

# **Successfully Negotiating, Drafting & Managing Service Level Agreements Workshop**

**Law Series Workshop**

**Date: 21<sup>st</sup> – 22<sup>nd</sup> May 2012**

**Venue: PARKROYAL, Kuala Lumpur**

## **Workshop Description**

How does the user know whether he is getting an adequate service - let alone value for money - from their service provider? Formal Service Level Agreements (SLAs) between the customer and the provider of a service are one of the keystones of management.

SLAs protect both customer and supplier. They are as appropriate to an in-house service as they are to a commercial service. By embracing the business case of the customer, SLAs can help to justify investment, ease capacity and resource planning, justify resource, and establish appropriate value and quality. What are the pitfalls - and how can they be avoided? This programme is particularly suitable for those wishing to develop SLAs for any support service.

SLAs are increasingly seen as best management practice in managing both internal and external suppliers to create a harmonious customer-supplier relationship and to align service delivery to mission achievement. This workshop shows you how they are increasingly being applied to all support services to ensure that service quality is aligned with business needs and provide good value for many.

Both private and sector services are creating new, dynamic, responsive Shared Services out of their previous administrative and support services - and SLAs are the key

## **Workshop Objectives**

- Understand the principles and practices of SLAs
- Be able to define service categories and service products
- Apply meaningful service quality metrics and measurements
- Understand options for format and structure of a SLA
- Know what a SLA should contain
- Be able to draft an effective SLA.

## **Who Should Attend?**

External and internal customers and suppliers of support services, especially those with no formal training in buying and negotiating for support services. Buyers, Contract Managers, Vendors, Sales personnel consultants and all those interested in creating and maintaining effective customer-supplier relationships and in developing SLAs, especially those new to the subject

**Successfully Negotiating, Drafting & Managing Service Level Agreements  
Modules**

**Negotiating, Selecting and Managing Your Vendors**

- Preparing scopes of work
- Preparing specifications
- Tenders: how to elicit the best from the market
- Establishing selection criteria
- Evaluating tenders: what you must be aware of before signing the agreement

**Key Aspects that Should be Covered in an SLA**

- Overall understanding of what an SLA is and when it should be used
- Clearly define objectives and expectations from the SLA
- Outlining key aspects in the SL Agreement
- Other matters that should be considered include disaster recovery planning, security of data, proposed frequency of meetings

**Keys to Drafting Effective SLAs**

- Essential clauses to be aware of in SLAs
- Understanding the need for a clear description of the terms, responsibility and role of the parties involved in an SL agreement
- Avoiding common drafting errors when developing your SLA

**Building a Sound “Partnership” - An Overview**

- Building an SLA as a partnership agreement and pitfalls to avoid
- Establishing the scope of work
- Managing stakeholder expectations and aligning your SLA to business objectives
- Understanding and managing expectations from the outset
- Taking a strategic approach and developing SLAs that meet business needs
- Building a SLA: Legal Risks and challenges

**Drafting and Managing Service Level Agreements Effectively**

- Setting the perimeter of your SLA
- Understanding the legal structure of SLAs
  - Good, bad and ugly
- Knowing the elements of the SLA before you begin
- Creating the content of the SLA
- Examining key terms to be included in a service level

- Applying the role of SLAs to tenders, proposals and contracts
- Including Key Performance Indicators (KPIs) to measure performance
- Understanding your rights to terminate a SLA
- Applying the contractual processes for termination

**Managing Service Level Agreements to Mitigate Risks**

- Risk management to mitigate outsourcing risks through collaboration
- Communication management to set up teams and communication channels to build structural alignment
- Contract management to create flexibility
- Service level management to assure on-going engagement evaluation such as effectiveness and cost efficiency
- Change management to bring cultural alignment, address employee resistance and facilitate participation

