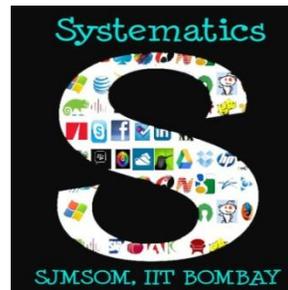




Shailesh J. Mehta School of Management,  
IIT Bombay



**Presents**

**Systems Continuum 2013**

On the theme

*“Evolution of Systems: From Uniqueness to Ubiquity”*

Saturday, 31<sup>st</sup> August, 2013

## Continuums

Continuum, the rolling seminar series, is the flagship event of the annual industry interaction sessions at Shailesh J. Mehta School of Management, IIT Bombay. The continuum series is held across the various domains of management such as Consulting, Finance, Human Resources, Marketing, Operations, Systems and Technology Management. The continuum series aims to cover the latest trends in management by inviting eminent speakers from industry and academia. These seminars focus on the issues and challenges faced by management functions, and aim at drawing insights from the knowledge and experience of the speakers. The seminars are well attended by delegates from different organizations, our distinguished alumni, faculty and our management students. The continuum series also features various events conducted amongst students such as case study competitions and business simulation games.

The one day event provides a very good learning experience for the students. It provides a platform for their inquisitive minds to interact with industry stalwarts. Enlightening sessions by eminent speakers are generally followed by rounds of mutual interaction between the speaker and the students. This helps the students get a holistic picture of the industry trends.

The event is a platform for deliberation and knowledge sharing, and aims to arouse curiosity among the participants regarding specific aspects of business. The event has been received very well in the past by the delegates from the industry and the various Business schools. The event has grown from strength to strength over the years, and is now well acknowledged by the industry.

## System@tics – The Systems Club, SJMSOM

System@tics Club provides a platform for all the Systems enthusiasts to broaden their horizon on the Systems aspect of management; it aims to facilitate holistic discussion on the broader issues of Systems as such and their management in particular. The club is a medium of expression for the Systems Enthusiasts and followers on various topics and issues from the Systems standpoint. System@tics seeks to build competencies in the field of Systems management through a host of activities like case discussion, alumni interaction, content creation, presentations and many more on systems related topics.

## Systems Continuum

The world of Systems is evolving as fast as it can. In today's world, where computers have become as ubiquitous as televisions, Information Technology plays a critical role in an organization. We are no more stuck on a desktop and the maximum work happens on the go. Today's business does not accommodate a tradeoff between scale and flexibility but demands synergies from both. Systems Continuum explores different aspects of Information Technology and Information Systems in business by initiating discussions on cutting-edge topics. Each Systems Continuum consists of a series of events centered on a particular theme. Eminent speakers from the industry and students of management converge for an entire day's event consisting of a lecture series and two panel discussions.

## The Legacy: Systems Continuum 2012

The Systems Continuum 2012 took place on 1st September 2012. The theme for the continuum was:

### *“Gearing Systems for the Road Ahead”*

The Systems Continuum 2012 focused on how Information Technology has grown up from utility provider to an enabler of business model transformation, the reach of Information Technology and its influence on the thinking and approach of modern businesses which have fostered revolution in global economy and how the changing landscape of Systems can be leveraged to create the business sustainable giving it the power to deliver strategic advantage to its stakeholders.

## Speakers at Systems Continuum 2012

The following luminaries have delivered lectures at Systems Continuum 2012 at SJMSOM, IIT Bombay:

- **Mr. Pallab Talukdar**, Chief Executive Officer, Fujitsu
- **Mr. Abhay Chitnis**, Chief Technology Officer and Vice President, L&T Infotech
- **Mr. Atul Jayawant**, Chief Information Officer, Aditya Birla Group
- **Mr. Manish Choksi**, Chief - Corporate Strategy CIO, Asian Paints
- **Mr. Pratap Gcharge**, Vice President and Chief Information Officer, Bajaj Electronics
- **Mr. Arun Gupta**, Chief Information Officer, Cipla
- **Mr. Jay Venkatraman**, Director – Engineering, Tesco.com
- **Mr. Sudhir Reddy**, Vice President and Chief Information Officer, MindTree
- **Mr. Thathagat Varma**, Head of Strategic Programs and Senior Director, Yahoo
- **Mr. Patrick Mathias**, Vice President, Cisco System

