Sourcing Industry Conference

ISG

September 15 - 17, 2025
Dallas, TX
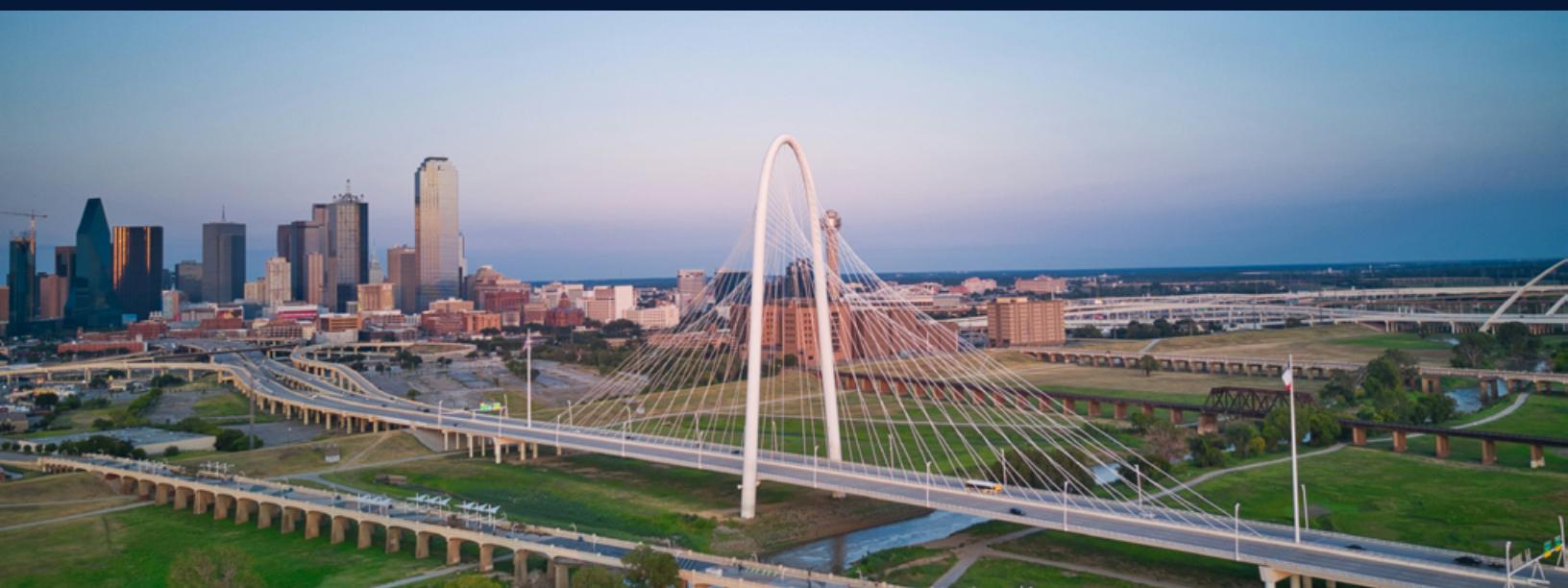
Last year, only 15% of enterprises had Generative AI pilots in production, and scaling was proving difficult for those at that point. Overcoming these challenges is still top of mind, but Agentic AI's entrance into the AI arena has introduced new priorities. With so many priorities, enterprise clients are demanding simpler, ready-built AI solutions - and less experimentation. And in this time of high economic pressure, they need to see AI driven results: efficiencies, savings, innovation and scale. Cost optimization and self-funding initiatives are more important than ever.

Returning for its 19th year, the **ISG Sourcing Industry Conference** brings together ISG advisors and the software, technology and service provider communities to lead through and beyond AI hype. Every year hundreds of provider attendees get actionable insight into buying behaviors, market trends and how to position products and services in an evolving technology landscape.

Join us this September in Dallas for this must-attend, intimate gathering of leaders, influencers and market shapers.

Reasons to Attend

Get an inside-peek into the **key trends** that will shape the landscape in 2025 and beyond

Meet one-on-one with ISG's top advisors and thought leaders, live in Dallas

Unlock **data-driven market intelligence** to shape your customer success strategy

Understand and **proactively address** top concerns and investment priorities for your executives

Discover best-practice tips to navigate a turbulent economic environment

Meet the Speakers

Nidhi Alexander

CMO,
Hexaware

Wendy Anderson

Senior Director, Data &
Analytics,
Georgia Pacific

Brandon Ashcraft

SVP, Head of Delivery D&S NA,
Hexaware Technologies

Talfred Ball

CTO,
Breville

Sameer Bhagwat

Vice President •
AMERICAS,
Capgemini America Inc.

