



SPIN CHENNAI'S INTERNATIONAL CONFERENCE & EXHIBITION

SPICON 2021

ON

DIGITAL TRANSFORMATION MATURITY

An Imperative Driver for Growth Economy

Virtual & Global Conclave
24th September 2021, Friday
13.30 - 20.30 hours, IST
spinchennai.org/spicon2021

SPICON 2021 - BACKGROUND

SPICON 2021 Hosted by SPIN Chennai, Non Profit Institution with IT Professionals

This conference aims to provide insights to thought leaders, industry captains, public administrators, enterprise managers, and technology practitioners, wanting to leverage, through Digital Transformation, their organization's business growth. The Conference will see eminent experts from the Government, Industry, Academia, and Independent Technologists, Consultants and practitioners to provide answers to questions such as: What is Digital Transformation of an Enterprise, Why is Digital Transformation imperative to remain relevant in the Business and How can one embark on the Digital Transformation Journey? The Conference will lead to the formation of a Special Interest Group on Digital Transformation to review and finalise SPIN Chennai's proposed Digital Transformation Maturity Model for adoption by the Industry and Government to understand the road map for an Enterprise and as well as for national economy. The endeavour is to learn, assimilate, discover and define the nuances of Digital Transformation from the current global success stories and to improve and leapfrog to create a Digitally Transformed India.

ABOUT SPIN CHENNAI

SPIN Chennai(CSPIN) is one of the world's oldest SPIN organizations (more than 20 years old) and is one of the only 100 exclusive SPINs in the world. It is associated with CMMI Institute (USA) and Software Engineering Institute of Carnegie Mellon University(USA). SPIN Chennai (CSPIN) has been the pioneer in promoting various high maturity quality and management practices, processes, frameworks and models including CMMI, ISO, Six Sigma,Lean, TOC, BS7799, GDPR, Agile, Malcolm Baldrige, Balanced Score Card, Blue Ocean Strategy, SS, 7QC Tools,TQM etc.. Some of the world renowned gurus who have given guidance and have visited Chennai SPIN for various sessions include Watts Humphrey (USA), Lewis Trigger (Israel), Bill Curtis (USA) et al.






CSPIN has members from most of the Tier-1, Tier-2 and Tier-3 organizations in the IT and BPM industry as well as Banking and Financial Services, Manufacturing, Retail, Automotive and Healthcare Industries and several independent consultants in the process, delivery excellence and quality assurance space. CSPIN's Corporate members (Platinum, Gold and Silver members) play a crucial role in supporting the evangelization and implementation of high maturity practices through knowledge sharing and various focused 1 day workshops.

CSPIN's Watts Humphrey award, SPICON (SPIN International Conference) and the monthly knowledge forums are most sought after by people from the Industry and Academia.

Visit spinchennai.org for more updates.

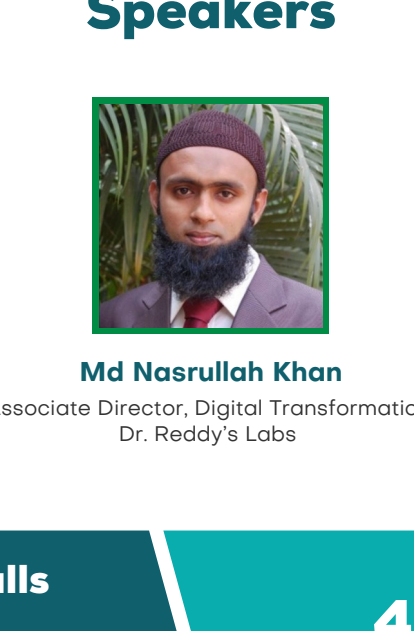
Registration 1.00 pm

Inaugural Session 1.30 pm - 03.00 pm

Welcome Address  Dr. Rajaram Venkataraman <small>President, SPIN Chennai</small>	Theme Address  Dr. L.N. Rajaram <small>Director, KritiLabs, Member, Core Founding Team of SPIN Chennai and Conference Chair, SPICON2021</small>	Special Address  Dr. C. Velan <small>City Head - Chennai Operations, CapitalLand India Limited</small>
Keynote Address  Dr. Sougata Ray <small>Thomas Schmidheiny Chair Professor, Strategy and Entrepreneurship Practice at Indian School of Business</small>	Presidential Address  Dr. Neeraj Mittal <small>IAS, Principal Secretary, IT Department, Govt of Tamil Nadu</small>	

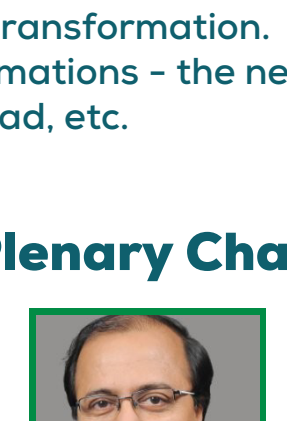
Inauguration of the SPICON2021 Exhibition by the Chief Guest

Inaugural Address by the Chief Guest



Thiru. T. Mano Thangaraj
Hon'ble Minister for Information Technology, Government of Tamil Nadu

Vote of Thanks



Mr. Major Chandrasekaran V.V
Secretary, SPIN Chennai

Plenary Session 1 Emerging technologies- Accelerating Digital Transformation 3.00 pm - 4.00 pm

- Highlights:**
- Quintessential characteristics of Digital Transformation.
 - Emerging Technologies that are relevant and accelerate Digital Transformation.
 - IOT, ML, AI, Blockchain, VR, AR, 5G and other Data Networks, Digital Twins, Low Code/No code Technologies, etc. along with examples of their applications.

