

BA CONVENTION 2017			
08.00 – 09.00	Registrations & Delegate Kit Pickup		
09.00 - 09.10	<p>(Live Streamed) Introduction Ashish Mehta, Managing Director India & APAC Global Thought Leader</p> <p>IIBA</p>		
09.10 - 09.20	<p>(Live Streamed) Welcome Note Ken Fulmer, CEO & President</p> <p>IIBA</p>		
09.20 - 09.35	<p>(Live Streamed) Chief Guest Address Dr. Sandhya Chintala Executive Director IT – ITeS SSC & Vice President</p> <p>NASSCOM</p>		
09.35 - 10.35	<p>(Live Streamed) Opening Keynote Topic : CRAFTING A COMPELLING FRICTIONLESS CUSTOMER EXPERIENCE Lalit Desiraju Senior Director CAPGEMINI CONSULTING</p>		
10.35 - 10.50	IIBA GLOBAL THOUGHT LEADERSHIP PROGRAM LAUNCH		
10.50 – 11.15	Refreshments & Networking Break		
Themed Breakout Sessions			
	LOCATION: Auditorium 1	LOCATION: Auditorium 2	LOCATION: Auditorium 3
11.15 - 12.15	<p>(Live Streamed) Topic : AGILE IN ACTION - AN OIL & GAS PERSPECTIVE Kartik Ranganath General Manager Global Upstream Production Operations SHELL</p>	<p>Topic : ENHANCING CUSTOMER EXPERIENCE USING AI IN MEDIA Srikanth G Rao Vice President Shubhashis Sengupta Associate Director ACCENTURE</p>	<p>Topic : IMPROVED CUSTOMER EXPERIENCE THROUGH OPTIMIZING INCIDENT MANAGEMENT Sagar Ganguly Senior Consultant Senthil G Murugan Senior Consultant ERICSSON</p>
Themed Breakout Sessions			
12.15 - 13.15	<p>(Live Streamed) Panel Discussion 1 Topic : CX-BA CONFLUENCE : THE NXTGEN BUSINESS ANALYSIS Moderator : Ashutosh Sharma, Vice President, Research Director, FORRESTER Sunil Fernandes, Financial Services Industry Lead, ACCENTURE Ken Fulmer, President and CEO, IIBA Simar Deep Singh, Business Manager (COO) - Global Service Centers, HSBC Varghese Cherian, Head, Technology Services, UST Global Krishma Singla, Managing Consultant, IBM Watson Group</p>		
13.15 – 14.15	Networking Luncheon		
Themed Breakout Sessions			
	LOCATION: Auditorium 1	LOCATION: Auditorium 2	LOCATION: Auditorium 3
14.15 - 15.15	<p>(Live Streamed) Topic: ENTERPRISE DESIGNS AROUND CUSTOMER EXPERIENCE Krishna Durbha Senior Director - IME COGNIZANT</p>	<p>Topic : SUBJECT ORIENTED BUSINESS PROCESS MANAGEMENT SOLUTION : A NEW PARADIGM FOCUSED ON CUSTOMER'S PERSPECTIVE Payal Jain Product Owner NAGARRO Bernhard Foltin Product Management METASONIC</p>	<p>Topic: MAKING FRICTIONLESS CUSTOMER EXPERIENCE A REALITY Rajeev D. Nair Managing Director, Banking Industry Capability Anubha Kapoor Associate Director, Industry and Business Analysis Capability Sachendra Yadav Studio Lead, Experience Design Studio ACCENTURE</p>
15.15 - 16.15	<p>(Live Streamed) Topic : THE CX IMPERATIVE: HOW BAs CAN ENHANCE FIRMS' CX COMPETENCIES Amit Bhatia, Senior Analyst FORRESTER</p>	<p>Topic : DRIVING CUSTOMER DELIGHT USING DATA SCIENCES FOR A E-COMMERCE PLAYER Dipayan Chakraborty, Senior Director - Analytics FLIPKART</p>	
