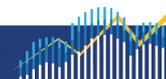


# RCS SINGAPORE AGENDA



# rCS 2019 Agenda

TIME	AGENDA	SPEAKERS
12:00 pm	Registration & Lunch	
1:00 pm	<p><b>Keynote: The Journey to Cloud Profitability</b></p> <p>The journey to cloud profitability is a difficult and perilous one; filled with many ups and downs. Over the past 15 years, rhipe's vision of a "world with shelfware" has defined our strategy, culture, and value proposition in the APAC market. rhipe continued to be subscription software focused, operates in 18 different markets across APAC and supports +2,500 partners providing value added services including marketing, consulting and 24/7 support as a service. But how did we get here? What type of financial and business risks did we encounter? How did we cross the chasm and where do we go from here?</p>	<p><b>K. Patara Yongvanich</b> Managing Director SE Asia, rhipe</p>
1:30 pm	<p><b>rhipe Singapore Update</b></p> <p>Understand how rhipe can help you differentiate in today's crowded cloud marketplace - latest program updates and GTM support available.</p>	<p><b>Sunil Singh</b> Country Manager Singapore, rhipe"</p>
2:00 pm	<p><b>Panel Session #1:</b> Are you building the next South-East Asia unicorn? Are you thinking about going global? Where do investors, venture capitalists, and private equity place their bets? How does crossing the chasm influence an organization's profitability, competitive strategies, and risk appetites? This panel will help you to accelerate your business, provide you with tips and help you address the challenges and opportunities you will face from early phase to public. The challenges of regional expansion are numerous but success is rewarded with economies of scale and economies of scope.</p>	
3:00 pm	Break	



# rCS 2019 Agenda continuation

TIME	AGENDA	SPEAKERS
3:30 pm	<p><b>Panel Session #2:</b> In this panel, we will have Microsoft, Citrix, Acronis &amp; VMware talk about how service providers and ISVs can strengthen their unique value proposition through value added services, verticalized intellectual property, and optimized solution offerings. We will also be discussing the support &amp; investments made available to ISVs &amp; Start Ups to innovate &amp; grow in Asia.</p>	
4:30 pm	<p><b>How to Successfully Hire for a Start up</b> The biggest challenge most companies and startups face is hiring the right people. Most startup fail because they don't know how to find, attract and hire the right people. In this session, you will learn tips on how to hire the right people, find out what challenges you will face in the recruitment process &amp; how to attract the right talent to your company.</p>	<p><b>K. Patara Yongvanich</b> Managing Director SE Asia, rhipe</p>
5:00 pm	<p><b>Importance of patent protection</b> for the fast growing technology innovation companies and global patent protection strategy</p>	<p><b>Cai Xianghua</b> Patent Attorney, Amica Law</p>
5:30 pm	<p><b>Closing Remarks &amp; Lucky Draw Prizes</b></p>	