Shimona Chadha

Chief Marketing Officer,
Persistent Systems Inc.

Roopa Foulger

VP Digital and Innovation
Development,
OSF Healthcare System

Manish Goyal

VP & Senior Partner, Global
Leader - Enterprise Strategy & AI
Transformation, IBM Consulting

Lisa Graver

Advisor Relations,
NTT DATA

Meet the Speakers

Ed Hansen

Founder,
Transformation
Enablement LLC

Alexander Kleinman

Global Strategy Leader,
Genpact

Dr. Anurag Mairal

Adjunct Professor of Medicine;
Director of Global Outreach;
Faculty Lead, Tech Innovation,
Stanford University

Simon Paul

Vice President,
Cognizant

Robin Shahani

Senior Vice President,
FIS

Anika Sharma

North America Advisor
Relations Leader,
LTIMindtree

Rachel Smith

Global Head of Enterprise
Data Governance & Third-
Party Data Solutions,
McKesson

Jan Erik Aase

Partner and Global
Head, IPL,
ISG

Loren Absher

Director, Americas Lead
– AI Advisory,
ISG

Rekha Acharya

Partner
ISG

SG Anand

Director - Healthcare,
ISG

Alex Bakker

Director of Primary
Research,
ISG

Korey Barnard

Partner,
ISG

Ted Bedell

Director,
ISG

John Boccuzzi, Jr.

President, ISG
Research,
ISG

Raymond Brindley

Partner,
ISG

Jon Brock

Director,
ISG

James Burke

Partner,
ISG

Meet the Speakers

Wayne Butterfield

Partner,
ISG

Richard Chang

Director,
ISG

Ola Chowning

Partner,
ISG

Lois Coatney

Partner,
ISG

Todd Dreger

President, Enterprise
Growth,
ISG

Tara Dulin

Principal Consultant,
ISG

Michael Fullwood

Partner,
ISG

Matteo Gallina

Digital Engineering
Practice Lead,
ISG

Randy Geoghagan

Partner,
ISG

Paul Gottsegen

President,
ISG

Ryan Hamze

Director,
ISG

Chase Hawkins

Director, Partnerships
and Alliances,
ISG

Dale Hearn

Energy Industry Partner,
ISG

Bill Huber

Partner,
ISG

Stanton Jones

Distinguished Analyst,
ISG

Chris Karalis

Director,
ISG

Prashant Kelker

Chief Strategy Officer &
President,
ISG

David Kelliher

Principal Consultant,
ISG

Meet the Speakers

Bob Krohn

Partner,
ISG

Olga Kupriyanova

Director,
ISG

Jerry Lawson

Director,
ISG

John Lytle

Director,
ISG

David Menninger

Executive Director,
Software Research,
ISG

Andy Miears

Partner,
ISG

Shriram Natarajan

Director,
ISG

Anay Nawathe

Director,
ISG

Jeff Orr

Director of Research, IT
& Infrastructure,
ISG

Chris Pattacini

Partner,
ISG

Amy Phelps

Business Development,
ISG

Sunder Pillai

Director,
ISG

Paul Reynolds

Partner,
ISG

Mike Rose

Director,
ISG

Kathy Rudy

Data, Analytics and
Technology Office,
ISG

Sunder Sarangan

Executive Director,
Research,
ISG

Andrew Sauter

Director,
ISG

Doug Saylors

Partner,
ISG

Meet the Speakers

Sarah Schaiper

Director,
ISG

Matt Shaheen

Director,
ISG

Mark Smith

Chief Software Analyst and
Partner,
ISG

Jason Stading

Director,
ISG

Robert Stapleton

Partner,
ISG

Jenn Stein

Partner, Life Science
Practice Lead,
ISG

Kimberly Tobias

Partner,
ISG

Randy Tucker

Partner,
ISG

Alisha VanSistine-Boss

Principal Consultant,
ISG

Chuck Walker

Partner,
ISG

Mitchell Whitus

Principal Consultant,
ISG

Dennis Winkler

Director,
ISG

Summit Agenda

Day 01 - Monday, 15 September 2025

11:00 - 13:00

Registration & Light Lunch

12:00 - 12:25

W1A. The Evolving State of the Advisor Relations Function

Get a firsthand look into the results of the annual 2025 ISG Advisor Relations benchmark, which provides insights into the evolving trends on how service providers fund and allocate their Advisor Relations budgets and how teams are changing to engage with third party advisors. Attain the information you need to support your annual Advisor Relations strategic plan for next year.

Paul Reynolds
ISG

W1B. Beyond Throughput: Designing for Thought – The Next Evolution of GCCs

In the age of AI, GCCs aren't chasing cost or scale anymore. They're being built to think, not just do. In this session, we reveal four bold patterns reshaping GCCs into engines of strategy, not just execution. If you're still selling talent and throughput, you'll be left behind. Learn what's coming, what enterprises will demand next, and how providers must evolve to stay in the game.

