



AGENDA

R2R Process Optimization Conference

18-19 November 2025 | Warsaw (PL)

Part of the inaugural

SSC/GBS FEST

18-19 November 2025 (Warsaw)



**P2P Process
Optimization**
Conference

**O2C Process
Optimization**
Conference

**R2R Process
Optimization**
Conference

**HR/Payroll
Services**
Conference

Powered by



DISCLAIMER: The information contained in this document is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of Connect Minds Kft.

DAY 1 - 18 November 2025

OPENING SESSIONS BELOW COMMON TO ALL 5 CONFERENCES OF THE SSC/GBS FEST

10.00 - 10.15 **Opening remarks**

10.15 - 10.45 **LET'S BE REAL - BOLD STATEMENTS PANEL**

In this opening sessions, 4 panelists and the audience will comment and share their views on some "bold / controversial" statements heard during research and previous events

- "Will we please stop talking about it already? AI is not a game changer, potentially a powerful tool whose value is hard to harness"
- "Let's get more decisive, better to be sorry than to ask for permission"
- "Great if transactional activities are migrated to lower cost locations, that opens up opportunities for more complex services in CEE"
- "FTEs do not matter anymore, if business requires headcount reduction, be it!"
- "India and Asia have already caught up anyway, so let's get started on our operating model transformation"
- "The new world order is not coming from Europe, let's get creative to stay relevant"

Mariola Famula, Head of GBS, **Bystronic Center of Excellence** - Poland

Milan Benes, Vice President Shared Services, **Curium Pharma** - Czech Republic

Pawel Plocki, Managing Director, Shared Services, **TRUMPF** - Poland

Adam Mroczkowski, Procure to Pay, Global Process Owner, **Rockwell Automation** - Poland

10.45 - 11.15 **AGENTIC OR AGENTISH? THE COMFORTABLE (AND VERY UNCOMFORTABLE) TRUTHS**

The "No B.S." AI Guide - Surfing the hype vs. managing expectations: A realistic timeline for when AI stops being a "strategic value creator" and (you know) actually does something

- The AI dissonance gap: What the market says AI can do, versus what it actually does (spoiler - the gap is large enough to park a superyacht in!)
- Is your consultant selling you Sci-Fi? A handy guide to telling if that "guaranteed ROI" is based on technology or a Star Trek episode
- Agentic use-cases that aren't Bigfoot: Real-life examples that actually work today (yes, there are some)
- The future of automation: A quick look at whether the agents are coming for your job, or just to make your expense reports even more complicated

Andrzej Kinastowski, Head of Delivery - Managing Partner, **Office Samurai** - Poland

11.15 - 11.30 **SPEED NETWORKING SESSION**

15-minute ice-breaker to get in touch with your fellow colleagues from various organizations, discuss challenges and exchange business cards... Of which you'll need plenty!

11.30 - 12.00 **Morning break & networking**

R2R PROCESS OPTIMIZATION CONFERENCE SESSIONS START

12.00 - 12.10 **FLIPCHART SESSION**

Grab a pen and write on the flipchart the most important topics you would like to discuss. We will review all the suggestions, pick the most demanded subjects and address them during the panel in the morning of day 2 and throughout the 2 days.

12.10 - 12.40 **SESSION 1 - R2R IN SSC/GBS = STILL TOO TRANSACTIONAL?**

How to step-up and shape the contours of a business enabling, data-driven supporting R2R department

- New priorities and set-up that support business with data-driven analysis for strategic decision making
- Expectations vs. reality: Do you really need deep accounting knowledge to perform R2R in SSC/GBS environment nowadays?
- Technology integration and automation to free-up some time for more "value-add" activities – are your teams ready for that?

Soňa Bodnárová, Head of Global Hub Analytics and Reporting, **Holcim** - Switzerland

PANEL DISCUSSION

12.40 - 13.10 **SESSION 2 - DATA, DATA, DATA... WHAT A BEAUTIFUL MESS THIS IS!**

Data availability, data production, data mining, data structure – Today's "nightmare" for tomorrow's salvation (?)

- What to do with inhomogeneous data structure and how to get ready for real-time, touchless globalized and accurate reporting
- How to harmonize the data flow when dealing with multiple ERPs and legacy systems to support automated GL?
- Moving from checking and crunching data to analyzing and turning it into a decision-making weapon

13.10 - 14.00 **Lunch break (common to all conferences)**

R2R PROCESS OPTIMIZATION CONFERENCE CONTINUES

14.00 - 15.00 **ROUND-TABLES SESSION #1**

60 minutes to deepen in small groups of like-minded peers 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. Automation introduction for journal entries – How to deal with multiple entities and company codes?
2. Scope of R2R: Absorbing intercompany and tax vs. stand-alone departments
3. How to promote change internally and move from country-based logic to process-based activity
4. Automation bits (Power Apps, online BI, etc.) to synchronize data in a diversified landscape of systems

15.00 - 15.30 **Afternoon break & networking (common to all conferences)**

15.30 - 16.00 **SESSION 3 - END-TO-END & GPO: ONLY BUZZWORDS?**

Ownership and vision of entire E2E accounting process: Split of responsibilities and final accountability

- Focus on process ownership and how to reach true end-to-end for project leadership and guidance
- Are finance directors the GPOs for accounting?
- R2R as the link between AP and AR – improved understanding about the entire accounting cycle and processes for more strategic approach

Flor Martinez Reyes, Director Finance Process Excellence, **KK Wind Solutions** - Poland

16.00 - 16.30 **SESSION 4 - AUTOMATED MONTH-END CLOSE, A DREAM?**

From manual repetition to smart operations: Scaling finance automation across RTR to walk towards touchless close

- How to build a "communication by anticipation" to decrease the dependance on possible AP/AR hiccups
- R2R vs. financial controlling: "Mirror, Mirror on the Wall, Who's the most strategic of them all?"
- Accounting skills is good, but accounting + business is better: Mastering the art of intercompany through agile methodology and improved business acumen

Sebastian Żuchowski, F&A Service Delivery Manager/Squad Leader, **IBM ISSC** - Hungary

16.30 - 16.45 **Closing remarks and end of day 1**

16.45 - 18.00 **Cocktail reception**

Interested in day 1 already? Wait to see the program for day 2 on the next page... but you can obviously book your ticket straight away!

