

DRIVE SUCCESS AND ACHIEVE THE RESULTS YOU WANT

# PERFORMANCE MEASUREMENT

# FOR IT

Register Early &  
SAVE RM300

## PANEL OF DISTINGUISHED SPEAKERS FROM:

- \* Christopher Chan, *Chief Executive Officer*  
**The Media Shoppe**
- \* Ahmad Azhar Bin Yahya, *Group Chief Information Officer*  
**Telekom Malaysia**
- \* Goban Arasu, *General Manager*  
**MSC Management Services**
- \* Yee Swee Thong, *Senior Manager - Information Technology*  
**Uni.Asia Life Assurance**
- \* Zulkepli bin Haji Hamid, *Vice President - Information Technology Division*  
**TIME dotCom**
- \* Dr Kamarudin Saadan, *Director of Information Resource Management Division*  
**MARDI**
- \* K Kuppasammy, *Managing Director & Chief Executive Officer*  
**Pentasoftware Malaysia**
- \* Lim Teck Yoong, *International Sales Manager*  
**MPG Technologies**
- \* Maizul Lizan, *Strategic Analyst*  
**Navigis**
- \* Sidney Yuen, *Chairman & Chief Executive Officer*  
**Hong Kong Benchmarking Clearinghouse**
- \* Zaharin Haji Ali, *Senior General Manager*  
**Dagang Net Technologies**
- \* Thierry Bedos, *Vice President Technology*  
**Nexusedge Technologies Malaysia**
- \* Ahmad Nazri Mohd. Jamil, *Senior Manager - Global Customer Services*  
**Vallent Software Systems**
- \* Pearl Lee, *Senior Manager, Risk and Business Solutions*  
**Ernst & Young**
- \* Steve Teoh Chee Hooi, *Managing Director & Chief Technology Officer*  
**Technology Powerhouse**
- \* Eelko Van Leeuwen, *Managing Consultant*  
**Quint Wellington Redwood Asia Pacific**

9-10 August 2006

Hotel Nikko Kuala Lumpur, Malaysia

## PRESENTING THE CUTTING-EDGE PERFORMANCE MEASUREMENT ISSUES AND STRATEGIES IN:

- ✓ Linking IT performance as a success indicator for driving customer satisfaction
- ✓ Understand how to increase efficiency via paperless technology - a performance measurement approach
- ✓ Developing winning ICT Blueprints in a learning organization
- ✓ Improving the collection and reporting of your performance measurement data through automation
- ✓ Identify linkages between business performance with the performance of your IT Components
- ✓ Analyzing the current trends in IT risk assessments
- ✓ Identify the industry standards KPIs in measuring performance
- ✓ Reinventing the enhancement and request for change in IT team
- ✓ Strategy to drive Return of Investment (ROI) through User Productivity and Total Cost of Ownership (TCO) in IT projects

PLUS

## AN INTERACTIVE SEPARATELY BOOKABLE WORKSHOP

Friday, 11 August 2006

## “Performance Measurement Practices - Developing, Aligning & Implementing”

Led by Benedict Ang, *Strategic Analyst, Navigis*

ORGANISED BY:

The Asia  
BUSINESS  
FORUM

# FOCUS THE EFFORT ON IMPROVING THINGS THAT REAL

DAY ONE

9 AUGUST 2006

WEDNESDAY

8.00 REGISTRATION AND MORNING COFFEE

9.00 **CHAIRPERSON'S OPENING REMARKS**

**Sidney Yuen**

*Chairman & Chief Executive Officer*

**Hong Kong Benchmarking Clearinghouse**

9.10 **POSITIONING CUSTOMER SATISFACTION AS THE SUCCESS INDICATORS FOR I.T. FUNCTION**



- Linking IT performance as a success in driving customer satisfaction
- Why is customer satisfaction important to the organization?
- Defining the crucial role of IT function as the success indicator
- Transforming customer satisfaction as the success indicator for IT functions through value-added measurement techniques

**Ahmad Azhar Bin Yahya**

*Group Chief Information Officer*

**Telekom Malaysia**

9.55 **ELABORATING THE ICT BLUEPRINT ESSENTIALS**

- Defining ICT Blueprints in context to performance measurement
- Integrating the frameworks within an ICT Blueprint into performance measurement
- Developing winning ICT Blueprints in a learning organization
- Performance measures for an effective ICT Blueprint

**Goban Arasu**

*General Manager*

**MSC Management Services**

10.45 MORNING COFFEE

11.00 **TRANSFORMATION OF PERFORMANCE MEASUREMENT IN I.T. SECTOR**

- Understand the transformation of performance measurement in IT sector
- Transformation of performance from doing duty to accomplishing job
- Align IT performance with company objectives
- Design effective strategies in strengthening the IT Sector

