

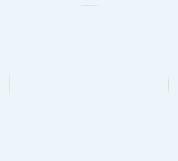
Half Day Luncheon

Simplify to Scale: The Smart Way to Unclutter IT and Accelerate Business Agility

SPEAKERS



Shiva Narayan
CTO
iBANK



Krishnan Chandrasekharan
Director, IT Architect
IQVIA



Andy Perryman
Independent Advisor -
AI, Digital Assets &
Capital Markets Product
Digital Board Advisory



Ross Surplice
Lead - Account
Executive
Freshworks



Germaine Broadbent
Senior Sales Executive -
Business Development
MarXtar



Wendy Ng
Business Information
Security Officer
Marks and Spencer



Minu Ali
ASO
The Francis Crick
Institute



Anatoly Klepikov
AWS Senior Partner
Solutions Architect
AWS



Elys Nunes
Global Head of Category
Insights & Analytics
Reckitt

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June 17, 2025
United Kingdom Time

Opening Remarks

9:20 AM-9:30 AM

Reimagining ITSM for the Modern Enterprise: Simple, Smart, Scalable

9:30 AM-9:55 AM

As IT continues to evolve from a support function to a strategic driver of growth, the need for intuitive, agile, and scalable solutions has never been greater. In this session, Freshworks explores how organizations can break free from legacy complexity and reimagine ITSM with modern, AI-powered service delivery.

Discover how businesses use Freshservice to reduce friction, improve agent productivity, and delight end users - all while easily scaling.

PANELISTS



Speaker

Ross Surplice
Lead - Account
Executive
Freshworks

Unlocking Agility with the Cloud: Scaling Secure, Smart, and Simple IT

10:00 AM-10:25 AM

As the foundation of digital transformation, AWS helps businesses of all sizes modernize operations, improve time-to-value, and unlock agility. In this keynote, AWS shares how cloud-native technologies enable faster innovation and seamless integration across IT ecosystems. Learn how to accelerate business outcomes through scalable infrastructure, security, and partner-powered solutions that simplify complexity and amplify growth.

PANELISTS



Speaker

Anatoly Klepikov
AWS Senior Partner
Solutions Architect

AWS

Networking Break

10:25 AM-10:55 AM

ITSM, But Make It Easy!

10:55 AM-11:45 AM

Let's face it - traditional ITSM can be clunky, complex, and a major roadblock to business agility. It's time for a smarter, simpler approach. Join us for an engaging conversation on how organizations are transforming IT operations by embracing intuitive, cloud-native tools that just work. Whether you're scaling your service desk, unifying workflows, or automating the boring stuff, this session is your blueprint to doing ITSM the easy way.

Expect real stories, practical takeaways, and fresh perspectives - minus the jargon.

PANELISTS



Speaker

Dan Mills
Senior Service
Management
Consultant
MarXtar



Speaker

Ross Surplice
Lead - Account
Executive
Freshworks



Speaker

Germaine Broadbent
Senior Sales Executive
- Business
Development
MarXtar



Speaker

Anatoly Klepikov
AWS Senior Partner
Solutions Architect
AWS

Executive Networking Lunch

11:45 AM-1:00 PM

Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH

