

ITO

Nordic

Nordic I.T Outsourcing &
Software Development Association

SDA

Stockholm, Sweden
March 12th - March 14th 2012

I.T Outsourcing & Software Development Summit



**SPONSORSHIP
OVERVIEW**

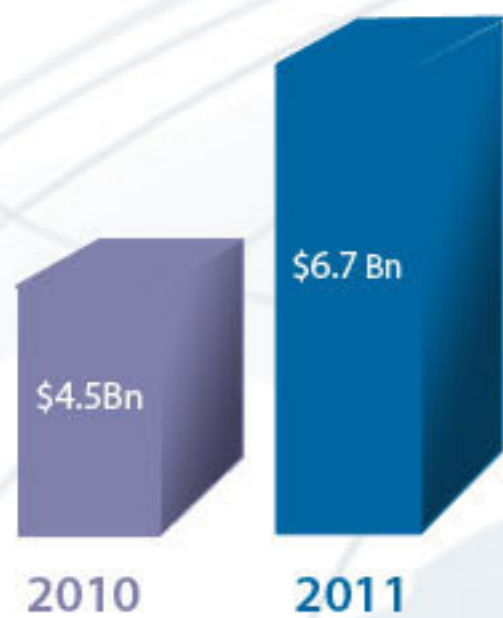
**Insightful
Round Table
Discussions**

**Industry
Experts and
Thought Leaders**

**Real Life Case
Studies & Practical
Experience**

INDUSTRY GROWTH

Nordic Market Growth



Application Management
+63%

Infrastructure Management
+43%

End User Management
+37%



IT outsourcing from within the Nordic companies is growing rapidly and steadily. Outsourcing contracts valued from the Nordic market was approximately €4.5 billion in 2010. Moving forward as many as 80% of executives responsible for outsourcing decisions in the Nordic companies will increase their investment and commitment with views to: reducing costs; leveraging access to skills; improving product quality and reducing time to market. An overall study shows an expected increase of almost 50% in outsourcing efforts from the Nordic companies. Applications remain a major priority with an expected 62% increase, along with a 43% rise in infrastructure management and end user management showing an expected increase of 37%. 91% of executives would recommend their ITO provider to colleagues.

**2011 expected
outsourcing
contracts worth
€6.75 Billion**

**Activity 7%
higher than
in any other
European Region**

**Ongoing affordable
IT Skills Shortages
in the Nordic
Market**

INVITE ONLY REGISTRATION

THE SCREENING PROCESS:

The Nordic ITO summit team undergoes extensive market research into the attending executives.