Michael Fullwood
ISG

Prashant Kelker
ISG

12:30 - 14:00   **1:1 Meetings with ISG Advisors**

12:30 - 12:55   **W2A. The Future of Software Research at ISG: 2026 to 2028**

The future of software research at ISG is set to evolve dramatically between 2026 and 2028, driven by AI technologies. This session outlines the changing landscape of software research and establishes a forward-looking agenda that emphasizes the critical areas of focus in the coming years. It highlights the utilization of the ISG Buyers Guide for enterprise assessment and selection processes, along with an overview of ISG Provider Intelligence and the Software Index.

- Gain insight into the Software Research Agenda for 2026 to 2028.
- Understand how the ISG Buyers Guide is the gold standard.
- Get a sneak peek into ISG Provider Intelligence with Software Index.

 David Menninger
ISG

 Mark Smith
ISG

W2B. Who's the Best Ranked in any Market? Opening the Book on Next Level Strategic Decision Making

ISG has introduced new strategic insights capabilities aimed at helping enterprises select best in class providers plus aiding providers to boost capability where others are ranked higher. Our new ability to take ISG Tango and deep dive every industry and cross industry IPL now enables us to help providers and Enterprises to make more strategic decisions. Learn how ISG can new better advise the entire buying cycle of the enterprise market. Attendees of this session will be given a sneak preview of strategic insights

and an overview of our new tools and processes that will improve your understanding to data gathering and analyst interaction and how it impacts sourcing plus how to more effectively communicate capabilities and differentiators with ISG Research.and an overview of our new tools and processes that will improve your understanding to data gathering and analyst interaction and how it impacts sourcing plus how to more effectively communicate capabilities and differentiators with ISG Research.

Jan Erik Aase
ISG

13:00 -
13:25

W3A. Driving Competitive Advantage: Price Strategies for IT Service Providers

In today's challenging market, IT service providers must sharpen their pricing strategies to stay competitive and profitable. Explores how to compete effectively on price, improve margins, and deliver the value-based pricing clients expect. Discover insights on leveraging market price data, understanding industry-specific IT costs, and aligning service offerings to optimize contract structure and profitability.

Mike Rose
ISG

Andrew Sauter
ISG

W3B. An Insight into ISG's Supply Chain Management Offering

In response to the evolving demands of the global marketplace, ISG is poised to enhance its Business Process Outsourcing (BPO) offerings by incorporating Supply Chain Management (SCM) services. This strategic expansion aims to leverage ISG's existing expertise in BPO to optimize supply chain operations for clients across various industries. Through a comprehensive analysis of current SCM trends and challenges, ISG can assist clients transform their SCM capabilities

leveraging advanced technologies and best practices to streamline processes, reduce operational costs, and improve overall efficiency. This initiative is expected to not only strengthen ISG's competitive position in the BPO sector but also deliver significant value to customers by enabling greater agility and responsiveness in their supply chains. Ultimately, this expansion reflects ISG's commitment to innovation and excellence in service delivery, paving the way for sustainable growth and enhanced client satisfaction.

David Kelliher
ISG

Robert Stapleton
ISG

13:30 - 13:55

W4. ISG Market Lens: Key Findings for the IT and Business Services Industry

ISG Market Lens is conducting detailed market analysis and buyer behavior research year-round. In this session, we've consolidated some key findings that anyone at SIC needs to know. Join Alex Bakker, ISG Distinguished Analyst, as he takes you through some key findings and answers questions in this data-driven session. Be better informed about the enterprise behaviors that are driving contract activity and IT demand.

Alex Bakker
ISG

Sunder Sarangan
ISG

14:15 - 14:30

CONFERENCE CHAIRMAN'S WELCOME

Chuck Walker
ISG

14:35 - 15:05

ISG KEYNOTE: State of the Market: Software, Services & AI

Global business uncertainty is at a decades-high, driven by trade

upheavals, geopolitical shocks, and slowing growth—putting intense pressure on enterprises. In response, companies are racing to deploy agentic and generative AI to boost productivity and reduce costs, yet meaningful ROI remains elusive. At the same time, AI is rapidly blurring the lines between software and services, fueling nonstop disruption as companies struggle to scale the rising "AI Wall." These converging forces are set to redefine the Software & Services Market in 2026 and beyond, demanding bold strategies and agile new operating models to stay competitive. Using the intelligence from ISG Index, this session will help navigate the intertwined services and software economy.

- Understand how cost efficiency demands, and AI ambitions are shaping enterprise buying behavior—reflected in the latest software and services bookings from ISG Index.

- Learn why many enterprises are hitting the "AI Wall," and what providers must do to help clients achieve meaningful productivity and ROI.

- Gain insight into the bold strategies, operating models, and differentiators that will separate winners from laggards in the next wave of AI disruption.

Stanton Jones
ISG

Mark Smith
ISG

15:10 - 15:40

ISG PREDICTS: The Next Five Years in Services: Rebuilding the Enterprise Stack for the Intelligence Economy

As AI, cloud, and data converge, enterprises aren't just modernizing - they're rewiring. Explore how the next five years will reshape everything from infrastructure and applications to ERP, sourcing, and value delivery. What happens to our services when software becomes autonomous, data becomes decision-making, and services shift from people to outcomes? ISG's Prashant Kelker will provoke

the ambition and urgency to rethink how we build, sell, and operate technology. If you're a tech leader, platform builder, or service provider - this is your map to the future.

Prashant Kelker
ISG

15:40 - 16:00

Networking Break

16:00 - 18:00

1:1 Meetings with ISG Advisors

16:00 - 16:30

13A. Vertical Industry Insights: Manufacturing

ISG's vertical leaders provide insight into the market, their observations of the challenges, and our vision of the future in this market.

John Lytle
ISG

13B. OCM for Sourcing Helps to Prevent Value Leakage!

When organizations outsource IT or business functions, they aim to achieve cost reduction, cost avoidance, and value creation—but these goals can be undermined without the right change management approach. Explore how strategic OCM planning and targeted people enablement minimize value leakage, drive adoption of new operating models, and strengthen client-provider partnerships. How can you overcome resistance, reduce cognitive load through clear, consistent messaging, and empower retained teams for long-term success?

Tara Dulin
ISG

Randy Geoghagan
ISG

Alisha VanSistine-Boss
ISG

13C. The Application Landscape

The enterprise applications landscape is undergoing rapid change, shaped by new technologies, economic pressures, and shifting market demands. Enterprises now seek greater intelligence, fluidity, and transparency across their operational value streams and application ecosystems. They expect providers to unlock more value from existing platforms, data assets, and complementary solutions—while delivering outcomes, not just services. This session will level-set realistic enterprise expectations, outline what providers can and should deliver to meet these evolving needs, and explore how providers can guide enterprises toward higher levels of AI adoption.

Shriram Natarajan
ISG

Chuck Walker
ISG

13D. Collaborative and Agentic AI Software: Future of Work is Now

The rapid rise of AI is transforming how people connect, communicate, and collaborate—reshaping both the workforce and the customer experience. How are collaboration and communications software intersecting with the growth of AI, and what does it mean for the future of work? Examine the emergence of collaborative AI platforms and their impact on productivity, creativity, and decision-making across teams. As AI agents and digital assistants become more intelligent and proactive, they are poised to redefine roles, workflows, and interactions in both business and IT environments. The evolution of legacy collaboration and productivity tools is changing, and Agentic AI is being embedded into modern collaborative platforms. Even the future of CPaaS platforms will

enable smarter, more dynamic engagement across workforces and to customers and consumers.

Mark Smith
ISG

16:45 - 17:15

14A. Vertical Industry Insights: Consumer Services

ISG's vertical leaders provide insight into the market, their observations of the challenges, and our vision of the future in this market.

Sunder Pillai
ISG

14B. PANEL: Pitch Perfect: Tips to Win Your FutureSource RFP

Discover best practices for navigating the ISG FutureSource process and gain practical tips for success while learning how to avoid common pitfalls during the RFP phase, and explore why the FutureSource approach drives better outcomes for both providers and clients.

Mitchell Whitus
ISG

Nidhi Alexander
Hexaware

Sameer Bhagwat
Capgemini America Inc.

Lisa Graver
NTT DATA

14C. The Price of Performance: IT Spend, Productivity, and Quality Trends

As client expectations, inflation, and delivery models evolve, accurate service costing is key to staying competitive. Explore IT spending

trends, pricing strategies, and service performance in an AI-enabled world. How can data-driven pricing and performance insights fuel differentiation and stronger client partnerships in 2025 and beyond.

- What are the latest market pricing trends shaping IT services in 2025?
- How are enterprise needs and priorities shifting in an AI-enabled world?
- How are providers adjusting delivery models to effectively balance costs, service quality, and capability?