## Systems Continuum 2013

The Systems Continuum 2013 will be organized on 31<sup>th</sup> August, 2013 with a theme that reflects the current trends and challenges in the field of Systems. The Systems Continuum 2013 will see a series of lectures and panel discussions centered on the theme:

### *“Evolution of Systems: From Uniqueness to Ubiquity”*

Information Technology (IT) is no more a mere business choice but has become the way of doing business. IT has undergone a dramatic transition from a utility provider to an enabler of business model transformation over the years. At Systems Continuum 2013, the discussion would be on the evolution of IT from a passive support function to a significant tool providing competitive advantage and how IT can be leveraged to provide long term sustainability to business.

Indicated below are the suggestive and non-restrictive subthemes for the seminar. Speaker may speak on any of the below topic or any other topic that speaker finds relevant to the theme:

#### **Social Media: Redefining How We Connect**

The number of users on social networking sites is growing at a rapid pace. LinkedIn, Facebook, Twitter, etc. are no new names for anyone, anymore. These social networks and the applications and tools that are based on the social platform are now being eyed by companies to reach consumers and employees. For these companies, the social platform provides a vast pool of untapped resources and hence these companies are leaving no stone unturned to take full advantage of the social platform. The questions that need to be explored are like what lie ahead in the future of the social media, is it really benefiting the companies, how innovatively can it be used by the businesses.

## **Mobility: Future of Business in a Connected World**

The world is now more connected than ever before and one of the chief drivers of the connectivity is the mobile phones. There are more than 4 billion mobile phones and more than a billion of those are Smart phones worldwide. Smart phones have now become integral part of day-to-day life. Enterprise mobility enables employees to collaborate in real time regardless of their location and to have instant access to information through mobile applications anywhere, anytime. With the surge in the number of mobile users, companies are now eyeing to take full advantage of the connectivity. The challenge lies in how organizations can use this widely built base to draw benefits for their businesses.

## **Analytics: Converting Volume to Value**

Understanding past performance and translating that insight into forward-looking targets to align business results with the corporate strategy is essential for enterprises these days. Best-in-class companies manage their performance cycles in a closed loop where they go from strategic planning translating the result swiftly into operational budgets and quickly reacting to changes through fast forecasting. Business analytics forms the backbone of these kinds of analysis. The huge volume of data and the Smart Analytics on that can open up new opportunities for organizations. How can firms make use of the vast amount of data to stay ahead of competition? Is the way data is used now the most significant factor that can make or break a company? What are the challenges in using this data use to the company's advantage?

## **Cloud Computing: Offering Anything as a Service**

Gone are the days when firms had to buy their own hardware, licensed software etc. The focus has shifted from simple infrastructure solutions to developing cloud strategies that deliver increased functionality and flexibility using a mix of public and private cloud-based application and platform services. Today firms are using cloud services to divert their capital expenditure to operational expenditure. But there are challenges that lie in terms of

trusting third party with safety and security, management, governance, dealing with outage and deployment of Clouds. It is time to explore what lies ahead in the clouds of the Cloud.

### **Leap Towards Green Growth**

For organizations there is massive scope for effective energy use and recycling, and making profits by adopting a green approach to IT. Green IT provides services to enable clients to drive measurable financial and environmental benefits through programs for IT Eco-Efficiency and IT Eco-Innovation. A paradigm shift in corporate strategy is seen towards Green IT with minimizing energy consumption from the IT estate, purchasing green energy and using green suppliers, reducing use of paper, e-waste and other consumables used as some of the core objectives.

### **Enterprise 2.0: User Engagement and Communication Sharing**

With the organizations expanding globally and recent trends of industry in which knowledge based work has grown much more quickly compared to production or transaction work. As a result, there is broad interest in collaboration technologies that increases the communication among the employees which helps to connect them and improve employee's efficiency and effectiveness. The next leap forward in the productivity of knowledge workers will come from interactive technologies combined with complementary investments in process innovations and training.

### **IT towards efficient Business Processes**

To achieve efficiency in their operations, organizations around the world have been adopting new systems and technologies. It helps organizations take immediate responsive actions in even the slightest of the disruptions; it can help in connecting different business partners and in building integrated process chain. For instance the functioning of the entire supply chain can be mollified to a good extent by implementing integrated enterprise services like Vendor Managed Inventory, Forecasting, Planning, Replenishment, etc to ensure a strongly synchronized supply chain.