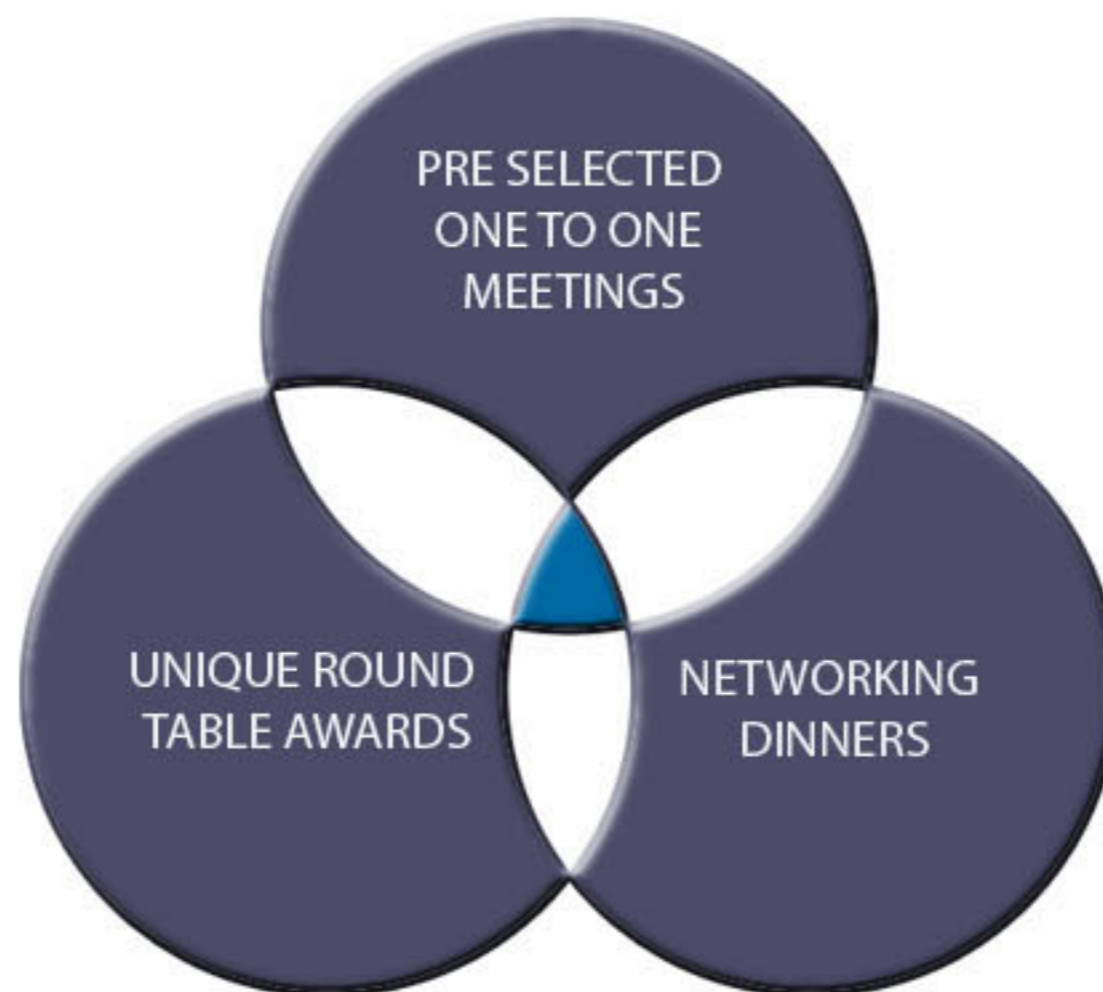
All delegate members are required to complete a screening form highlighting their current ITO requirements and purchasing priorities.

The stringent criteria ensures every participant without exception is actively purchasing or prioritising to outsource within 6-12 months.

Any company not wishing to acquire or actively seek information from solution providers on ITO services, will simply not be invited!



The Nordic ITO summit 2012 is committed to creating a beneficial platform for ITO service buyers and providers alike. Well researched exclusivity and limited registration numbers ensure quality networking opportunities. With a stringent criteria and prudent selection process, the summit ensures delegates are actively purchasing or prioritising to outsource within the next 6-12 months. Solution providers are selected to reflect the current requirements of delegates. Presentations are targeted specifically towards C level decision makers with a view to gaining insight and meeting directly with a select few of industry leading solution providers. The Nordic ITO Summit is truly for forward thinking corporations interested in staying ahead of the market. The exclusive nature of the Nordic ITO Summit paves the way for a high quality and mutually beneficial platform. Participation at the summit is by invitation only maintaining the highest quality.



PRE SELECTED ONE TO ONE MEETINGS

The Nordic ITO Summit supply, in advance, detailed information regarding participating executives and their strategic business needs. A clear, priority centric scheduling systems enables delegates and providers to select one-to-one business meetings to maximise the benefit for both parties. Both solution providers and delegates are accorded flexible time slots across the three day summit and granted personal control over their agenda with the ability to dictate activities in line with their most pressing priorities. All attending executives are actively engaging and purchasing ITO services within 6-12 months.