**Review, Renew and Exit the Service Level Agreements (SLAs) Successfully**

- Conducting annual/regular reviews and obtaining feedback
- Considering new requirements arising from review
- Assessing future options following review
- Include clauses on dispute procedures
- Responsibilities and line of reporting
- Escalation procedures
- Review available remedies for failure to meet service levels
- Transition plan upon exit
- Clarification of ownership
- Specification of when compensation should be paid and at what level – minimising losses

**Dispute Resolution Mechanisms**

- Structuring a dispute resolution clause
- Using dispute escalation procedures
- Identifying key dispute resolution milestones
- Strategies in mediation
- The advantages and burden of litigation

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

**Workshop Chronology**

0830 Registration  
 0900 Workshop Begin  
 1030 – 1045 Morning Refreshment  
 1300 – 1400 Lunch  
 1530 – 1545 Afternoon Refreshment  
 1700 End of Workshop  
*Chronology applies for Day 1 and Day 2*

## Facilitator Profile

### Jeremiah Ravindran Gurusamy Trainer



Jeremiah is a founding partner of ADJ - Arianti Dipendra Jeremiah, a corporate boutique firm. He holds a LL.B (Hons) Degree from the University of London, a Certificate in Legal Practice (C.L.P.) from the Legal Profession Qualifying Board of Malaysia and a Masters of Law (LL.M) from the University of Malaya. He was called to the Malaysian Bar in 1999.

As an active member of the Bar Council, Jeremiah currently sits on the Arbitration & Alternative Dispute Resolution Committee and the Professional Standards and Development Committee.

He is also a certified panel Mediator of the Malaysian Mediation Centre of the Bar Council and serves on the Kuala Lumpur Bar Committee and currently heads the Kuala Lumpur Bar Professional Development Committee.

Jeremiah comes with a wealth of experience having worked in the corporate sector since 1997 prior to entering active legal practice. Prior to being admitted as an Advocate and Solicitor, he was attached to the legal documentation unit of the corporate banking arm of one of the leading banking groups in Malaysia.

Jeremiah started his legal career in 1999 with a large Kuala Lumpur base law firm. Over the years, Jeremiah has acted for a wide range of clients from various industries and has extensive experience in corporate banking, project financing, corporate and commercial matters, joint ventures, mergers & acquisitions, capital markets, trust and estate planning, private mutual funds and employment law.

Jeremiah regularly delivers talks to the Malaysian Bar, KL Bar and to the Corporate Sector on a variety of topics. He is also a guest lecturer to several private colleges and public universities.

