



AGENDA

O2C Process Optimization Conference

18-19 November 2025 | Warsaw (PL)

End-to-end approach and definition, business alignment and commercial impact, process excellence and automation... while being people-centered

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The O2C complex equation to constantly improving operations

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

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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**

O2C PROCESS OPTIMIZATION CONFERENCE SESSIONS START

chaired by **Maja Bejatovic**, AR Manager EMEA, **Celanese** (Hungary)

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 - END-TO-END + GPO: WHAT BUSINESS OUTCOMES?**

End-to-end process ownership, GPO, governance: A look at the possible evolution of O2C departments towards more global integration and "enterprise solutions incubators"

- How to develop and own new activity lines in O2C and become an integral part of the business
- Defining the contours of "end-to-end" - global process ownership and blurry reporting lines
- You can't have Chip without Dale - Process'n System ownership to pilot standardization and automation efforts in the good direction

Miroslav Prazma, Global Process Owner Order to Cash, **Pandora** - Czech Republic

12.40 - 13.10 **SESSION 2 - AUTOMATION: WHAT'S NEXT?**

Has the first wave of automation really delivered on its promises? Sky-rocketing automation cost, shady RoI, distrust from the top, what to prioritize... lessons learnt before jumping into AI

- Inter-systems' communication and improved interdependency as prerequisites for cash management optimization and automation opportunities at scale
- Sponsorship from the very top and real delegation of strategic power at GPO / center level to maximize the chances of success of automation initiatives
- How to juggle the transformation journey looking at automation, business partnership, operating systems consolidation, etc. to streamline processes across the board... with little automation?

Daria Wrońska, GIS Project Management Service Lead, **Husqvarna Group** - Poland

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

O2C 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. Traditional KPIs are maxed out: Switching from a plethora of irrelevant KPIs to new success metrics more aligned to today's work reality
2. Relationship management in critical items, when effectiveness matters more than efficiency
3. Integrated data cleansing and accuracy solutions to support contract management and billing automation
4. Supply chain challenges worldwide and how it impacts O2C operations in globalized business services?

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

15.30 - 16.00 **PANEL DISCUSSION**

SESSION 3 - AN HR PERSPECTIVE OF O2C (AND WORK IN GENERAL)

Are we losing the battle for talents in the "extended scope" of O2C?

- Fight for survival: SSC/GBS strong appetite for more complex activities – but are we ready for it?
- All bets on soft? Which development areas to look into for O2C experts to build on improved skills and capabilities
- Towards more responsibilities and accountability: importance of business acumen and experience in tomorrow's rebranded SSC/GBS industry
- How to make O2C roles attractive in an upcoming world filled with "influencers-to-be"?

16.00 - 16.30 **SESSION 4 - COLLECTION & STANDARDIZATION = FRIENDS?**

Cash collection optimization in a shaky global economy and cost reduction through increased centralization and standardization of AR operations

- Stabilizing and harmonizing collection processes in global environment: Easier said than done in a context of global economic downturn
- Integrated cash management: Dealing with multiple legacy systems and different applications' architectures when initiating the standardization phase of your processes
- Country specific payment cultures and the rise of e-invoicing: Challenges in properly automating your cash application

Blazej Grzybowski, Head of Global Invoice to Cash (Global Process Owner), **TRUMPF** - Poland

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

16.45 - 18.00 **Drink reception**

Interested in day 1 already? Wait to see the program for day 2 on the next page... or 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, R2R, 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

WWW.O2C-PROCESS.COM

DAY 2 - 19 November 2025

O2C 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 - AUTOMATING CASH APPLICATION**

From chaos to cash flow – Unlocking speed, accuracy and visibility in cash application

- How process analysis sparks global automation and drives efficiency
- Extending transformation across regions while keeping control and consistency
- Balancing local regulations with global standardization goals

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

10.00 - 10.30 **SESSION 6 - HOLISTIC APPROACH TO DISPUTES RESOLUTION**

Is there such a thing as a quick fix to fasten dispute processes and improve satisfaction results

- Accountability in the "blame game": Should AR teams own disputes end-to-end, or share responsibility with sales and customer service?
- Speed and customer satisfaction: Bad apples?
- Proper resolution strategies and escalations: Why struggles remain in supposedly already "optimized" dispute management processes?

Marcin Sujczynski, OTC Senior Delivery Manager EMEA&ANZ, **Stanley Black&Decker** - Poland

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

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

1. How to develop a credit control model that manages the natural tension between business growth and credit risk while improving the relationship with customers
2. Beyond automation: Is AI naturally the next step for O2C? What are the most promising opportunities out there?
3. Risk-based collection matrix to assess commercial support requirements and collectors' empowerment in setting-up targets to accurately forecast monthly cash flow
4. Improved sales support and reduced DSO via automated dunning and collections

12.30 - 12.40 **Closing remarks - end of O2C 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**