# Impact2010
### The Premier Conference for Business and IT Leaders

**May 2 - 7**
**Venetian Hotel**
**Las Vegas , NV**

# Financial Markets
# Session Highlights

IMPACT 2010 addresses the most pressing business issues and challenges facing Financial Markets today, presents real life case studies from your peers, and shares the latest practical ideas for doing more with less in the new economy.

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| **Session ID:  1570**<br>**Track: Industry Solutions** | **Fit, Focused and Ready to Fight: How Banks Can Get in Shape for the Battle Ahead**<br>*Shanker Ramamurthy, IBM Global Banking Leader*<br>As the world recuperates from its recent economic malaise, bankers are challenged to improve the industry's health and foster long-term growth. This session will focus on ways banks can prepare for the competitive battle ahead. |
| **Session ID: 1706**<br>**Track: Industry Solutions** | **How E.SUN Bank is Achieving Smart Banking by Modernizing Business Applications**<br>*H.H. Yang, CIO, E.SUN Bank; Santhosh Kumaran, IBM Banking Framework Solutions Lead*<br>E.SUN Banks was established in 1992 and is famous for their service quality in Taiwan. Learn how E.SUN has transformed core banking processes and systems to support delivery of award-winning service using a progressive approach. |
| **Session ID: 2474**<br>**Track: Industry Solutions** | **Chilean Stock Exchange Positions Itself for Tomorrows Market**<br>*Andrés Araya Falcone, Bolsa de Comercio de Santiago, Chile*<br>In 2008, Bolsa de Comercio, the Chilean Stock Exchange, embarked on a program to position the exchange for the higher velocity, low latency and high transparency market environment. This session addresses the imperatives for financial services firms who must increase capacity and dramatically reduce latency. |
| **Session ID: 2276**<br>**Track: Industry Solutions** | **SunTrust Bank Positions Itself to Build Stronger Customer Relationships**<br>*Mark Pearson, SunTrust; Jikin Shah, SunTrust*<br>Banking customers lost a measure of trust and confidence in their banking institutions through the recent financial crisis.  But banks are finding ways to re-build relationships.  Find out how a leading regional bank in the U.S. is driving a focus on customer care and insight. |
| **Session ID: 2861**<br>**Track:  Business Agility** | **New European Clearing and Settlement System Does It Faster, Smarter and Better**<br>*Justin Snoxall, VISA*<br>Change is a constant as are the new challenges it creates, such as the pressure to deliver faster and smarter product offerings and service with less capacity to do so. In response, a European financial services provider fought change with change. |
| **Session ID: 2885**<br>**Track: Business Agility** | **Panel: Accelerating the Pace Without Losing Control**<br>*John Rymer, Forrester; Sandeep Gupta, Equifax; Sam Paper Bank of America, Brett Stineman IBM*<br>This panel will discuss how different organizations achieved controlled agility through the use of a business rule management system (BRMS). Learn how you can balance the need for speed with better control to ensure worry-free compliance and rapid decision-making based on evolving business needs. |
| **Session ID: 1496**<br>**Track: Enhance Your Customer Experience** | **Using Social Media to Win the Heart (and Wallet) of Today's Customer**<br>*Moderated by Sandy Carter, IBM VP and Social Media Evangelist; panelists TBA*<br>Join a panel of experts from well known retailers and financial institutions to review best practices for customer engagement in social media. Learn strategies and innovations for reaching more customers and delivering better customer experience across social, mobile and in-store platforms. |
| **Session ID:  2784**<br>**Track:  Insight and Innovation** | **Working Smarter with Information & Analytics**<br>*Tim Francis, Anita Rass Van, Brett Stineman IBM*<br>This session will feature an IBM customer speaking on the specific benefits they have achieved by integrating analytics and performance management into their business processes, and will detail the ways in which you can do the same to create more efficient and effective processes and respond effectively to change. |

**Business Program**

## Discover. Interact. Optimize.
**MAY 2–7** Las Vegas, NV

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## Technology Program

**Session ID: 1730**
**Track: Implementing Industry Solutions**

### A Financial Markets Trading Infrastructure Blueprint using IBM Middleware
*Mary E. Taylor and Germán Goldszmidt, IBM*
Algorithmic trading necessitates high speed transaction processing with the ability to handle high volumes of messages per second. Join us to see how we utilized market data feeds with financial calculations in an algorithmic program to create a blueprint for Financial Markets.