UNIQUE ROUND TABLE AWARDS

Due to the highly focused and targeted event, the summit producers have organised a round table awards ceremony, the first of its kind in the commercial event industry. The first 10 solution providers to partner with the Nordic ITO Summit will have a 15 minute presentation/pitch in front of a panel of C level executives with an interest in Off shore software development services. One provider out of the 10 will be guaranteed a contract.

CORPORATE DINING NETWORKING DINNERS

The network function facilitates a business development opportunity in an informal, relaxed and professional environment. Pre selected seating enables solution providers and delegates to interact, build and strengthen personal relationships. Your assigned account manager can make special seating arrangements upon request

Top 10 Factors in Vendor Selection

Commitment to quality

Price

References/reputation

Flexible contract terms

Scope of resources

Additional value-added capability

Cultural match

Existing relationship

Location

Other

SOFTWARE DEVELOPMENT

Business Application development, CAD Systems, Content Applications, Customising of existing software, Enterprise application development, Electronic software development, Embedded software development, ERP Systems, Information and Data Management, Game Development, Inter, intra and extra net solutions, Internet and Online software, Mobile and Wireless Software, Open source Customising, Real time systems development, Rewriting or re engineering existing programs, System Integration/System software.

OUTSOURCING

Application maintenance/Application management, Custom software development, End User Support, Enterprise Application Management, SAP, Help Desk support/Desktop management/ IT Service Desk , IT Consulting/ Project Management, IT Strategy/ IT Architecture Services, Software Testing/QA, System Integration IT Services, Product Development, Box/Licensed Software, Game design and development

**Infrastructure
Management**

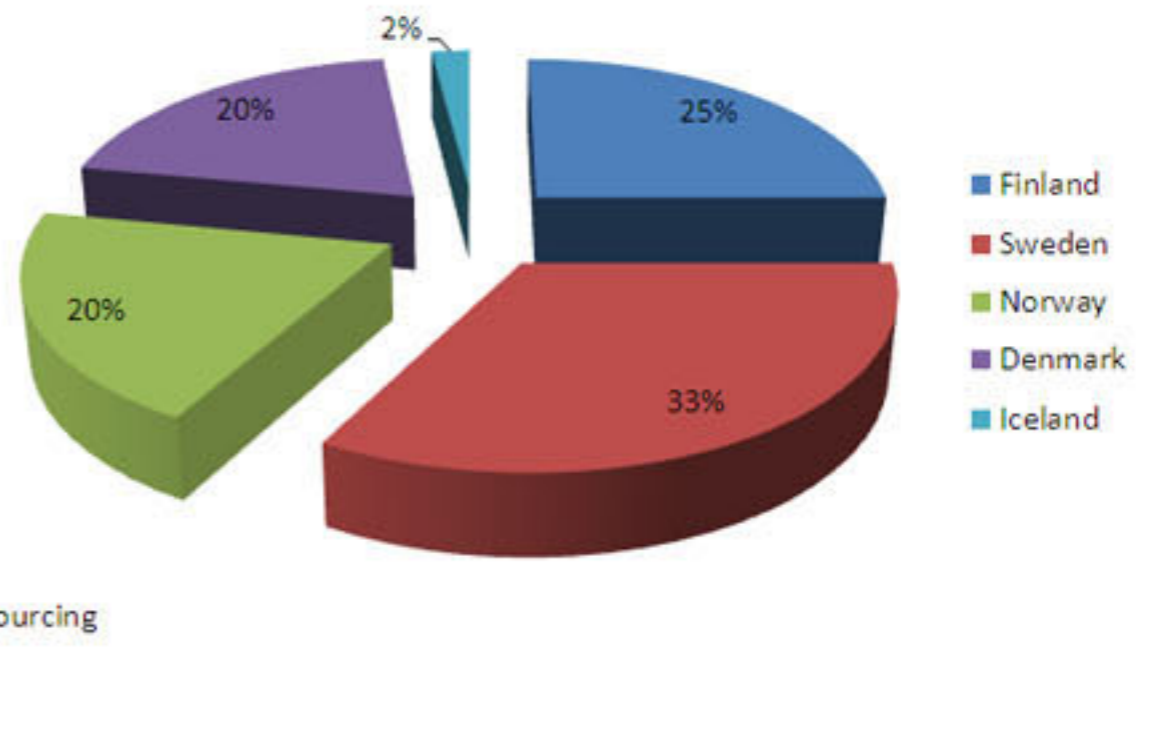
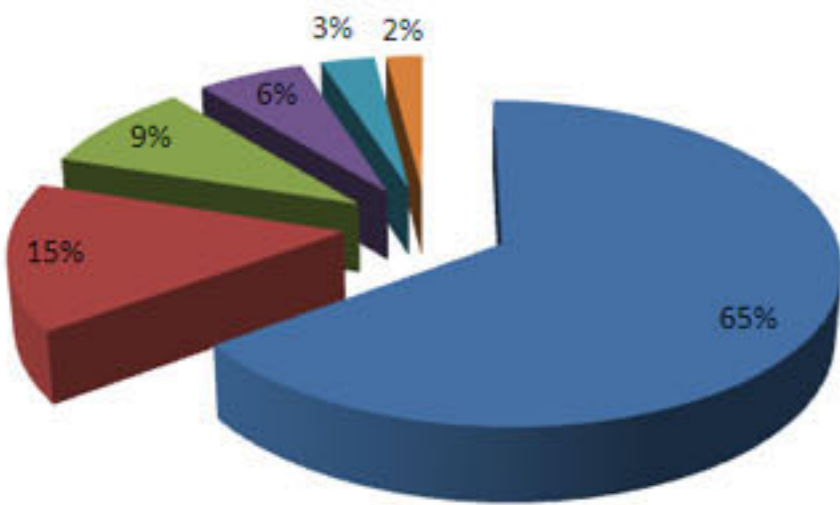
**Applications
Management**