## **Outsourcing vs. Insourcing: Making the Right Choice**

Outsourcing is a clear winner when businesses need to cut costs while still requiring expert personnel. It also gives access to specialized skill sets of resources and processes that Insourcing simply cannot match—not without significant costs. Whereas Insourcing believe that it will lead to better management control and job creation at the local level. It is also seen as a solution to the problems of control and hidden costs with outsourcing. Both the options have their positives but the challenge lies in understanding the organization's competencies and evaluating which fits to the requirements of the business. Hence making the right choice to Outsource or to Insource and what capabilities to Outsource or Insource is a vital decision for business.

## Panel Discussion

There will be two panel discussions which focus on:

### Panel Discussion 1:

#### *“Using emerging technologies to steer growth for organizations”*

Today, every organization has to have a robust and efficient information system. IT is no longer seen as merely a cost cutting measure but has become a vital part of the organization's functioning. Information systems have the capability of helping the organizations grow rapidly. With the advent of emerging technologies such as SMAC it has become increasingly important for organizations to make the right use of the right technology.

### Panel Discussion 2:

#### *“The effect of E-Commerce on traditional business models”*

With the rise in the number of internet users and the growth of mobile phones, E-commerce has affected every organization in one way or another. How has this affected the traditional business models? How should companies adapt to this change? How can E-commerce be effectively leveraged by companies? Over the last decade, India has witnessed the birth of many E-commerce companies. Where do we go from here and how do we ensure the sustainability of these companies?

### Format of the panel discussion:

The moderator will set the tone for the discussion. This will be followed by views from the individual panelists leading into the discussion. There will be a Q&A session with the audience for the last 15-20 minutes.

## The Legacy

Many industry stalwarts have graced Continuums with their presence and insightful talks. We are proud of the legacy that the Continuums carry. Some prominent Speakers whom we have had the honor of hosting in the past are:

- **Mr. Kris Gopalkrishnan**– CEO, Infosys
- **Dr. Jawahar Malhotra**– CTO, Yahoo India
- **Mr. Rajdeep Sahrawat** – VP NASSCOM
- **Ms. Kirthiga Reddy** - Director of online operations & Head, Facebook India
- **Mr. Raj Nair** - Chairman, Avalon Consulting
- **Mr. Paritosh Joshi**- President, Star India Pvt. Ltd.
- **Mr. Prashant Gupta** - Partner, McKinsey& Co.
- **Mr. Somak Ghosh**- Group President, Corporate Finance and Development Banking, Yes Bank
- **Mr. Naveen Gupta**- Head Private Bank Treasury, Standard Chartered Bank
- **Dr. (Mrs.) Pragnya Ram**- Group Executive President, Corporate Communication, AV Birla Group
- **Mr. Sudhanshu Vats**-VP-Marketing, HUL
- **Mr. Prasad Narsimhan**- CMO, Virgin Mobile
- **Mr. Anurag Singh** -Vice President, Headstrong
- **Mr. Pallab Talukdar**, Chief Executive Officer, Fujitsu
- **Mr. Manish Choksi**, Chief - Corporate Strategy and CIO, Asian Paints
- **Mr. Jay Venkatraman**, Director – Engineering, Tesco.com
- **Mr. Thathagat Varma**, Head of Strategic Programs and Senior Director, Yahoo
- **Mr. Patrick Mathias**, Vice President, Cisco System

## Tentative schedule

Event	Start Time	End Time
Inauguration Speech	9:00 AM	9:15 AM
Speaker 1	9:15 AM	10:05 AM
Speaker 2	10:05 AM	10:55 AM
Tea Break	10:55 AM	11:10 AM
Panel Discussion 1	11:10 AM	12:10 PM
Speaker 3	12:10 PM	13:00 PM
Corporate Lunch	13:00 PM	14:00 PM
Speaker 4	14:00 PM	14:50 PM
Panel Discussion 2	14:50PM	15:50 PM
Tea Break	15:50 PM	16:05 PM
Speaker 5	16:05 PM	16:55 PM
Speaker 6	16:55 PM	17:45 PM

## For any further details please contact:

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