



AGENDA

O2C Process Optimization

1-day Conference

17th October 2024 | Budapest, Hungary

End-to-end approach and definition, business alignment and commercial impact, process excellence and automation... while being people-centered

The O2C complex equation to constantly improving operations

Part of the inaugural

SSC/GBS Finance Process Week

15-17 October (Budapest)

P2P Process Optimization - 15 October 2024

R2R Process Optimization - 16 October 2024

O2C Process Optimization - 17 October 2024

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9.00 - 9.10 **Opening remarks**

9.10 - 9.45 **OPENING PANEL**

A (not so) random look at the big picture of today's challenges in the "extended" O2C process

- **BUSINESS** - A discussion on how the business landscape has changed over the last years and how SSC/GBS must adapt to keep or improve their levels of efficiency to support business
- **COLLECTION** - "Whatever brings revenue is a priority" - mindset change needed in SSC/GBS organizations?
- **EXTENDED O2C** - Supply chain and inventory management, integral part of O2C?
- **CREDIT MANAGEMENT** - How to come out stronger of a shaken economic environment?

Maja Bejatovic, Senior Lead Accounts Receivable and Credit EMEA, **Celanese** - HU

9.45 - 10.00 **SPEED NETWORKING SESSION**

20-minute ice-breaker to get in touch with your fellow colleagues from various organizations, discuss

10.00 - 10.30 **Morning break**

PRESENTATIONS "BLOCK" + Q&A PANEL

10.30 - 10.50 **SESSION 1 - ESG REGULATIONS: BRACE FOR IMPACT**

How can SSC/GBS leverage on their current and to-be-developed capabilities to support ESG requirements: An O2C angle

- Importance of customer ESG questionnaires in contract management and customer relationship: Framework, data validation and confidentiality issues
- Regulatory reporting from 2025: will it become bigger than SOX? Getting ready for a truly holistic reporting from carbon footprint to diversity and inequalities
- Learn as you go mentality and expertise building: Setting-up a dedicated team for SSC/GBS to take the lead on a high value-added activity

Bernadett Pelyva, Head of Working Capital Management, **Avis Budget Group** - HU

10.50 - 11.10 **SESSION 2 - COLLECTION & STANDARDIZATION = FRIENDS?**

Cash collection optimization and cost reduction through increased centralization and standardization of AR operations

- Stabilizing and harmonizing collection processes in global environment: Easier said than done in a context of global economic downturn
- Integrated cash management: Dealing with multiple legacy systems and different applications' architectures when initiating the standardization phase of your processes
- Country specific payment cultures and the rise of e-invoicing: Challenges in properly automating your cash application

Anna Mishenyova, OTC Manager, **Gates Corporation** - PL

11.10 - 11.30 **SESSION 3 - END-TO-END DEFINITION & BUSINESS OUTCOMES**

End-to-end process ownership, GPO, governance: A look at the possible evolution of O2C departments towards more global integration and responsibility

- Breaking-down silos and change management at play to set-up a highly operational, business partnering and commercially-driven department across order to cash
- Role and consideration (earned or deserved) of the GPO and overall view of the "O2C flow" to develop a more acute sense of ownership and responsibility
- The limits of the E2E model in the hands of 1 GPO: Knowledge dependency, 1-side vision and internal conflicts management

Małgorzata Majewska, Invoice to Cash Global Process Owner, **Merck Group** - PL (tentative)

11.30 - 12.00 **LIVE VOTING + Q&A PANEL #1**

30-minute discussion among and with the 3 above speakers to deepen the topics covered during their presentations.

Use Sli.Do application to ask your questions and drive the talk towards the subjects that matter to you!

12.00 - 12.00 **ROUND-TABLES SESSION #1**

30 minutes to deepen in small groups of 5-6 people one "hot topic" to be picked from the below list. A good occasion to ask questions, share concerns, seek for responses... or help others with their journey!

1. Extreme pressure cannot be overrun by team buildings and free fruits in the office: How to prepare for the transformation of work in the long run?
2. GPO: inside or outside of SSC/GBS organization? Advocate of SSC/GBS or business compass from corporate?
3. Relationship management in critical items, when effectiveness matters more than efficiency
4. Big chunks of activities moving East-bound – CEE vs. Asia competitiveness: only a question of languages?
5. Inventory management, availability, visibility and live tracking – how can O2C take the lead on process improvements that directly impact business operations
6. Supply chain challenges worldwide and how it impacts O2C operations in globalized business services?
7. Losing the "control obsession"? Adapting processes, metrics and KPIs to the new HR reality

12.30 - 13.30 **Lunch break**

THE "GRAND DEBATE" SESSION

13.30 - 15.00 **2 topics / 4 teams / 2 "battles"**

This is not a new fancy name for "panel" - we are putting together a highly interactive 45-minute session where everybody will be actively involved. So roll-up your sleeves and accept the challenge! Moderated by a former University Debate national champion, this session will randomly split the group in 4 teams, to debate 2 hot topics currently at play in O2C (see details below).

Each time 1 team pro, 1 team con and a representative of each team entering the arena to battle for the truth - and nothing but the truth.

You will be randomly assigned to one of the sides to test your adaptability, engage into teamwork, sharpen your analytical thinking and argumentation skills and to be ready to advocate for your cause.

During a short preparation time you will build-up your case and bring your best arguments.

Speeches, cross-questioning, moderator's challenge and voting from the audience will ensure we capture all the relevant angles - and hopefully have some fun!

There is no right or wrong, only different perspectives.

TOPIC #1: THIS HOUSE BELIEVES THAT THE FUTURE OF O2C WILL BE HUMAN-ASSISTED AUTOMATION

TOPIC #2: THIS HOUSE BELIEVES THAT COLLECTION AND DISPUTES SHOULD ALWAYS REMAIN SEPARATED

Moderated by:

Stefan Covaciu, Global Process Transformation Director & (former) Romanian University Debate champion

15.00 - 15.30 **Afternoon break**

15.30 - 16.00 **STRUCTURED ROUND-TABLES SESSION #2 (TWICE THE FUN!)**

30 minutes to deepen in small groups of 5-6 people one "hot topic" to be picked from the below list

1. How to develop a credit control model that manages the natural tension between business growth and credit risk while improving the relationship with customers
2. Data accuracy and enhanced reporting through improved communication vs. increasing demand for cheaper solutions
3. Risk-based collection matrix to assess commercial support requirements and collectors' empowerment in setting-up targets to accurately forecast monthly cash flow
4. Integrated data cleansing and accuracy solutions to support contract management and billing automation
5. Improved sales support and reduced DSO via automated dunning and collections
6. Order and receive the same day: the "Amazon Prime" expectations in cash collection and order management and impact on supply chain
7. Leveraging on skills and capabilities to redesign credit management policies and reach a higher level of analysis that impacts your organization's financial health and stability

16.00 - 16.15 **Closing remarks and farewell**

TICKET FEE AND REGISTRATION

	Early-bird 1 (valid until 30 June)	Early-bird 2 (valid until 15 Aug.)	Standard price (valid from 16 Aug.)
1-day ticket access to O2C day of the SSC/GBS Finance Week	500 EUR*	600 EUR*	700 EUR*
2-day ticket access to 2 days of the SSC/GBS Finance Week	900 EUR*	1,200 EUR*	1,300 EUR*
3-day ticket access to 3 days of the SSC/GBS Finance Week	1,200 EUR*	1,600 EUR*	1,800 EUR*

REGISTRATION TO O2C [HERE](#)

Vendor ticket price: 1,500 EUR + VAT / day or 3,000 EUR for 3 days

You can book an SSC/GBS Finance Week bundle ticket (2 or 3 days) and share it among colleagues!

Additional info and questions on contact@connect-minds.com

* For SSC/GBS practitioner only | Price per person | 27% VAT to be added to the price | Bank transfer & credit card accepted | VAT invoice issued after payment