**K Kuppusammy**

*Managing Director & Chief Executive Officer*

**Pentasoftware Malaysia**

11.50 **PERFORMANCE MEASUREMENT: DEVELOPING AND IMPLEMENTING A PROCESS TO GAUGE PROGRESS IN MEETING THE MANAGEMENT'S AGENDA AND GOAL**

- Utilizing performance measurement to create momentum, credibility to gauge progress in meeting goals

- Taking a process oriented approach: the power of process mapping
- Achieving simplicity: from the user's perspective
- Improving and automating the collection and reporting of your performance measurement data

**Sidney Yuen**

*Chairman & CEO*

**Hong Kong Benchmarking Clearinghouse**

12.40 LUNCH

2.00 **DRIVING RESULTS USING I.T. PERFORMANCE MEASUREMENT TOOLS**

- Assessing the organizational need for performance measurement tools
- Measuring and reporting the success using IT performance measurement tools
- Identifying critical features of measurement tool which applies to your organization
- Improving business performance through effective measurement tools
- Brief case study of a performance measurement tool

**Christopher Chan**

*Chief Executive Officer*

**The Media Shoppe**

2.50 **MEASURING THE I.T. READINESS ON BUSINESS PERFORMANCE METRICS**



- Relating IT performance to business performance against specific targets
- Understand the IT scorecards - a performance measurement approach
- Identify the enhancement and request for change in IT team
- Demonstrate the IT projects tracking

**Zulkepli bin Haji Hamid**

*Vice President - Information Technology Division*

**TIME dotCom**

3.35 AFTERNOON REFRESHMENT

3.50 **INCREASING EFFICIENCY VIA PAPERLESS TECHNOLOGY - HOW I.T. RELATES TO PERFORMANCE MEASUREMENT**

- Defining the concept of effective information management system
- Understand the current method of data logging and their setbacks
- How to increase efficiency via paperless technology - a performance measurement approach
- Return of investment in IT projects

**Lim Teck Yoong**

*International Sales Manager*

**MPG Technologies**

4.30 **DRIVING PERFORMANCE MEASUREMENT ON THE PEOPLE SIDE OF PROJECTS**

- Quantifying individual performance measurement through the effectiveness of the projects

# LY MATTERS THROUGH PERFORMANCE MEASUREMENT

- Cultivating an environment for people performance improvement
- Identify the important of people management in IT Sector

**Maizul Lizan**  
*Strategic Analyst*  
Navigis

5.20 END OF DAY ONE

DAY TWO

10 AUGUST 2006

THURSDAY



8.30 MORNING COFFEE

9.00 CHAIRPERSON'S OPENING REMARKS

**Dr Kamarudin Saadan**  
*Director of Information Resource Management*  
Division  
MARDI

9.10 INTEGRATING STAKEHOLDER EXPECTATION INTO PROJECT METRICS

- Understanding the stakeholder expectation on IT projects
- Identifying the impact of the stakeholder expectations on performance metrics
- Meeting stakeholder requirements on IT projects to maximize profits and satisfaction
- Communicating with stakeholders on the project performance and beyond

**Zaharin Haji Ali**  
*Senior General Manager*  
Dagang Net Technologies

9.55 MEASURING THE PERFORMANCE OF I.T. SERVICES FROM A BUSINESS PERSPECTIVE

Real Life Showcase

- What are IT Services (and why are they different from IT products)
- How to describe an IT service in business terms
- How to link business performance with the IT service performance
- Real life showcase

**Eelko Van Leeuwen**  
*Managing Consultant*  
Quint Wellington Redwood Asia Pacific

10.40 MORNING REFRESHMENT

11.05 PERFORMANCE MEASUREMENT FOR KNOWLEDGE MANAGEMENT: AN EXPERIENCE IN R&D AND I.T. ENVIRONMENT

CASE STUDY

- The primary raw material In the knowledge-based work process - information
- Heavy reliance on the knowledge and creativity of individuals - the IT approach
- Measuring and forecasting knowledge work - a vital interest to managers and an important knowledge organization of tomorrow

- Evaluate overall enhancement of K-based activities - the impact indicators of KPI for performance measurement

**Dr Kamarudin Saadan**  
*Director of Information Resource Management*  
Division  
MARDI

11.50 POST IMPLEMENTATION REVIEW - AN EFFECTIVE PROCESS FOR I.T. PERFORMANCE MEASUREMENT

- Confirming IT goal and achievement
- Better understanding of the business process
- Business process improvement planning
- Return of investment analysis

