*Tom Lang, Vice President, Wipro Technologies, North America Strategic Sourcing Team*

As VP on Wipro's Strategic Engagement team, with focus on North America based Global clients, Tom guides clients on Transformational programs enabled by strategic sourcing. In his previous role Tom led the Global large deal team in the Banking, Financial Services and Insurance Vertical, Wipro's Largest Vertical.

Prior to joining Wipro, Tom was a Partner and Managing Director at TPI, the world's largest sourcing advisory firm. Tom led the CIO services consulting unit and vertical sales team for the America's, Tom was responsible for guiding clients in over \$10 billion of annual outsourcing contract negotiations, designing sourcing strategies, implementing appropriate Governance organizations and planning and executing transformation projects.



## **SRINI RAJAMANI**

*Srini Rajamani, Vice President, Banking and Financial Services (BFS), Wipro Limited*

Srini leads the Wipro BFS business in the Americas and is currently responsible for managing strategic accounts and structuring new deals within the sector. Prior to taking over this role, Srini was responsible for incubating

and growing some of Wipro's largest accounts in the Financial Services space.

Over a decade with Wipro, Srini has served in several key leadership roles. He works closely with advisors on strategic deals and interacts regularly with industry analysts on new technology and business propositions to solve critical business challenges faced by Banks and Financial Institutions.

Prior to Wipro, Srini had worked with IBM and NIIT Technologies. He is an MBA from Xavier Institute of Management and is currently based out of New York, USA.

# Upcoming 2015 EVENTS



## **First Annual - Automation Innovation London 2015**

Fall 2015 - Dates TBD  
London, United Kingdom

## **Automation Innovation 2015**

Thursday, December 3  
New York City

theoutsourcinginstitute  
@outsourcing.com

## **BPO Innovations Conference 2015**

Thursday, October 22  
New York City

## ABOUT THE INSTITUTE FOR ROBOTIC PROCESS AUTOMATION

IRPA is an independent professional association and knowledge forum for the buyers, sellers, influencers, and analysts of robotic process automation. Our network and advisory services offer leading-edge market intelligence, industry research, best practices, and alliance-building opportunities for stakeholders across service industry functions.

IRPA helps business leaders position themselves at the cutting-edge of knowledge work technology.

Join us to get the latest trends, expert interviews, best practices and commentary from the pioneers and thought leaders of robotic process automation. Membership is free. ([www.irpanetwork.com](http://www.irpanetwork.com))

## ABOUT WIPRO, OUR SPONSORING PARTNER

Wipro Ltd is a global information technology, consulting, and outsourcing company with 145,000 employees serving over 900 clients in 60 countries.

Wipro helps customers do business better, leveraging our industry-wide experience, deep technology expertise, comprehensive portfolio of services and a vertically aligned business model. Our 55+ dedicated emerging technologies 'Centers of Excellence' enables Wipro to harness the latest technology for delivering business capability to clients.

Wipro is globally recognized for its innovative approach towards delivering business value and its commitment to sustainability. Wipro champions optimized utilization of natural resources, capital and talent. Today Wipro is a trusted partner of choice for global businesses looking to 'differentiate at the front' and 'standardize at the core' through technology interventions.

In today's world, organizations will have to rapidly reengineer themselves and be more responsive to changing customer needs. Wipro is well positioned to be a partner and co-innovator to businesses in their transformation journey, identify new growth opportunities and facilitate their foray into new sectors and markets.

DESIGN: [WWW.PIXEL506.COM](http://WWW.PIXEL506.COM)

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