Chris Karalis
ISG

Mike Rose
ISG

14D. The Next Cloud and Cyber Reality: Integration, Sovereignty, and AI at Scale

The practical application of Cloud Computing software is essential for evolving IT and enterprise services over the next five years. Explore the critical landscape of Public, Private, Hybrid and Sovereign clouds, providing insights into Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS). What are the implications of evolving cloud platforms on enterprise cybersecurity and the requirements for seamlessly interconnecting diverse cloud environments? Discover the transformative role of sovereign clouds, focusing on regulatory requirements and the emerging GPU-as-a-Service and uncover how Generative AI (GenAI) and Agentic AI are revolutionizing the ways cloud services augment enterprise needs will equip you with the knowledge to understand if your offerings will meet the next generation of IT needs.

Jeff Orr
ISG

17:30 - 18:00

15A. Vertical Industry Insights: Financial Services

ISG's vertical leaders provide insight into the market, their observations of the challenges, and our vision of the future in this market.

Lois Coatney
ISG

15B. The Impact of AI Ops on IT Services Pricing

Our analysis of 150+ case studies and insights from 15 leading service providers reveals the game-changing impact of AI Ops in IT managed services. Automation, predictive capacity forecasting, and performance optimization are no longer emerging trends—they're becoming the standard. These AI-driven capabilities are delivering higher service levels, reduced downtime, and stronger customer satisfaction. In this session, we'll unpack how AI Ops is reshaping managed services pricing across both infrastructure and application domains—and what it means for the future of IT operations.

- How do you leverage AIOps to experience productivity improvements and cost reductions between 30-58%?
- How are these emerging transformations manifesting in significant IT managed services price reductions?
- How can you redefine your operating model to embrace the business value of AI Ops benefits in IT sourcing?

Ted Bedell
ISG

Mike Rose
ISG

15C. The Quantum Threat: Bigger than Y2K, When Will it REALLY Impact your Organization?

The advancements in Quantum computing are occurring at significantly higher pace than expected as recently as 2 years ago.

This poses significant threats to organizations from a Cybersecurity and a competitive revenue perspective. Learn about the start of Quantum computing, and what your organization should be doing about this NOW!

Doug Saylors
ISG

15D. The Future of Data: A Tower of Software Value for IT and Business

As enterprises strive to gain differentiation through data and AI, the architecture required to support data and AI systems is undergoing a radical transformation. What are the software architecture, platforms and capabilities required to fulfill emerging data and AI requirements? Examine the role of real-time data with event-driven architecture as well as streaming data processing and analytics, identifying when it is the "right-time" for investment and impact. Discover how data platforms are evolving to meet the demands of next-generation agentic applications, and why data management is essential for enabling governance, integration and intelligence across public and private cloud-centric environments to meet efficiency and data sovereignty requirements. How can data operations software can simplify collaboration between IT and business teams, empowering more agile and intelligent decision-making across the enterprise?

David Menninger
ISG

18:00 - 19:30

Welcome Reception

Day 02 - Tuesday, 16 September 2025

08:00 - 09:00

Breakfast

08:45 - 08:50

CONFERENCE CHAIRMAN'S WELCOME

Chuck Walker
ISG

08:55 - 09:25

PANEL: Evolution of AI in Health Sciences

AI is reshaping healthcare, driving advances in diagnostics, personalized treatment, and operational efficiency. In clinical settings, AI outperforms humans in detecting early-stage cancers, extracts insights from notes, predicts patient deterioration, and powers remote monitoring. In non-clinical areas, providers and payers use GenAI and agentic AI to optimize costs and streamline administration. While challenges around data privacy and bias remain, AI adoption is accelerating, with record investments and mainstream implementation across global health systems.

- How can you improve know-how on implementation of data-oriented services that address core healthcare needs?
- How would AI need to process unstructured data and imaging data?
- How can technology assist in personalized and pro-active care?

SG Anand
ISG

Wayne Butterfield
ISG

Dr. Anurag Mairal
Stanford University

Rachel Smith
McKesson

09:30 - 10:00

PANEL: Next-GenAI Driven Cost Optimization

This session brings together clients and service provider practitioners to discuss cutting edge cost optimization strategies through AI. Explore emerging and maturing AI solutions that drive cost optimization across IT, manufacturing, and SG&A expenses and discuss practical strategies toward driving adoption to enhance efficiency and competitiveness in a rapidly evolving digital landscape.

- Learn how 2025 has brought new advances in maturing AI tools and strategies.
- Gain actionable insights on how GenAI-driven services translate into tangible cost reductions and operational efficiencies.
- Understand how to leverage client/service provider partnerships to accelerate scalable, GenAI-powered solutions, ensuring sustained cost competitiveness in a dynamic economic environment.