Plenary Chair



Dr. Rajaram Venkataraman
CEO, Vitech T&I & President, SPIN Chennai

Speakers



Mr. Ajit Balakrishnan
Founder and CEO, Rediff.com



Md Nasrullah Khan
Executive Director, Director, Digital Transformation, Dr. Reddy's Labs



Mr. Rajesh Ramachandran
Global Chief Digital Officer, Industrial Automation and Head of ABB Ability Platform, ABB Group

Time to Visit the Online Stalls (Exhibition) Coffee / Tea Break 4.00 pm - 4.15pm

Plenary Session 2 Showcasing Success of Digital Transformation 4.15 pm - 5.30 pm

- Highlights:**
- Showcasing Success of Digital Transformation.
 - Case studies of Digital Transformations - the need, the use case, the benefits, the lessons learnt, the road ahead, etc.

Plenary Chair

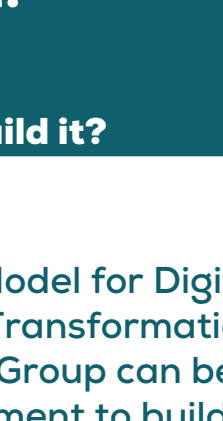


Mr. Ramesh Krishnamoorthy
COO, Indium Software

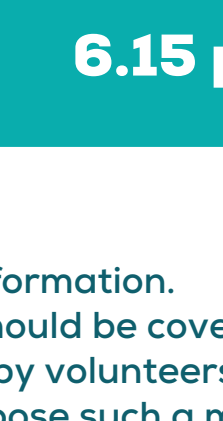
Speakers



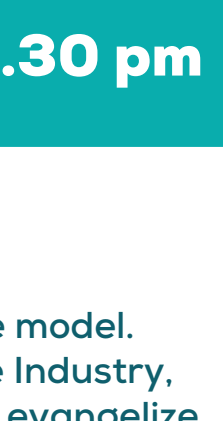
Ms. Gayatri Devi Kalyanaraman
Sr. Vice President, Agile and Digital Transformation Lead at DBS Bank



Mr. Deepesh Nanda
CEO, GE Gas Power, South Asia



Mr. Satish Pala
Chief Technology Officer, Indium Software



Mr. DSL Prasad
Former Executive Director, Indian Oil Corporation Limited

Plenary Session 3 Frameworks and Models for Digital Transformation 5.30 pm - 6.15 pm

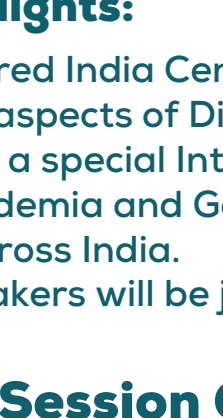
- Highlights:**
- About various Models and Frameworks that are available for guiding enterprises undertaking Digital Transformation.

Plenary Chair

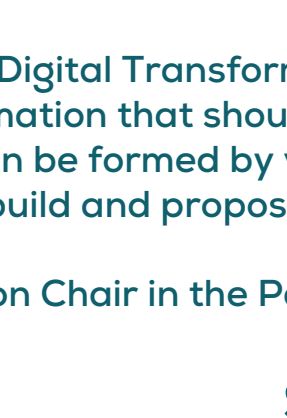


Mr. Sankaran Venkatramani
Executive Director, KPMG and Steering Committee Member, SPIN Chennai

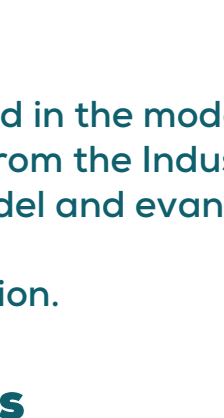
Speakers



Mr. Shushant Rabra
Partner at KPMG India & Global, Digital & Tech, ENR Sector



Mr. Sharat Sahai Mathur
General Manager at Centre for Railway Information Systems Central Delhi, India



Mr. Manikandan Balasubramanian
Associate Partner, Automation and AI, Ernst and Young

Panel Discussion: India Centric Model for Digital Transformation Maturity And How to build it? 6.15 pm - 7.30 pm

- Highlights:**
- Desired India Centric Model for Digital Transformation.
 - The aspects of Digital Transformation that should be covered in the model.
 - How a special Interest Group can be formed by volunteers from the Industry, Academia and Government to build and propose such a model and evangelize it across India.
 - Speakers will be joined by session Chair in the Panel Discussion.