**End User
Management**

DELEGATES

CEOs
CFOs
CIOs
CTOs
Heads of IT
Heads of Infrastructure
Outsourcing Directors

Nordic Large to Mid Cap companies with an interest in locating ITO service providers; actively purchasing ITO services or prioritising to acquire ITO services within the next 6-12 months



Solution Providers:

CEOs
VPs
Managing Directors
VP Sales
Sales Directors
Major Account Directors
Heads of Business Development

ITO service providers with an interest to forge relationships; gain a competitive advantage and offer their services to the Nordic markets large to mid cap companies

**150 Word
Profile in Event
Catalogue**

**Accommodation
Meals and Drink**

**20 Guaranteed
Face-to-Face
Meetings**

Platform Packages

One-to-One Meetings

- 20 Pre arranged face to face meetings
- 150 word profile included in event brochure
- Full Page advert inserted into event brochure
- 50 word profile inserted into email campaigns reaching 20,000 ITO professionals
- 2 Delegate Passes with full access
- Accommodation, food and drinks
- Delegate List post event

One to One
Meetings
€9,995

Round Table Awards Ceremony

(subject to availability)

- 15 minute presentation to a panel of C level Executives
- Registration into award ceremony
- 20 Pre arranged face to face meetings
- 150 word profile included in event brochure
- Full Page advert inserted into event brochure
- 50 word profile inserted into email campaigns reaching 20,000 ITO professionals
- 2 Delegate Passes with full access
- Accommodation, food and drinks
- Delegate List post event

Round Table
Awards Ceremony
€12,495

Main Speaker

(subject to availability)

- 45 minute speaker presentation as part of the main conference
- 50 word profile included in agenda
- Main Screen Branding
- 10 Pre arranged face to face meetings
- 150 word profile included in event brochure
- Full Page advert inserted into event brochure
- 50 word profile inserted into email campaigns reaching 20,000 ITO professionals
- 2 Delegate Passes with full access
- Accommodation, food and drinks
- Delegate List post event

Main Speaker
€10,995