Bill Huber
ISG

Wendy Anderson
Georgia Pacific

Manish Goyal
IBM Consulting

Ed Hansen
Transformation Enablement LLC

Alexander Kleinman
Genpact

Simon Paul
Cognizant

10:00 - 10:15

Networking Break

10:15 - 12:15

1:1 Meetings with ISG Advisors

10:15 - 10:45

21A. Vertical Industry Insights: Insurance

ISG's vertical leaders provide insight into the market, their observations of the challenges, and our vision of the future in this market.

Dennis Winkler
ISG

21B. Why Should Service Providers Engage with Software Providers?

Artificial intelligence and agents are set to disrupt the software industry and not just from the multitude of futuristic use cases that will affect end users in every department of a company. Software providers are counting on promoting AI and agentic AI as a way to reduce implementation costs, speed time to value and reduce software migration risk. This threatens to displace a significant percentage of the traditional sources of income for service providers.

Software company roadmaps point to a world where service providers revenue from traditional activities will be a fraction of what they are today, but new opportunities open up. In a period of rapid change, service providers should act strategically to forge broader and deeper relationships with software providers.

In the new world of AI, what strategies should service providers adopt to avoid disruption?

Alex Bakker
ISG

21C. Vertical Industry Insights: Energy & Utilities

ISG's vertical leaders provide insight into the market, their observations of the challenges, and our vision of the future in this market.

Korey Barnard
Partner

Dale Hearn
ISG

11:00 - 11:30

22A. Vertical Industry Insights: Life Sciences

ISG's vertical leaders provide insight into the market, their observations of the challenges, and our vision of the future in this market.

Michael Fullwood
ISG

Randy Tucker
ISG

22B. Agentic AI and Future of Business Applications: Everything Changes

The integration of Agentic AI is set to redefine the future of business applications, transforming front to back-office operations. This radical shift is reshaping enterprise evaluations of business software. As organizations adapt to these changes, a new paradigm for business and industry software research emerges.

- How does AI-infused software boost productivity and upskill the workforce while enhancing the user experience?
- Where does AI change the way business software works?
- What do enterprises need in business applications for the future with AI?

Mark Smith
ISG

22C. Agentic Readiness: The Rise of Sourcing for Data Tower

Despite the hype around GenAI, one challenge keeps surfacing: data. Backed by recent ISG research, this session explores the internal and provider-side gaps that are preventing organizations from fully activating their AI strategies. We will also introduce the concept of the "data tower," a framework emerging from this research, and explore its growing relevance in an AI-driven enterprise landscape.

Loren Absher
ISG

Alex Bakker
ISG

11:45 - 12:15

23A. Vertical Industry Insights: Healthcare

ISG's vertical leaders provide insight into the market, their observations of the challenges, and our vision of the future in this market.

James Burke
ISG

23B. Today's Industry 5.0 and the Future of Decentralized Dark Factories

Lights-out manufacturing sets the stage for the realization of Decentralized Dark Factories, promoting a completely hands-off approach to smart manufacturing. What do today's trending technologies in Industry 4.0/5.0 promise?

- What's required for an Industry 5.0 transformation?
- What adoption and implementation challenges will you face to reach the era of Dark Factories?

Ryan Hamze
ISG

23C. AI Market with Agentic and GenAI: New Software Universe

The emergence of Agentic and Generative AI is ushering in a new era for the AI software market, fundamentally reshaping the software universe. Investigate the evolving data foundations that support enterprise AI applications, alongside significant transformations in cloud computing and platforms for business software. As enterprises

adapt, they are redefining criteria for evaluating AI and IT software solutions. We will address future directions in AI and IT software research, emphasizing key insights.

David Menninger
ISG

12:15 - 13:15

Lunch

13:15 - 13:45

KEYNOTE: AI First to AI Last: The Future of a Rapidly Transforming Economy

We are entering a new era—one where the pace of AI-driven transformation will make past technological shifts seem like slow motion. In this keynote, we will explore "AI First to AI Last", a journey through a rapidly evolving economy where artificial intelligence moves from being a competitive differentiator to becoming the invisible operating fabric of businesses and industries.

Drawing parallels to the layered realities in the film Inception, we will examine how AI will fundamentally reshape sourcing at multiple levels—some visible, some systemic, and some imperceptible at first glance. Like all transformative technologies, AI today risks being overestimated in the short term but profoundly underestimated in its long-term impact.

As technology providers rapidly pivot to support hybrid ecosystems of human workflows, humans-in-the-loop, and AI-driven decision engines, the very structure of complex services and commercial pricing models will evolve. New forms of value will emerge—driven by AI autonomy, human-AI collaboration, and dynamic sourcing ecosystems.

This keynote will provide cutting-edge research, emerging use cases, and a strategic vision for navigating this rapidly changing landscape. Attendees will leave with a practical roadmap to evolve from AI-first

adoption to AI-last integration, preparing their organizations to lead in the AI-saturated economy of the future.

