



Shailesh J. Mehta School of Management,
IIT Bombay
&
Systematics Club



Presents

Systems Continuum 2010



25th September 2010

Theme:

Evolving Role of IT - IT's Everybody's Business

Continuums

Continuum, the rolling seminar series, is an annual event at Shailesh J. Mehta School of Management, IIT Bombay. The Continuums are held across the various domains of management like Consulting, Finance, Human Resources, Marketing, Operations and Systems. This event aims to cover the latest trends in management by inviting eminent speakers from industry and academia. Each of these seminars focuses on issues and challenges faced by a management function, and aims at drawing insights from the knowledge and experience of the speakers. The seminars are well attended by delegates from different organizations, our distinguished alumni, and students from various Business Schools. Continuum series also feature various competitions among students, like case study competition and business games.

This one-day event turns out into one of the best learning experiences for the students. It provides a platform for these inquisitive minds to get face to face with industry stalwarts. An enlightening session by an eminent speaker is generally followed by a round of mutual interaction between the speaker and the students which help them 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 b-schools. The event has grown from strength to strength over the years, and is now well acknowledged by the industry.

Systematics - The Systems Club, SJMSOM

Systematics 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. Systematics 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.

Continuum 2010

The year 2010 started off with two continuums, the Consulting Continuum and Operations Continuum which were held in March and Marketing and HR Continuum in August. The events were a huge success. Some of the prominent speakers this year were

- **Mr. Shishir Kapoor** - Lead Principle and Country Head, Opera Solutions
- **Mr. Sabyasachi Chaudhury** - India Head, Consulting, Capgemini Business Consulting
- **Mr. Vinod Kala** - Founder, Emergent Ventures
- **Mr. Sameer Bapat** - Operations Strategy Leader, Strategy & Change, Global Delivery, IBM
- **Mr. Rakesh Barik** - Director, Deloitte Consulting Mr. Kedar Gadgil, Managing Consultant, Advisory, Pricewaterhouse Coopers
- **Mr. Ryan Lowe**, Vice President, Avalon Consulting Mr. Rajesh Iyer, Director, Cedar Management Consulting
- **Mr. Sukumar Narasimhan**, Sr Vice President - Supply Chain, Reliance Industries
- **Mr. Sivakumar Periasamy**, Vice President - Procurement, IBM India and South Asia
- **Mr. Jayant Ambast**, Head - Supply Chain, Perfetti Van Melle
- **Mr. Hans-Henrik**, Cluster Manager - South Asia, A.P.Moller - Maersk A/S
- **Dr. P V Kanitkar**, Director - Plant Operations, Pfizer Ltd
- **Mr. Jagadeesh K Math** - Director Operations and Business Head - GIS at Rolta India Limited
- **Mr. S. Seshasayee**, Senior General Manger - Supply Chain, Mahindra & Mahindra (Tractor Division)
- **Mr. Vivek Sharma**, CMO, Philips India
- **Mr. Sundeep Kumar**, Director, Corporate Affairs, SAB Miller
- **Mr. Srihari Udupa**, Chief People Officer, PWC India
- **Mr. Jon Glass**, Country HR Head, Credit Suisse
- **Mr. Suryanarayan Iyer**, Director, Pre-Sales and Human Capital Management, Oracle

Systems Continuum

In today's world, where computers have become as ubiquitous as televisions, Information Technology plays a critical role in an organization. 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 centred on a particular theme. Eminent speakers from industry and students of management and engineering institutes converge for an entire day's event consisting of a lecture series followed by a panel discussion.

Systems Continuum 2009

The Systems Continuum 2009 was held on 15th March 2009. With “**IT: Driving the next generation business processes**” as its theme, the System Continuum focused on how existing business processes would be modified through the latest developments in IT. The aim was to explore the viability of upcoming trends in information technology to broaden the horizon of businesses.

Systems Continuum was graced by eminent personalities:

- **Mr. Kris Gopalakrishnan** – CEO, Infosys Technologies Limited
- **Mr. Jawahar Malhotra** – CTO, Yahoo India
- **Mr. Suvojit Mazumdar** – Global Delivery Leader, Global Application Innovation Services, IBM India
- **Mr. Rajdeep Sahrawat** – VP NASSCOM
- **Dr. D. B. Phatak** – Chair Professor KReSIT IIT Bombay
- **Mr. Meetul Patel** – VP, Consulting, Capgemini
- **Mr. PA Krishnan** – President, Infrastructure Technology Outsourcing Business Unit, Mphasis
- **Ms. Sunanda Ambardar Chak** – Director, Marketing, Computer Associates
- **Mr. B Muralikrishnan** – Director, Category & Product, eBay India
- **Mr. Naresh Jain** – Technology Evangelist, Directi
- **Colonel SK Rattan** – Head, Strategic and International Projects, Vayam Tech

Systems Continuum 2010

The Systems Continuum 2010 is based around the theme:

“Evolving Role of IT - IT's Everybody's Business”

The changing socio economic and business landscape coupled with technological evolution and penetration, the disruptive effect of it, for the benefit of everyone, is omnipresent. It has forced new thinking and approaches to modern businesses and fostered revolutions in global economy and profoundly impacted the lives of people.

Indicated below are the suggestive and non-restrictive subthemes for the seminar. You may speak on any of the below topic or any other topic that you find relevant to the theme.