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**Session ID: 2223**
**Track: Implementing Industry Solutions**

### Chi-Tech Builds a High Performance Exchange with WebSphere MQ LLM
*Richard Leung, Chi-X Global Technology, CTO; Folu Okunseinde, IBM, Industry Architect*
WebSphere MQ Low Latency Messaging is being used to build the exchange infrastructures of the future.  The unique features allow these systems to process millions of messages with microsecond latencies without sacrificing stability.

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**Session ID: 2840**
**Track: Implementing Industry Solutions**

### Modernizing Core Financial Services for Smart Phones and Other Mobile Devices
*Edward Huneycutt, Director TIAA-CREF*
Customers increasingly demand the ability to manage financial services over their smart phones and other mobile devices. This financial institution is implementing solutions to modernize core financial services applications and simplify delivery via mobile devices.

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**Session ID: 2581**
**Track: Implementing Industry Solutions**

### Take a Frameworks Approach to Implementing Solutions in the Financial Services
*Paul Davis, Worldwide Banking Framework Lead*
Learn how IBM customers are achieving ROI faster and reducing project risk by using a framework approach to implementing solutions for core banking transformation, customer care and insight, payments and risk management.

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**Session ID: 2341**
**Track: Business Process Management**

### Innovation with WebSphere BPM at a Latin American Bank
*Juan Enrique Farias Vargas, BancoEstado, Chile; Pablo Irassar, IBM*
A premier Latin American retail bank continues its customer service and innovation leadership by developing new technological solutions to serve its growing customer base. In this journey, the bank has adopted IBM's BPM technologies as a basis for the creation of new products, services and channels.

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**Session ID: 2214**
**Track: SOA Connectivity & Integration**

### High Speed Messaging in Financial Markets with WMQ Low Latency Messaging
*Folu Okunseinde, IBM*
The Financial Markets Front Office faces dual pressures: rapidly increasing market data volumes and continuing pressure to reduce trading latency. This session examines key use cases, like market making and smart-order routing, and describes differentiating performance in these scenarios.

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**Session ID: 2258**
**Track: SOA Connectivity & Integration**

### Websphere Message Broker Integration Case Study at a Brazilian Bank
*Fabricio Ramor, HSBC Bank Brazil*
No more paper, no more lines at the bank.   This bank's recent far-reaching project involving banking operations was launched in 2009. In this session you'll hear about Authorized Direct Debit,a system that allows all payments to be received electronically.

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**Session ID: 2103**
**Track:  Business Process Management**

### Bolsa de Comercio de Santiago: Leveraging WBE for Trade Monitoring
*Andrés Araya Falcone, Bolsa de Comercio de Santiago, Chile; Jared Michalec, IBM*
WebSphere Business Events is playing a critical role in the evolution of trade surveillance and monitoring. We will examine one such use case at the central Chilean stock exchange, where trades are fed through specific correlations in order to watch for regulatory violations, fraud, or other suspicious activities.

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**Session ID: 1093**
**Track:SOA Connectivity and Integration**

### Websphere Message Broker: Infrastructure for Financial Markets
*Louis Mendonca, State Street Bank and Trust*
State Street: a world leader in institutional investing. The WebSphere Message Broker infrastructure at State Street supports transformation, routing, and enrichment for US and Global Financial Markets. The architecture will be presented emphasising scale, customer orientation, and financial transaction processing using WMB and WMQ.

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**Session: 2473**
**Track:SOA Connectivity and Integration**

### Bridging Internet and Market Data Using the WebSphere DataPower XM70
*Tony Ffrench, Oleg Levin: IBM*
The WebSphere DataPower XM70 can deliver predictive, low latency messaging and routing for data distribution in a purpose-built, hardware appliance.  In this session we will showcase Financial Information eXchange (FIX) protocol routing and content transformation, content-based routing, and extreme performance using the WebSphere DataPower XM70 Appliance.