16.15 - 16.45	Refreshments & Networking Break		
16.45 - 17.45	<p>(Live Streamed) Topic : DERIVE CUSTOMER VALUE AND DIGITAL TRANSFORMATION WITH VISIO Saurabh Gaur Principal Program Manager Sandeep Srivastava Principal Program Manager MICROSOFT VISIO</p>		
17.45 - 17.50	CLOSING - Day 1		

08.00 – 09.00	Day 2 Registrations and Networking (Live Streamed) Opening Plenary Day 2		
09.00 – 10.00	<p>Topic : ARCHITECTING BREAKTHROUGH CUSTOMER EXPERIENCE: THE 5 COMMANDMENTS</p> <p>Ramesh KV Managing Director, Global Accelerating Application Services</p> <p>ACCENTURE</p>		
Themed Breakout Sessions			
	<i>LOCATION: Auditorium 1</i>	<i>LOCATION: Auditorium 2</i>	<i>LOCATION: Auditorium 3</i>
10.00 – 11.00	<p>(Live Streamed)</p> <p>Topic: BORDERLESS CX WITH SOCIAL RESPONSIBILITY IN HEALTHCARE & AUTOMOBILE</p> <p>Gilroy Mathew, GM - APAC</p> <p>UST GLOBAL</p>	<p>Topic: Intelligent Process Modeling and Monitoring with Visio</p> <p>Saurabh Gaur Principal Program Manager</p> <p>Sandeep Srivastava Principal Program Manager</p> <p>MICROSOFT VISIO</p>	<p>Topic : TRANSFORMING AND INTEGRATING CAPABILITIES IN M&A SCENARIO USING BUSINESS CAPABILITY FRAMEWORK</p> <p>Ashok Faujdar Senior Business Architect</p> <p>Anirban Chattaraj Process Excellence Practice</p> <p>VMWARE</p>
11.00 – 11.20	Refreshments & Networking Break		
Themed Breakout Sessions			
	<i>LOCATION: Auditorium 1</i>	<i>LOCATION: Auditorium 2</i>	<i>LOCATION: Auditorium 3</i>
11.20 – 12.20	<p>(Live Streamed)</p> <p>Topic: ENSURING CUSTOMER SUCCESS - FAIL FAST-FAIL OFTEN</p> <p>Sanjay Kumar Head Capability Development</p> <p>ITC INFOTECH</p>	<p>Topic : HOW CX INNOVATION RE-INVENTED BUSINESS MODELS?</p> <p>Mustameer Ahmed Khan Product Manager</p> <p>SAP LABS INDIA</p>	<p>Topic : DIGITAL CUSTOMER EXPERIENCE- THE NEW NORMAL</p> <p>Deepa Jeswani Director</p> <p>Subrahmanyam KVJ Senior Manager</p> <p>CAPGEMINI CONSULTING</p>
12.20 – 13.20	<p>(Live Streamed)</p> <p>Topic : ALIGNING REQUIREMENTS WITH ORGANIZATION'S PROCESSES FOR IMPROVED CX</p> <p>Ashu Potnis Vice President – Product Development</p> <p>TOPTEAM ANALYST</p>	<p>Topic : ELICITING REQUIREMENTS FOR CUSTOMER EXPERIENCE</p> <p>Prof. Pradeep Pandse Dean, IT/e-Business/Business Design</p> <p>WELINGKAR INSTITUTE OF MANAGEMENT</p>	
13.20 – 14.30	Lunch Break		
14.30 – 15.30	<p>(Live Streamed)</p> <p>Topic : CUSTOMER EXPERIENCE : BEHIND THE SCENE (FOCUS ON SUPPLY CHAIN & FRAUD ANALYTICS)</p> <p>Hemanth Kota, Head of Product TESCO & Amitava Ghosh, Founder FRATICS</p>		
15.30 – 16.00	Refreshments & Networking Break		
16.00 – 17.00	<p>(Live Streamed)</p> <p>Topic : THE NEW ART OF THE POSSIBLE IN CUSTOMER EXPERIENCES</p> <p>Sunder Madakshira Head – Marketing, India</p> <p>ADOBE</p>		
17.00 – 17.30	CONFERENCE CLOSING		