# Clientele

## Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd  
 Affin Bank Berhad  
 Aims Data Centre Sdn Bhd  
 Airfoil Services Sdn Bhd  
 Ajinomoto (M) Bhd  
 Alcan Packaging Malaysia  
 Alcatel-Lucent Malaysia Sdn Bhd  
 Alliance Banking Group  
 Allianz Life Insurance Malaysia Berhad  
 ALSTOM Asia Pacific Sdn Bhd  
 Amanah Raya Berhad  
 AmBank (Malaysia) Berhad  
 AmG Insurance Bhd  
 AmLife Insurance Berhad  
 Amway (M) Sdn Bhd  
 Arachem Tech Training Centre  
 Autoliv Hirota SRS Sdn Bhd  
 Automobiles Peugeot  
 AXA Affin General Insurance Bhd  
 Axon Solutions Sdn Bhd  
 Bank Islam Malaysia Bhd  
 Bank Muamalat  
 Bank Negara Malaysia  
 Bank Rakyat  
 Beaufour Ipsen International  
 BlueScope Steel (M) Sdn Bhd  
 BMW Malaysia Sdn Bhd  
 Boustead Petroleum Marketing Sdn Bhd  
 Business Information Technology  
 Byte Craft Sdn Bhd  
 Canon Marketing (M) Sdn Bhd  
 Celcom (M) Sdn Bhd  
 Central Forwarding Agency Sdn Bhd  
 Century Total Logistics Sdn Bhd  
 Chemopharm Sdn Bhd  
 CIMB Bank Berhad  
 CL Computers (M) Sdn Bhd  
 CMCM Perniagaan Sdn Bhd  
 CNI Enterprise (M) Sdn Bhd  
 Colgate-Palmolive (M) Sdn Bhd  
 Computer Systems Advisers (M) Berhad  
 Credit Guarantee Corporation (M) Bhd  
 CSC Malaysia  
 D G Kom Sdn Bhd  
 Dagang Net Technologies Sdn Bhd  
 Datacom South East Asia (M) Sdn Bhd  
 Datacraft Advanced Network Services Sdn Bhd  
 Dell Global Business Center Sdn Bhd  
 DHL Express (Malaysia) Sdn Bhd  
 Dialog Telekom Limited  
 Diethelm (M) Sdn Bhd  
 DiGi Telecommunications Sdn Bhd  
 Dumex (M) Sdn Bhd  
 East of Suez Holdings Sdn Bhd  
 ECM Libra Investment Bank Berhad  
 ECS Pericomp Sdn Bhd  
 Edaran Tan Chong Motor Sdn Bhd  
 e-Genting Sdn Bhd  
 Entellium Technologies Sdn Bhd  
 EON Bank Berhad  
 EPF Social Security Training Institute (ESSET)  
 EPIC-I Sdn Bhd  
 EPS Computer Systems Sdn Bhd  
 Ericsson Malaysia  
 Etiqa Insurance Bhd  
 Etiqa Takaful Bhd  
 Euratech (Malaysia) Sdn Bhd  
 Formis Software Dynamics Sdn Bhd  
 Fresenius Medical Care Malaysia Sdn Bhd  
 Frontline Technologies Malaysia Sdn Bhd  
 FSBM Mantissa (M) Sdn Bhd  
 Fuji Xerox Asia Pacific Pte. Ltd  
 Fujitsu (Malaysia) Sdn Bhd  
 Gagasan Carriers Sdn Bhd  
 Gapurna Technologies Sdn Bhd  
 Genting Information Knowledge Enterprise Sdn Bhd  
 Global Transit Communications Sdn Bhd  
 Group Associated (C&L) Sdn Bhd  
 Grundfos Pumps Sdn Bhd  
 Gucci (Malaysia) Sdn Bhd  
 Guinness Anchor Berhad  
 HeiTech Padu Bhd  
 Hewlett-Packard Sales (M) Sdn Bhd  
 Hilton Petaling Jaya  
 Honda Malaysia Sdn Bhd  
 ICI Paints (Malaysia) Sdn Bhd  
 IITC Global Technology Sdn Bhd  
 IMU Education Sdn Bhd  
 InfoConnect Sdn Bhd  
 ING Insurance Bhd  
 interTouch (Malaysia) Sdn Bhd  
 iPerintis Sdn Bhd  
 Islamic Banking and Finance Institute Malaysia Sdn Bhd  
 ISS Consulting (M) Sdn Bhd  
 IT-365 Malaysia Sdn Bhd  
 ITApps Sdn Bhd  
 Jabatan Pengangkutan Jalan  
 Jabatan Pentadbiran Latihan  
 Jebson & Jessen Communication Solutions (M) Sdn Bhd  
 Johnson Controls (M) Sdn Bhd  
 Kannal Solutions Sdn Bhd  
 Keretapi Tanah Melayu Berhad  