**Yee Swee Thong**  
*Senior Manager - Information Technology*  
Uni.Asia Life Assurance

12.35 LUNCH

2.00 I.T. PROJECT RISK ASSESSMENT

- IT project management – ideal versus reality
- Knowing the enemies – risks
- Managing risks –
  - Risk analysis
  - Risk reduction
  - Acceptance
- Current trends in risk assessments

**Steve Teoh Chee Hooi**  
*Managing Director & Chief Technology Officer*  
Technology Powerhouse

2.45 INTEGRATING THE USER DIMENSION AS PART OF THE PERFORMANCE MEASUREMENT FOR I.T. PROJECTS

- Putting users in the center of IT projects performance measurement
- Integrating the user dimension of the key performance indicators
- Driving Return of Investment (ROI) through User Productivity and Total Cost of Ownership (TCO) in IT projects
- Strategy on how to maximise the User Productivity and TCO
- The contact center as an illustration for the TCO and ROI

**Thierry Bedos**  
*Vice President Technology*  
Nexusedge Technologies Malaysia

3.30 AFTERNOON REFRESHMENT

3.50 DERIVING STRATEGIES TO PERFORMANCE MEASUREMENT IN A TECHNICAL SUPPORT ORGANISATION

CASE STUDY

- What are the industry standards for KPIs in measuring performance
- Demonstrate three KPIs that you are looking from two perspectives:
  - How does the KPI benefit the customer
  - How does it benefit your organization

- Case studies and examples of deriving strategies to performance measurement from Vallent Software Systems
- Challenges ahead in sustaining effective performance measure

**Ahmad Nazri Mohd. Jamil**

*Senior Manager - Global Customer Services*  
**Vallent Software Systems**

4.35 **PROGRAMME MANAGEMENT STRATEGY THAT DELIVERY PERFORMANCE**

- Identify suitable programme management strategy
- Benefits of a sound programme management strategy
- Key success factors

**Pearl Lee**

*Senior Manager, Risk and Business Solutions*  
**Ernst & Young**

5.20 **END OF CONFERENCE**

**KEY BENEFITS OF ATTENDING**

- ✓ **MEASURING** the customer satisfaction as the success indicator for IT Function
- ✓ **UNDERSTAND** the cutting-edge IT performance measurement tools that drives results
- ✓ **EXPLORE** the key performance indicators in sustaining effective relationship on IT function
- ✓ **INTEGRATE** the framework of ICT Blueprints into performance measurement
- ✓ **MAXIMISE** the productivity through IT project risk assessment
- ✓ **IDENTIFY** the challenges ahead in measuring performance on IT projects
- ✓ **ASSESS** the return of investment in IT
- ✓ **DEMONSTRATE** the strategies to performance measurement on IT function
- ✓ **NETWORKING** opportunity to share experiences with IT professionals and experts in the field

**WHO SHOULD ATTEND**

- Chief Executive Officers/Chief Information Officers/Chief Technology Officers
- General Managers/Managing Directors/Senior Managers/Vice Presidents/Heads Managers of
  - \* Information Technology
  - \* Information System
  - \* Information Services
  - \* E-Commerce
  - \* Data Processing
  - \* IT Risk Management
  - \* IT Strategies and Planning
  - \* Information Resources
  - \* IT Investment
  - \* Compliance Management
  - \* Corporate Planning
  - \* IT Advisors/Solutions Providers/Vendors
  - \* IT or Professional Consultants
  - \* All Senior Executives across the industries responsible for IT Planning and Performance Measurement

Separately  
Bookable

**1-Day Post-Conference Workshop**

11 August 2006, Friday

**“Performance Measurement Practices - Developing, Aligning & Implementing”**

Led by **Benedict Ang**, *Strategic Analyst, Navigis*

**WORKSHOP OBJECTIVE**

This one-day facilitated workshop provides coaching in the implementation of the tools and techniques from the “Measure” phase of the Define-Measure-Analyze-Improve-Control (DMAIC) Six Sigma business improvement methodology. Because performance measurement keeps a focus on results, it is a central focus for many organisations. Performance measurement indicates what a program is accomplishing and whether results are being achieved. Discover the process of best practices in developing, aligning and implementing performance measures in this workshop.

**WORKSHOP OUTLINE**

- Explains how aligning performance measurement can contribute to achieving organizational goals and objectives
- Relate strategic planning to performance planning and measurement
- Follow a structured process to develop, implement and execute performance measures
- Discuss best practices for developing performance measurement plan and measures
- Discuss the requirement to continually evaluate performance, what to measure and why and report annually on the result

**ABOUT YOUR WORKSHOP LEADER**

As a *Strategic Analyst* with **Navigis**, **Benedict** brings invaluable experience specializing in Strategy Mapping and Realignment, and Balanced Scorecard implementation. He holds a Bachelor of Business majoring in Accounting & Finance from University of Technology, Sydney. He is also a member of Certified Practising Accountant and a member of Certified Financial Planner.

