

Service Level Agreements And IT Contracts

24 – 27 July 2011 • Dubai International Convention Centre, Dubai, UAE
27 – 30 November 2011 • Dusit Thani Hotel, Dubai, UAE

www.iirme.com/itcontracts

Attend the course and you will receive the SLA Framework CD-ROM which includes:

- SLA Handbook • SLA Examples • SLA Checklists
- Valued at US\$ 395!

An ITIL v3 compliant course
for users and providers of IT
services

5 Key Learning Objectives

1. Understand the strategic value of Service Level Agreements (SLAs) and their role in the internal and external supply chain
2. Learn how to implement an SLA project and explore the key performance indicators (KPIs) required in service measurement
3. Design an SLA format for immediate use in your organisation and discover how to ensure vendor supply services exactly match your needs
4. Understand the essential legal background for IT contracts and essential terms and conditions
5. Discover advanced techniques to evaluate tenders and how to get the best deal from your suppliers

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The George Washington University School of Business, IIR Middle East's Academic Partner, is dedicated to excellence: in its teaching and research about management, in the public and private sectors, within the United States and internationally.

The school has a 75 year history of preparing men and women for leadership in both the public and private sectors. Known internationally for its dedication to academic excellence, the school draws students from all parts of the United States and around the world.

Beyond first class teaching and scholarship, the school's faculty offers practical experience in the issues and challenges confronting business and government. Its research centres link faculty and students with US and international business and government organisations. Recent distance learning initiatives have expanded the school's global reach.

Course Requirements and Certificates

Delegates must meet two criteria to be eligible for an IIRME/GW Certificate of Completion for a course:

1. Satisfactory attendance – delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course exam
2. Successful completion of the course assessment

Delegates who do not meet the criteria will receive an IIRME Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

Delegates will be assessed continuously throughout the course by the course director. Case study discussion and analysis will be part of the assessment as well as a group presentation.

About Your Expert Course Leader



Andrew Hiles, BA, FBCI, MBCS, is a Director of Kingswell International – an international consultancy specialising in delivering service and managing business risk. He has helped hitech financial, transport and government bodies to develop and enhance customer support and service desk functions and has supported both customers and suppliers in service level agreements, market testing, outsourcing and facilities management. Andrew has had IT negotiating responsibility for purchasing and sales spanning some 25 years.

He is a Fellow of the Business Continuity Institute and a Member of the British Computer Society. Andrew was Founder-Chairman of the influential European Information Market (EURIM) group which supports the UK Parliament's All-Party EURIM Group in handling European legislation. His books on Service Level Management, Help Desk Management and Business Continuity are published by Rothstein Inc. He contributed to Croner's Guide to IT Purchasing. His software package, "SLA Framework", has been purchased by leading international companies.

Andrew is a published writer and international speaker on service management. He has presented at Cranfield, Henley, Ashbridge and GEC Management Colleges and at numerous workshops and conferences in Europe, the USA and South America.

Who Should Attend?

This innovative course has been specially designed for:

- Those responsible for IT, computing centre management, data centres, systems management, computer services, operations, communications, network, user support, sales and services management, MIS, information centres, contract management and administration, technical support, help desk and service desk management
 - All users and customers of IT and telecommunications services wishing to optimise the value of services they receive from their service providers, hi-tech service vendors, software vendors, hardware vendors, application integrators
 - IT managers new to purchasing and negotiating IT services
 - Purchasing, sales and marketing managers, supervisors and staff taking up such appointments for the first time
- The course will also benefit those who have had little formal training in purchasing and negotiation who wish to consolidate their experience.

Would You Like To Run This Course In-House?



customised training solutions

Customised Training Solutions is the in-house training division of IIR Middle East.

Our Customised Training Solutions team are veterans of in-house training with a portfolio of specialists unrivalled anywhere in the Middle East! To design your training projects with significant business impact, please contact Leigh Kendall on: +971-4-335 2439 or email our team at cts@iirme.com

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Course Timings: Registration will commence at 07:30 on the first day. Course sessions will start promptly at 08:00 and end at 14:30. There will be two short breaks for refreshments at appropriate times and lunch will be served at the end of each day's sessions.

Course Introduction

Are you receiving adequate IT services and value for money from your IT services suppliers? Are you offering the same to your own customers? A formal SLA between the user and the provider of computing services is one of the keystones of today's IT and telecommunications management.

SLAs are as appropriate to in-house computing, communications, development and support activities as they are to commercial or facilities management operations. By embracing the business case of the user, SLAs can help to justify the company's overall computing requirements, ease capacity planning, justify resources and establish the case for security and disaster recovery planning.

An effectively implemented SLA enables you to actively manage IT services which consequently enables you to keep IT services aligned with your core competencies, business objectives and departmental focus, all while maintaining high quality levels.

The course starts with a step-by-step guide to helping you design and carry out effective service level agreements in your organisation. Subsequently, the second part will enhance your understanding of IT contracts. This is a unique session covering the pragmatic, contractual, tendering and negotiating aspects of buying IT and computing goods and services.

Course Agenda

Developing And Implementing Effective Service Level Agreements For Users And Providers Of IT Services

Introduction

- Your objectives and issues explored
- The role of SLAs in service management
- What are SLAs and OLAs?
- The objectives of SLAs
- How to improve service quality
- How SLAs help the business, the user and the supplier
- SLAs and the Balanced Scorecard
- SLAs and CobiT (Control Objectives for IT and related Technology)
- SLAs and ITIL (IT Infrastructure Library)
- ITIL service management
- ISO 20000 service management standard

Implementing SLAs: The SLA Project

- Politics of service
- Why poor service can be inevitable and how to change it
- Cost/benefit issues
- Project activities
- Project phases
- Organising for service
- 'Selling' SLAs
- Obstacles to success – and how to overcome them

Exercise

You will receive a scenario of a service provider and its customers. In syndicates, you will put into practice the topics presented.

Measuring The Service: What, Where And How To Measure

- Service availability
- Output requirements
- Service reliability
- Support needs
- Response
- Problem management
- Service hours
- Change management
- Computer services
- Security aspects
- Network services
- Disaster recovery issues

Exercise

Using the results of earlier exercises, syndicates will identify the service products, boundaries and limits of an SLA. You will briefly present your findings to other syndicates and compare notes.

Managing SLAs

- Key measurements and activity based SLAs
- SLAs for:
 - Mainframe, mid-range and client/server services
 - Desktop management services
 - Telecommunications services
 - Development
 - Call centres, service desks, help desks and support
 - E-business
 - SLAs in Cloud Computing
- Creating key performance and service level indicators

Exercise

You will identify Key Performance Indicators (KPIs), measurement parameters and methods and apply Service Level and Service Measurement metrics to the SLA project you have developed in Exercises 1 and 2. You will present your findings and compare them with other syndicates.

Creating An SLA

- Organisation for service level management
- Negotiating with the user
- Usage forecasts
- Infinite capacity
- Managing demand
- Realistic limits to service
- Customer satisfaction surveys
- Charging for services
- Monitoring delivery
- What to include in an SLA
- Customer representatives
- Limitations of SLAs
- Service review meetings

Format And Structure Of The SLA

- SLA models
- The one-page SLA
- Supplier or customer driven?
- Types of SLA
- The role of the SLA in invitations to tender, proposals and contracts
- SLAs in market testing, facilities management and out sourcing
- The pilot SLA

Exercise

Building on the previous exercises, you will develop a structure and outline a format for the SLA document. You will discuss your formats and compare them to a model SLA.

An Overview Of The Regional Practices On SLA

- Examining the similarities and differences of the Middle East with international markets
- Considering the business issues and cultural differences

SLA Surgery

- Raise your own issues for discussion and advice

Effective Negotiation And Management Of IT Contracts

This part of the course will focus on the negotiation of contracts, terms and discounts, and managing contracts with outside suppliers of IT goods and services. Sessions covering buying, negotiating and managing IT contracts will include the contractual relationship, tendering, negotiation and managing suppliers.

The Legal Background – Standards And Contracts

- 'Buyer beware'
- Relevant contract law
- Warranties and guarantees
- Quality standards
- Whose terms and conditions?
- Model and standard conditions

Why, What And How?

- The contractual relationship
- What should be covered: key and ancillary aspects
- Principles of law
- Essential clauses
- Potential "War Zones": how to avoid conflict, handling disputes
- Security aspects
- Contract termination

Tendering, Response And Supplier Evaluation

- Preparing to tender: the essential steps
- Buying issues in hardware, software, maintenance, support and consultancy
- What suppliers need to know
- Specifying requirements
- Performance and throughput criteria
- How to evaluate suppliers
- The invitation to tender
- Analysing supplier response and supplier capabilities

Case Study: The Supplier Perspective

- What are the ingredients of a successful tender?
- How customer and supplier can both win
- Creating an effective relationship
- Building in futures

Practical Assessment Exercises

- Lower specifications
- Long term contracts
- Turnover discounts
- Settlement terms
- Retentions
- Fixed price contracts
- Cost plus contracts
- Call-Off and 'Just-In-Time'
- Pricing structures
- Hidden cost 'extras'

Tactics And Behaviour In Negotiation

- The alternative to negotiated agreements
- Creating a win/win situation
- Game plays and counter-moves
- Negotiating traps and escapes
- Power in negotiation – using it
- Conflict and influence
- Structure and phases of a negotiation
- Strategy and tactics
- Establishing credibility
- Presenting the case
- The art of listening
- Salespersons' vulnerable spots

Managing Supplier Performance

- Organisation for management
- The transition
- Role of the contact manager and the service management team
- Service Level Agreements
- Service quality: targets and key measurements
- Problem escalation

How Suppliers Charge

- Charging choices
- Working out costs
- How suppliers cost
- The bill: cost components
- Holding price hikes



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FIVE WAYS TO REGISTER

-  971-4-3352437
-  IIR Holdings Ltd. GCS/IIR Holdings Ltd.
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Dubai, UAE Muharraq
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-  971-4-3352438
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DISCOUNTS AVAILABLE FOR 2 OR MORE PEOPLE

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Interested in running this course in-house?
Please call the Customised Training Solutions Team
on 971-4-3352439 or CTS@iirme.com

Event	Date	Fee before 15 May 2011	Fee before 12 June 2011	Final Fee
<input type="checkbox"/> Service Level Agreements And IT Contracts	24 – 27 July 2011 (BC3946)	US\$ 3,695	US\$ 4,195	US\$ 4,495

Event	Date	Fee before 18 September 2011	Fee before 16 October 2011	Final Fee
<input type="checkbox"/> Service Level Agreements And IT Contracts	27 – 30 November 2011 (BC4024)	US\$ 3,695	US\$ 4,195	US\$ 4,495

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

DELEGATE DETAILS

Name:
Job Title: Email:
Tel: Fax: Mobile:

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COMPANY DETAILS

Company:
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BC3946 / BC4024

All registrations are subject to our terms and conditions which are available at www.iirme.com/terms. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. In any event payment must be received not later than 48 hours before the Event. Entry to the Event may be refused if payment in full is not received.

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Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. Registrations cancelled more than 7 days before the Event are subject to a \$200 administration charge. Registration fees for registrations cancelled 7 days or less before the Event must be paid in full. Substitutions are welcome at any time.

Avoid Visa Delays - Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

All registration are subject to acceptance by IIR which will be confirmed to you in writing.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

Event Venue

Dusit Thani Hotel, Dubai, UAE
Tel: 971-4-3433333

Dubai International Convention Centre, Dubai, UAE
Tel: 971-4-3321000

Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:
Tel: +971-4-4072693
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