 Khazanah Nasional Berhad  
 Kolej Yayasan UEM  
 Kualiti Alam Sdn Bhd  
 Kurnia Insurance (M) Bhd  
 Lafarge Cement Sdn Bhd  
 Majlis Amanah Rakyat (MARA)  
 Malayan Banking Berhad  
 Malayan Cement Industries Sdn Bhd  
 Malaysia National Insurance Berhad  
 Malaysian Assurance Alliance Berhad  
 Maxfame Technologies Sdn Bhd  
 Mayban Fortis Holdings Berhad  
 Mayban General Assurance Berhad  
 MBF Cards (M) Sdn Bhd  
 McKinnon & Clarke Sdn Bhd  
 MEASAT Satellite Systems Sdn Bhd  
 Media Prima Berhad  
 MEPS (1997) Sdn Bhd  
 Mesiniaga Bhd  
 Mexter MSC Sdn Bhd  
 Mid Valley City Sdn Bhd  
 MISC Berhad  
 Mitsui-Soko (M) Sdn Bhd  
 MnEBay (M) Sdn Bhd  
 MNRB Holdings Berhad  
 Modipalm Engineering Sdn Bhd  
 MOHR  
 Malaysian Life Reinsurance Group Bhd  
 Multimedia College  
 N2N Connect Berhad  
 NCH Corporation (M) Sdn Bhd  
 NEC Corporation of Malaysia Sdn Bhd  
 Netstar Advanced Systems Sdn Bhd  
 OCBC Bank (M) Bhd  
 OMD (M) Sdn Bhd  
 Optimal Chemicals (M) Sdn Bhd  
 Oracle Corporation (M) Sdn Bhd  
 P&O Global Technologies Sdn Bhd  
 PanGlobal Insurance Berhad  
 Paradigm Systems Berhad  
 Pembangunan Sumber Manusia Berhad  
 Perbadanan Bekalan Air Pulau Pinang  
 Pernecc Corporation Berhad  
 Pharmaniaga Logistics Sdn Bhd  
 Plus Expressways Berhad  
 Power Innovations Sdn Bhd  
 Premier Lubricants (M) Sdn Bhd  
 Prometric Technology Sdn Bhd  
 Proton Edar Sdn Bhd  
 Prudential Services Asia Sdn Bhd  
 Rangkaian Segar Sdn Bhd  
 REDtone Telecommunications Sdn Bhd  
 Rentwise Sdn Bhd  
 RHB Bank Berhad  
 Ricoh (Malaysia) Sdn Bhd  
 Rohas-Euco Industries Bhd  
 SAINS Sdn Bhd  
 Samsung Malaysia Electronics (M) Sdn Bhd  
 Sapura Research Sdn Bhd  
 Sarawak Information Systems Sdn Bhd  
 SCAN Associates Berhad  
 Scope International (M) Sdn Bhd  
 Shangri-La Hotels Marketing Sdn Bhd  
 Shell IT International Sdn Bhd  
 Shell Malaysia Trading Sdn Bhd  
 Signature Manufacturing Sdn Bhd  
 Skynet Worldwide (M) Sdn Bhd  
 SnT Global Services Sdn Bhd  
 Sony BMG Music Entertainment  
 Southern Bank Berhad  
 Standard Chartered Bank  
 Star Publications (Malaysia) Berhad  
 Sumiso (M) Sdn Bhd  
 Sun Media Corporation Sdn Bhd  
 Sunway Holdings Bhd  
 Sunway Pyramid Sdn Bhd  
 Suruhanjaya Syarikat Malaysia  
 Takaful Ikhlas Sdn Bhd  
 Taylor's College Sdn Bhd  
 Teknicast Sdn Bhd  
 Teknik Janakuasa Sdn Bhd  
 Teledirect Telecommerce Sdn Bhd  
 Telekom Sales & Services Sdn Bhd  
 Telekom Smart School Sdn Bhd  
 Telshine Sdn Bhd  
 Tenaga Nasional Berhad  
 The Media Shoppe Bhd  
 The Nielsen Company (Malaysia) Sdn Bhd  
 TIME dotCom Bhd  
 TM Asia Life (Malaysia) Berhad  
 Tokio Marine Insurans (M) Bhd  
 TT dotCom Sdn Bhd  
 Tyco Fire, Security & Services Sdn Bhd  
 UCB Pharma Asia Pacific Sdn Bhd  
 UEM Academy Sdn Bhd  
 United Overseas Bank (M) Berhad  
 University of Malaya  
 VADS Berhad  
 ViewPoint Research Corporation Sdn Bhd

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**TO REGISTER OR FOR MORE INFORMATION:**  
Kindly call us at 03-77282623 or email us at  
[pw@atcen.com](mailto:pw@atcen.com)