Prior to joining Navigis, Benedict was attached with Dell Asia Pacific as a Business Development Manager II responsible for supporting the APJ Leadership team & regional COCs on specific strategic projects with in-depth analysis of both the market (IDC) and product/business performance; and in driving Austin Phase Review Process for APJ from Concept phase to Business Contract completion. Earlier than Dell, Benedict was attached to IPS-Sendero, Singapore as a Product Consultant. His past responsibilities include conducting requirements analysis, implementation, providing trainings and technical support on the company’s profitability suite to clients throughout AsiaPac.

With more than 7 years experience in the banking industry, he began his career in Am Merchant Bank Berhad specializing in the development and implementation of cross-functional business strategies, organization change and system integration strategies in both business and operational units for the investment bank. His hands-on business and operational experience during his first 4 year tenure has given him a thorough understanding of the strategies, business approaches, features, pricing and risks involved for various investment bank products allowing him to deliver original ideas to business challenges. Being comfortable in both finance and technology, makes him a valuable asset to Navigis as he is able to bring out the business value in a solution complete with Returns of Investment justification.

**TIMETABLE FOR WORKSHOP**

8.15	am	Registration and Morning Coffee
9.00	am	Start of Workshop
10.30	am	Morning Refreshment
10.50	am	Continuation of Workshop
12.30	pm	Lunch
1.45	pm	Workshop Recommences
3.30	pm	Afternoon Refreshment
3.50	pm	Continuation of Workshop
5.00	pm	End of Workshop

# DECIDE WHAT IT TAKES TO MAKE PERFORMANCE MEASUREMENT AN INTEGRAL PART OF YOUR STRATEGIC PLANNING PROCESS AND ADVANCE YOUR EFFORTS TO THE NEXT LEVEL

In today's technology-driven business environment, the role of IT organizations has changed significantly since leaping into the Information Age. To determine if IT is successful, new measures of performance must be put in place. Organizations should stop fearing IT measurement and embrace its potential to communicate IT value, establish best practices and sustain a continuous improvement culture.

In recognizing the challenging situation faced by IT Professionals, *Asia Business Forum* proudly presents you this 2-Day Conference on **PERFORMANCE MEASUREMENT FOR I.T.** that provides you with an excellent opportunity to remain abreast on the context of measurement and in support of organizational IT improvement.

This is a **NOT-TO-BE-MISSED** opportunity that will bring you a wealth of information and experiences for your benefit. You will learn how to optimize and improve your IT performance measurement to effectively enhance and maximize the full potential of IT in your organization.

## AT THIS INFORMATION-PACKED CONFERENCE, YOU WILL BENEFIT FROM THE EXPERIENCES OF TOP ORGANIZATIONS:

- ◆ **Telekom Malaysia** will highlight the crucial role of IT function as the success indicator
- ◆ **Hong Kong Benchmarking Clearinghouse** will impart you the knowledge on how to develop and implement a process to gauge progress in meeting the management's agenda and goal
- ◆ **The Media Shoppe** will give insights on how to measure and report the success of the usage of IT Performance Measurement Tools
- ◆ **Time dotCom** will share on how to relate IT performance to business performance against specific targets
- ◆ **MARDI** will take you through the success story of evaluating overall enhancement of k-based activities that impact the key performance indicators (KPIs)

## GAIN KNOWLEDGE AND DISCOVER THE LATEST PERFORMANCE MEASUREMENT STRATEGIES IN THE MARKET FROM LEADING IT PROFESSIONALS INCLUDING:

- Vallent Software Systems ● MSC Management Services ● Uni.Asia Life Assurance
- Pentasoft Malaysia ● MPG Technologies ● Quint Wellington Redwood Asia Pacific
- Technology Powerhouse ● Dagang Net Technologies ● Nexusedge Technologies
- Navigis ● Ernst & Young



An Interactive **SEPARATELY BOOKABLE WORKSHOP**  
Friday, 11 August 2006

## “Performance Measurement Practices - Developing, Aligning & Implementing”

Led by **Benedict Ang**, *Strategic Analyst*, Navigis

This 2-day Conference will serve as  
an excellent platform for networking and exchange of ideas and experience.

Call us now at (603) 2070 3299 or fax your registration to (603) 2070 3369  
or email to [puvanes@abf-asia.com](mailto:puvanes@abf-asia.com) to register today!