Session Chair



Dr. L.N. Rajaram
Director, KritiLabs & Conference Chair, SPICON2021

Speakers



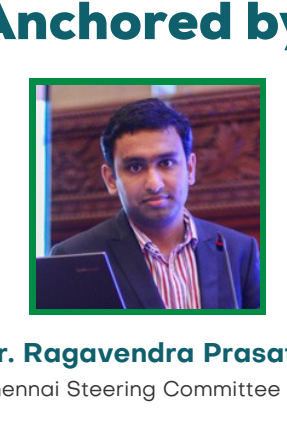
Dr. Pallab Saha
General Manager (India) at The Open Group and President, Association of Enterprise Architects (India)



Dr. Prem Chand
Co-founder, QuikProto Research Labs Pvt Ltd

SPIN Chennai Awards and Recognition 7.30 pm to 7.45 pm

Chaired by

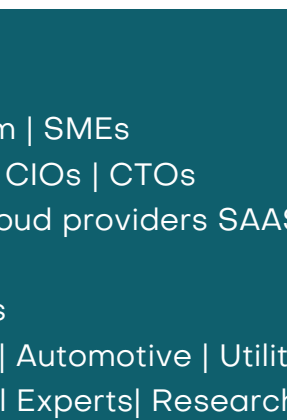


Mr. Rajamanickam
Founder and MD, ProXL Consulting & SPIN Chennai Steering Committee member

Unconference 7.45 pm to 8.00 pm

- Facebook Contest - Winner Announcement
- Knowledge Paper

Chaired by



Mr. Dinesh Ganesan
Vice President, Hexaware & SPIN Chennai Steering Committee member

8.00 pm to 8.10 pm

Anchored by



Mr. Ragavendra Prasath
SPIN Chennai Steering Committee member

Vote of Thanks 8.10 pm



Mr. Vinayagamorthy
Quality Director, Alisthom Digital Mobility, India

PARTICIPANTS

- IT and BPM industry large | medium | SMEs
- IT and BPM Professionals | CXOs | CIOs | CTOs
- Product | Platform Companies | Cloud providers SAAS Vendors
- Academicians | Students
- Industrialists | IT Solution Providers
- BFSI | Manufacturing | Healthcare | Automotive | Utilities | Retail Organizations
- Trade Promotion Bodies| Technical Experts| Research Institutes
- Representatives from Local Bodies and NGOs

SUPPORTING PARTNERS

Theme Partner Indium Software	Print Partner The New Indian Express	Technology Partner KriyaTec

Journal Partner IJTCE	Digital Outreach Partner Digital SEO

WHY SPONSOR?

- Put Your Business in the Spotlight - Standing out from the pack of attendees and prominently displaying your products and marketing materials.
- Get in front of your Target Market - Take full advantage of this opportunity by making sure to create eye catching, professional signs, marketing materials and product displays that draw attendees to you
- Get Your Brand Noticed - Featuring your logos, products and material will be help shine light on your brand.
- Give attendees a "taste" of your business - There are no limits to creativity!
- New Clients, New Customers, New Business - You can form new business partnerships at events, meetlike-minded business professionals in complimentary businesses with which you share the same target market but are not in competition.

WHO SHOULD ATTEND?

This conference is for all professionals who want to make their career-growth future proof against the tremendous disruptions that are happening in every business enterprise, irrespective of the vertical or domain. The power equation in this disruption will change in favour of end users of the technologies rather than then the creators of the technologies. The maturity of the technology itself is a key enabler for this to happen.

SPONSORSHIP

- 1) Title sponsor i.e. Your company's SPICON 2021
- 2) 12 Delegate passes
- 3) 4 stalls
- 4) Inaugural slot
- 5) Company's name promoted in all communication

INR. 3 lakhs	INR. 2 lakhs	INR. 1.5 lakhs
1) Company's name promoted in all communication 2) 12 Delegate passes 3) 4 stalls 4) Inaugural slot	1) Company's name promoted in all communication 2) 8 Delegate passes 3) 3 stalls 4) A plenary slot	1) Company's name promoted in all communication 2) 6 Delegate passes 3) 2 stalls 4) A plenary speaker slot

THEME PARTNER	ACADEMIC PARTNER	RAFFLE SPONSOR
INR. 1 lakh	INR. 50,000/-	INR. 35,000/-
1) 1 stall 2) 3 Delegate passes 3) A panel session speaker slot	1) 1 stall 2) 2 Delegate passes 3) A panel session speaker slot	1) Stall 2) Promotional Video 3) Branding as Raffle Sponsor

STALL PARTNER (DIGITAL STALL)	ELECTRONIC STANDEE FLASH DISPLAY (DIGITAL)
INR. 10,000/-	INR. 5,000/-
Rs. 7500 /- for Early Bird Stall Booking	Rs. 4000 /- for Early Bird Booking

Registration link: <https://in.explara.com/e/dtmm> Exhibition Stalls: <https://in.explara.com/e/dtmm-stalls>

Contact: **Dr. Rajaram Venkataraman**, President, SPIN Chennai | president@spinchennai.org | Conference Chair **Dr.L.N.Rajaram**, Director, Kriti Labs | rajaram@kritilabs.com