Dr. Anurag Mairal
Stanford University

13:50 - 14:10

ISG INSIGHTS: Women at the Forefront of AI: How AI Equalizes, Accelerates and Enables Leadership

As AI transforms every industry, it's critical that women are not only included—but leading the way. Explores the power of representation in shaping the future of AI, spotlighting women who are driving innovation across their fields. We'll examine how AI is redefining leadership itself, moving away from traditional hierarchies toward more empathetic, collaborative, and inclusive models—where women's natural leadership strengths align with the moment. AI is enabling women to lead with greater impact. Join us for an inspiring conversation about how women are building a more equitable, creative, and powerful AI future—for everyone.

Lois Coatney
ISG

Kimberly Tobias
ISG

Shimona Chadha
Persistent Systems Inc.

Anika Sharma
LTIMindtree

14:15 - 14:40

Fireside Chat: Reality of AI from the Software Industry Promises: Lessons Learned

The evolving landscape of AI is significantly transforming business and IT operations, yet the reality often diverges from the promises presented by software providers. Explore the critical role of services in adapting software to align with real-world business needs and identify gaps in current offerings from software and service providers.

- What are the essential elements required from AI technologies to foster IT success in business contexts.
- How are enterprises dealing with the promises and reality of AI?
- Where will AI change workplace and business productivity?

Mark Smith
ISG

Talfred Ball
Breville

14:40 - 15:00

Networking Break

15:00 - 17:30

1:1 Meetings with ISG Advisors

15:00 - 15:30

24A. GenAI Trends Fuel New Partnership Models in Smart Manufacturing

Based on emerging GenAI trends, new themes are reshaping the manufacturing landscape, driving transformation across operations and business models. Explore today's strategic priorities for adopting GenAI in manufacturing and examine the critical role service providers play in scaling innovation, enabling manufacturers to move from pilot initiatives to widespread adoption.

Ryan Hamze
ISG

24C. Client Goals and Agentic Realities: The New Frontier for Provider & Software Delivery

As AI agents shift from theoretical promise to practical implementation, service and software providers are facing a new challenge: reconciling client business goals with the unpredictable behavior, autonomy, and complexity of agentic systems. How is

Loren Absher
ISG

Olga Kupriyanova
ISG

the emergence of AI agents transforming delivery models, project architectures, and client expectations? What are the lessons learned so far?

15:45 - 16:15

25A. Why ERP Programs Fail — and How Proactive Risk Management Can Save Yours

Successfully delivering value in complex, multi-project ERP transformation programs require more than just robust planning and execution — it demands a proactive approach to identifying, assessing, and mitigating risks across both IT and Business domains. Explore a structured Risk Advisory Framework tailored for large-scale ERP programs and discover why this is critical, how it helps de-risk implementations for both you and your clients, and the tangible outcomes it enables.

Jon Brock
ISG

25C. Enterprise Challenges with Provider Solutions when Deploying AI

When it comes to AI, we as an industry are often finding ourselves in uncharted waters. This session shares real-world lessons from teams navigating the uncertainty of developing and delivering AI solutions in client-facing environments. Gain practical insights you can apply immediately to your next engagement—whether you're scoping an AI project, managing risk, or aligning stakeholders.

Loren Absher
ISG

Olga Kupriyanova
ISG

25D. IT and Platforms: The Future is Radically Different

The future promises integrated platforms that streamline functions across all departments, each managed and used efficiently by IT to support business. How can enterprises achieve operational excellence through effective Service and Operations Management tailored to meet departmental needs? Learn the importance of task automation and process intelligence as they play a crucial role in accelerating workflow efficiency and reducing bottlenecks and navigate the intersection of application and development platforms while harnessing the power of AI for innovation. The introduction of Agentic AI is set to revolutionize IT services interoperability, transforming how enterprises collaborate internally and externally.

Shriram Natarajan
ISG

Jeff Orr
ISG

16:30 - 17:00

26A. Decrypting Decisions: How Security Teams Identify the Best Security Solution

As the security solution market continues to expand and evolve, organizations are confronted with the increasingly difficult task of assessing the most suitable solutions. At the same time providers face challenges in effectively communicating their value propositions. Explore the evaluation process to discern the ideal cybersecurity solution from a myriad of options and gain valuable insights into the criteria and methodologies employed to identify and select solutions.

- Identify the factors clients prioritize when choosing security solutions.
- Discover ways providers can facilitate the evaluation process.
- Gain an insight into clients' security provider strategies that influence the selection.

