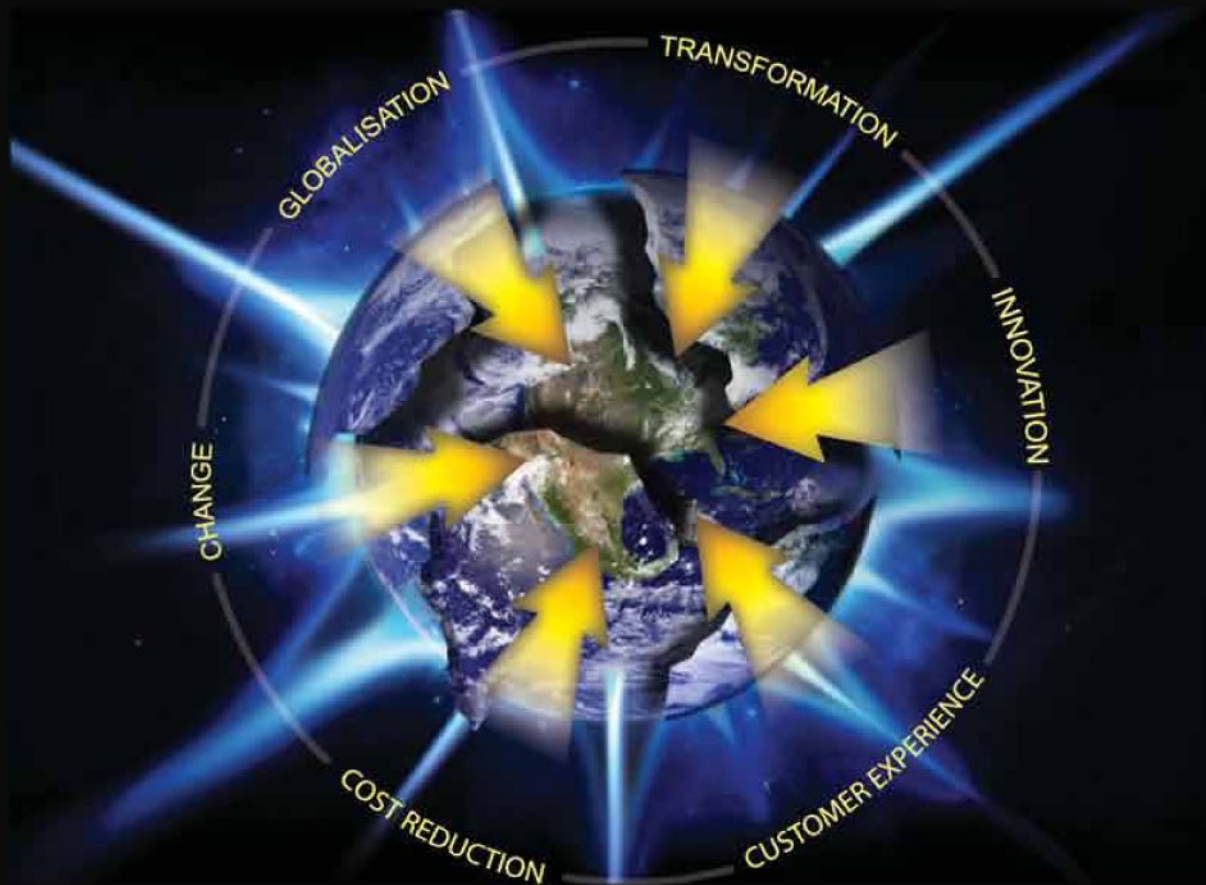


# KPO MASTERCLASS

SHERATON HOTEL, PARK LANE, LONDON, JUNE 22ND 2010

## KNOWLEDGE PROCESS OUTSOURCING

CREDIT & EQUITY RESEARCH, CORPORATE FINANCE AND M & A SUPPORT,  
BUSINESS INTELLIGENCE



Learn how a number of Investment Banks, Hedge Funds and Private Equity companies have sourced high quality, low cost, research and analysis skills from offshore locations generating competitive advantage for their businesses.

RESEARCH & ORGANISED BY



Emerging Markets  
Research Group Ltd

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t: 0776 019 8360

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# KNOWLEDGE PROCESS OUTSOURCING

11.30pm -1.00pm

OAK ROOM

This session will be of interest to people in Investment Banks, Hedge Funds, Private Equity and other financial institutions with an interest in sourcing high quality research and analysis skills (credit & equity research, corporate finance & M & A support, business intelligence) from offshore locations.



Chairs:

John Willmott  
CEO



## SESSION 1 OUTSOURCING KNOWLEDGE INTENSIVE PROCESSES

### INVESTMENT BANK CASE STUDY

- Processes Investment Banks typically outsource/offshore
- Knowledge Transfer, Technology and People management challenges
- Lessons learned
- KPO - the future



Sanjiv Somani  
Managing Director



## SESSION 2 FINANCIAL RESEARCH & ANALYSIS – CATAPULTING YOUR BUSINESS THROUGH KPO

### HEDGE FUND & CORPORATE FINANCE CASE STUDY

- Acquiring missing capabilities and infrastructure
- Moving from fixed cost to variable - providing highly specialised skills "on demand"
- Enhancing focus on customers



Yasmin Sarma  
Founder and Managing Director



Rolf Brass  
Partner



## SESSION 3 MEASURING, MANAGING & CONTROLLING KPO DEALS

- How to ensure good governance and quality control
- Measuring KPO deals – benchmarking / what metrics to use?



Pawan Randev  
Director Global Banking

Deutsche Bank



1.00pm -2.15pm

LUNCH

# REGISTRATION FORM



**VENUE: The Sheraton Hotel,  
Park Lane, London**  
(Nearest Underground: Green Park Station - 5 min walk)



**Location: The Oak Room**

- Yes, I confirm my place at the seminar on 22nd June 2010
- Yes, I confirm my place on the dinner on June 21st

**Complimentary invitations are available for Investment Banks,  
Hedge Funds, Private Equity & Asset Management Companies,  
and those involved in M & A work.**

**Please quote 'Merger Market' on any communication.**

**To register call - 0776 019 8360 or Via the website - [Click here](#)**

Registration form:

Title	<input type="text"/>
Name	<input type="text"/>
Surname	<input type="text"/>
Job Title	<input type="text"/>
Company	<input type="text"/>
Address	<input type="text"/>
	<input type="text"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
E-mail*	<input type="text"/>

**\*Please provide yours or your secretary's details as all communication will be via e-mail**

Return this form to:

Conferences Manager, EMRG Ltd., St Martin's House,  
16 St Martins Le-Grand, London, EC1A 4EN.

**or**

Scan a copy of this form and email to: [info@emrgind.com](mailto:info@emrgind.com)

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#### Indemnity

It may be necessary to change the content and timing of the programme, the speakers or the venue. Should for any reason, the venue or speakers change, or the event be cancelled for whatever reason beyond the control of EMRG, we shall endeavour to reschedule. In any event, the client hereby indemnifies EMRG and holds EMRG harmless from and against any and all costs, damages and expenses incurred by the client.

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Personal data is gathered in accordance with the Data Protection Act 1984. Your details may be passed to other companies who wish to communicate with you on offers related to your business activities. If you do not wish to receive these offers, please write to the Database Manager at the above address. Copies of the delegate list will not be given out at the end of the conference.

#### Cancellations

If you find it necessary to cancel your booking please contact us immediately. Cancellations notified by 7th June 2010 will be refunded in full. We regret that no refunds can be made on cancellations after this date. We are happy to accept substitute delegates at any time.