*Your ticket gives access to all the sessions of the **SSC/GBS FEST** and allows for unlimited "jumps" to other streams (Strategic SSC, P2P, O2C, HR/Payroll), if of interest...*

TICKET FEE AND REGISTRATION

	Early-bird 1 (valid until 31 Aug.)	Early-bird 2 (valid until 30 Sept.)	Standard price (valid from 1 Oct.)
Conference ticket (2 days) access to all sessions, refreshment breaks and lunches	990 EUR*	1,290 EUR*	1,590 EUR*
Conference ticket (1 day) access to all sessions, refreshment breaks and lunch	590 EUR*	690 EUR*	890 EUR*

Bring colleagues to the other streams of the festival, discounts on group bookings!
(10% off if 3+ participants)

REGISTRATION ONLINE [HERE](#)

More information on contact@connect-minds.com

* For SSC/GBS practitioner only | Price per person, does not include VAT - 23% VAT to be added to the price as the event is taking place in Poland
Vendor / Consultant / Solutions provider ticket = 3,000 EUR + VAT (flat rate - no group discount)
Bank transfer and bank card accepted (VISA, MasterCard, AmEx only) - VAT invoice issued after payment clears in

DAY 2 - 19 November 2025

R2R PROCESS OPTIMIZATION CONFERENCE CONTINUES

9.00 - 9.10 **Opening remarks**

9.10 - 9.30 **"YOU DECIDE THE CONTENT" FLIPCHART PANEL**

You asked for it, we (try to) make it happen!

The content of this panel will be created based on the "flip chart" results of day 1.

We will identify the most important topics that came up live on day 1 and that are not yet covered (or partially) by this program and discuss it with 3-4 brave SSC/GBS leaders willing to dive into the conversation and share their thoughts and opinions without preparation.

The idea? Making the conference very much live and adaptable to your needs...

9.30 - 10.00 **SESSION 5 - "HARMONY" SOUNDS MUCH BETTER THAN "STANDARD"**

Data, processes, entities... how to compromise for harmonization when you cannot shoot for plain standardization?

- Standardization at local accounting level: How SSC/GBS can push for benchmarked best practice
- Fighting windmills? Can everything be eventually standardized on the long run (or how to streamline exceptions handling)
- Harmonization & standardization as prerequisites to automation, we all know that – but where to look first for a successful transformation project management

Anna Grzybowska, GPM - DBB Process Consultant RTR, **HEINEKEN Global Shared Services** - Poland

10.00 - 10.30 **SESSION 6 - STATUTORY REPORTING: THE NEW FRONTIER?**

R2R is no longer just about closing books: Scope expansion and stepping into more complexity

- What does it take for SSC/GBS to claim full ownership of statutory financial statements
- Regulatory compliance is the biggest risk: Challenges not only in execution, but in staying ahead of evolving legal requirements across multiple jurisdictions
- From number crunching to analytics: A shift towards insight generation and strategic support for business decisions?

Anna Jucewicz, Finance and RTR Process Operations Manager, **3M Global Service Center** - Poland

10.30 - 11.00 **Morning break & networking (common to all conferences)**

11.00 - 12.30 **ROUND-TABLES SESSION #2**

1. How to build efficiency and automation vs. tax and legal risk and tight deadlines
2. From manual journal entries to balance sheet reconciliation, how to set-up and monitor controls effectively
3. How to strengthen the relationship internally across finance (and sometimes IT and HR) and clarify responsibility lines to streamline operations
4. A step (or 2) further: Can SSC/GBS fully replace local accountants?

12.30 - 12.40 **Closing remarks - end of R2R Process Conference sessions**

12.40 - 13.30 **Lunch break (common to all conferences)**

CLOSING SESSIONS BELOW COMMON TO ALL 5 CONFERENCES OF THE SSC/GBS FEST

13.30 - 15.00 **AI CASE-STUDY LAB**

Proper AI applications in SSC/GBS environment and debate

Mini case-study presentations of real-life applications of AI in SSC/GBS operations.

15-20 minutes each, followed by Q&A and exchange with moderator and the audience.

1/ "Smart shifts: Leveraging AI for improved change management practices", by **Wioletta Straczek**, Senior Director GBS Finance Transformation and Lean Partner, **Jacobs** (Poland)

2/ "Internally-designed Copilot for Microsoft Office Suite support and adoption challenges", by **Anna Bulanowska**, Digital Experience Manager, **Marsh** (Poland)

3/ "RPA & agentic AI for automated invoice status inquiry processing", by **Paweł Popławski & Radosław Ociepa** - McCormick

Moderated by:

Andrzej Kinastowski, Head of Delivery - Managing Partner, **Office Samurai** (Poland)

15.00 - 15.15 **Closing remarks & farewell**