Jeff Orr
ISG

Jason Stading
ISG

26B. PANEL: Fluidity, Intelligence and ROI from Applications

Enterprise value reaches its full potential when platforms, providers, and enterprises work in sync—but achieving that alignment is becoming increasingly complex. Rapid technological change, mismatched expectations, and unexpected friction points are creating new challenges. Hear directly from platform leaders, providers, and enterprises on how to harness fluidity and intelligence to drive ROI in today's evolving application ecosystem. Explore what it takes to bring these forces together effectively—and spotlight the pitfalls and anti-patterns to avoid.

Shriram Natarajan
ISG

Brandon Ashcraft
Hexaware Technologies

Roopa Foulger
OSF Healthcare Systems

Robin Shahani
FIS

26D. The New Economics of Pricing Service Contract with Agentic AI

Loren Absher
ISG

17:00 - 19:00

Reception

Day 03 - Wednesday, 6 October 2021

07:30   **Buses depart for Coyote Ridge promptly**

08:00 -   **Breakfast for non-Golfers**
09:00

08:30 -   **Golf at Coyote Ridge**
13:00

09:00 -   **1:1 Meetings with ISG Advisors**
12:00

12:00 -   **Lunch**
13:00

20:00 -   **Sourcing Industry Awards Dinner by Invitation**
23:00
           * Paragon Awards
           * IPL Awards
           * Star of Excellence
           * Software Industry Awards

Conference Venue
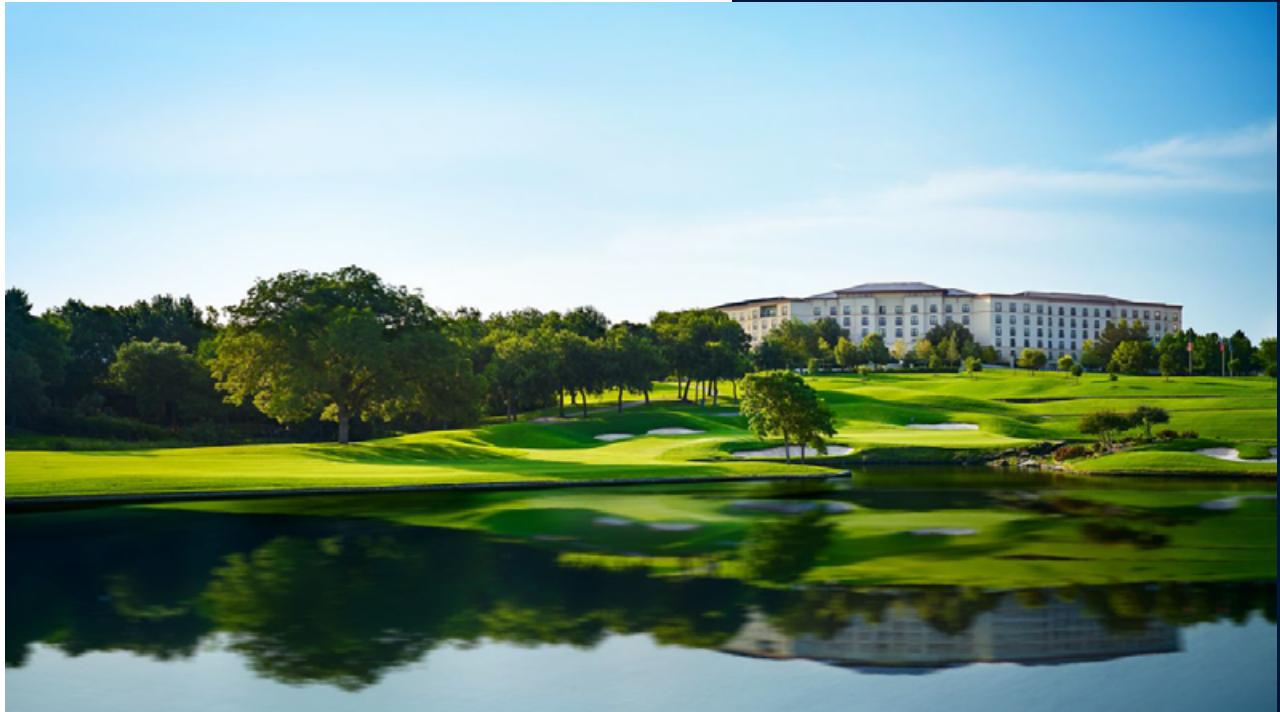
The Westin Dallas Stonebriar Golf Resort & Spa

1549 Legacy Drive, Frisco
TX 75034
(972) 668-8000

The Westin Dallas Stonebriar Golf Resort & Spa is located is located 19 miles from Dallas/Fort Worth International Airport and 16 miles from Dallas Love Field. Complimentary parking is available onsite.

ISG® Sourcing Industry Conference