A) Invisible Engines: Imagining everything as a service

Technology now enables companies to monitor, measure, customize, and bill for asset use at a much more fine-grained level than ever before. Asset owners can therefore create services around what have traditionally been sold as products. In the IT industry, the growth of "cloud computing" exemplifies this shift. Consumer acceptance of Web-based cloud services for everything from e-mail to video is of course becoming universal, and companies are following suit. Software as a service (SaaS), which enables organizations to access services such as customer relationship management, is growing at a 17 percent annual rate. In this disruptive view of assets, physical and intellectual capital combine together to create platforms for a new array of service offerings. But innovating in services, where the end user is an integral part of the system, requires a mind-set fundamentally different from the one involved in designing products.

B) E Government 2.0: Technology for public good

The role of governments in shaping global economic policy will expand in coming years. Technology will be an important factor in this evolution by facilitating the creation of new types of public goods while helping to manage them more effectively. Exploiting technology's full potential in the public sphere means reimagining the way public goods are created, delivered, and managed. Setting out a bold vision for what a wired, smart community could accomplish is a starting point for setting strategy. Putting that vision in place requires forward-thinking yet prudent leadership that sets milestones, adopts flexible test-and-learn methods, and measures success.

C) Leveraging Information and Communication technology for sustainable development in Rural India

In the context of rural India, IT as an enabler must be used to facilitate the business model, serve the needs of its potential customer and aimed at providing effective rural solutions which are appropriate, affordable and accessible. The focus should be to leverage IT to improve general welfare of underserved community using social developmental approach.

D) Enterprise 2.0: User Engagement and Communication Sharing

Across many economies, the number of people who undertake knowledge work has grown much more quickly than the number of production or transactions workers. As a result, there is broad interest in collaboration technologies that promise to improve these workers' efficiency and effectiveness. In the longer term, collaboration will be a vital component of what has been termed "organizational capital." The next leap forward in the productivity of knowledge workers will come from interactive technologies combined with complementary investments in process innovations and

training. Strategic choices, such as whether to extend collaboration networks to customers and suppliers, will be important.

E) Smart 2020: Enabling the low carbon economy in the information age

Even as regulatory frameworks continue to evolve, environmental stewardship and sustainability are clearly C-level agenda topics. What's more, sustainability is fast becoming an important corporate-performance metric, one that stakeholders, outside influencers, and even financial markets have begun to track. Information technology plays a dual role in this debate: it is both a significant source of environmental emissions and a key enabler of many strategies to mitigate environmental damage. IT's bigger role, however, lies in its ability to reduce environmental stress from broader corporate and economic activities. Within the enterprise, both the leaders and the key functional players must understand sustainability's growing importance to broader goals.

F) Social Media Networks - What does it mean for business

LinkedIn, Facebook, MySpace, etc. are no new names for anyone, anymore. Their reach is extraordinary and influence unparalleled. They allow individuals to discover others who share their interest and connect with them. Does it do the same for organizations? Where the web was once about static content, people now take information about themselves and move around with it. This includes social networking and even how we do business. It's now about how you foster relationships with consumers who are now in the centre of control.

G) Digital Economy - Future of Internet and mobile in India

600 million cell-phones, 10 million broadband consumers in conjunction with the ever growing young population to consume more define the digital economy of India. Is it the time to ponder over the digital economy or the new-age economy that thrives on Internet, mobile, and apps? What will be the next big bet in these sectors? Would the apps become an industry in itself, as big as the BPO industry?

H) Strategic Marketing of Technology Products

You have a busy marketing organization - or you're under-manned - and you need to get maximum effect from every marketing effort. Technology marketing in particular, tends to over-complicate messaging, misuse tactics (i.e. "Let's run some ads to become credible") and lacks measurement to ensure good ROI. Need of the hour is to develop strategic marketing processes that are effective and prove to be competitive advantage for the organization. Issue covers areas such as investing in correct market segments, hearing voice of customers, positioning the brand, and many more.

I) Role of Information technology In Managing Organizational Change

The increasing global interdependencies and the accelerating pace of change demand more flexible and adaptive organizations which may become more vulnerable in the dynamic environment. Effective implementation of IT would decrease the vulnerability by reducing the cost of expected failures and enhance adaptability by reducing the cost of adjustment. The organization's response to the environment will continue to be the crucial determinant for its effectiveness.

Panel Discussion

There will be a panel discussion which focuses on:

"What it takes to operate a successful digital business in India"

With entrepreneurship leading the way and its heavy dependence on internet and technology, we aim to understand what it really takes to succeed in highly competitive environment in India.

Format of the panel discussion:

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

The Legacy

Some of the prominent speakers of continuum series over period of years were:-

- **Mr. Kris Gopalkrishnan**- CEO, Infosys
- **Dr. Jawahar Malhotra**- CTO, Yahoo India
- **Mr. Rajdeep Sahrawat** - VP NASSCOM
- **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, Aditya Birla Group
- **Mr. Sudhanshu Vats**-VP-Marketing, HUL
- **Mr. Prasad Narsimhan**- CMO, Virgin Mobile

Snapshot of Continuum 2009



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CONTINUUMS 2009 in Media

THE HINDU

Mr. Kris Gopalkrishnan was speaking at 'Systems Continuum 2009', organised by IIT Bombay's Shailesh J. Mehta School of Management.

He said India was at the centre of the IT revolution and might surpass the US in the next three years in terms of having the

THE ECONOMIC TIMES

IT was "exciting as ever" and that there was probably still 25-30 years of impact left before the industry becomes mainstream, he said at "Systems Continuum 2009", organised by IIT Bombay's Shailesh J. Mehta School of Management.



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