# Program (tentative)

3rd Workshop on Information Intensive Services, May 15, 2009  
Simon Graduate School of Business, University of Rochester  
Center for Information Intensive Services

**8:30 – 9:15** Breakfast Room: EMBA Lounge Schlegel 101

**9:15-9:30** Welcome: Mark Zupan (Dean, Simon School) and Edieal Pinker (Director, Center for Information Intensive Services)

**9:30 - 10:40** Session 1 Room: Gleason 119

**Talk 1:** Standardization & Codification Lessons Learned in Document Outsourcing Services, Steve Schlonski, Vice President - Global Technology and Offering Development, Xerox Global Services

**Talk 2:** Modeling your way to Value Creation, Frank Fiorille, Director of Enterprise Risk Management, Paychex

**10:40 – 10:55** Coffee Break

**10:55 - 12:30** Session 2 Room: Gleason 119

**Talk 1:** Business Analytic Solutions in Healthcare and Government, Jay Goodwyn, Partner, IBM Global Business Services

**Talk 2:** Utilizing Data Analytics to Predict Customer Behavior, Joseph J. Buggy, Sr. Vice President, Global Service Excellence, Sutherland Global Services

**Talk 3:** Using second generation data to provide Decision Support in Travel Procurement, Scott Gillespie, Founder and Chief Analytical Innovator of KSG Holdings, Inc., Formerly CEO of Travel Analytics:

**12:30 - 1:30** Lunch - Schlegel Hall Rotunda

<table>
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<th>1:40 - 3:20 Session 3A Room: Gleason 119</th>
<th>1:40 - 3:20 Session 3B Room: Gleason 120</th>
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| **Talk 1:** Quality vs. Speed, Anand Krishnan, U. of Pennsylvania  
Discussant: Hsiao-Hui Lee | **Talk 1:** Wireless Pricing, Atanu Lahiri U. of Rochester  
Discussant: Ravi Mantena |
| **Talk 2:** Price vs. Response Time, Philipp Afeche U. of Toronto  
Discussant: Philip Lederer | **Talk 2:** Revenue Management, Huseyin Topalaglu Cornell  
Discussant: TBA |
| **Talk 3:** Marketing and Capacity in IT services, Avi Seidmann U. of Rochester  
Discussant: Atanu Lahiri | **Talk 3:** Dynamic Retail Pricing Retail, Rene Caldentay NYU  
Discussant: Chris Anderson |
| **Talk 4:** Optimal Market Segmentation using Opaque Pricing, Chris Anderson, Cornell  
Discussant: Charles Wang | |

**3:20 - 3:40** Coffee Break

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<th>3:40 - 4:55 Session 4A Room: Gleason 119</th>
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| **Talk 1:** Outsourcing a Two-Level Service Process, Hsiao-Hui Lee University of Rochester  
Discussant: TBA | **Talk 1:** Emergency Services, Rajan Batta SUNY Buffalo,  
Discussant: Harry Groenevelt |
| **Talk 2:** Software Development Outsourcing, Michel Benaroch, Syracuse U.  
Discussant: Vera Tilson | **Talk 2:** Social Networks, Siva Viswanathan, U. Maryland  
Discussant: TBA |

**4:55- 5:05** Closing Remarks