

Banking & Financial Markets Session Highlights

At Information On Demand EMEA Conference 2009, the Banking and Financial Markets industry track will address the most pressing business issues and challenges this industry faces today, present real life case studies from leading organisations and share the latest practical ideas from both industry and information management experts.

Please Note: This Roadmap is accurate at the time of publication, but is subject to change. Please check the Conference website for the current agenda - ibm.com/software/Europe/data/conf

Wednesday, 3 June

09:00 - 10:15 Main Auditorium	GRAND OPENING SESSION "Delivering Information On Demand, Information Agenda and New Intelligence to drive sustainable growth in times of change" Speaker: Ambuj Goyal, General Manager, Information Management, IBM Software Group Martin Jetter, Country General Manager, IBM Germany Caroline Van Marcke, CIO, Van Marcke Group NV Regina Casonato, Vice President Information Management Infrastructure, Gartner
10:45 - 11:30 Room: 7 Estrel Hall C BLD - 2102	Risk & Compliance in Financial Services - Crossroads or Crosshairs? Banks and financial services firms are experiencing historic volatility in many areas, including demands for improved risk management, impending additional regulatory compliance burdens and budget constraints that dictate improved efficiencies in these critical business processes. Speaker: Linda Nesmith, Banking & Financial Markets Global Executive, IBM
11:45 - 12:30 Room 7 Estrel Hall C BLD - 2348	SAP for Banking on System z Reference Architecture SAP for Banking on System z reference architecture, which focuses on the system infrastructure for SAP for Banking. It is a guideline as to how to best implement and run SAP for Banking solutions on DB2 for z/OS and System z to meet the stringent infrastructure needs of banks. Speaker: Roland Keller, Technical Architect, SAP Johannes Schuetzner, Senior Engineer, IBM Research and Development
14:00 - 14:45 Room 8 Estrel Hall C BLD - 2020	Banking on Technology - the "Loan Factory" at Barclaycard Learn how Barclaycard is growing its business with a highly efficient "loan factory" approach - using technology to handle a high volume of transactions, easy deployment and management, and scalability for peak workloads. Speaker: Hemant Bhatia, Solutions Architect, Barclaycard Marco Brueders, Head of Development G&H Bankensoftware Jerry Keese, Director, IBM Informix Database Development Alexander Koerner, Consulting IT-Specialist, IBM
14:00 - 14:45 Main Auditorium	Featured Keynote - Data Management Hear from IBM's General Manager for Data Management. Speaker: Arvind Krishna, Vice President, Data Management & Worldwide Information Management, IBM Software Group
15:00 - 15:45 Room 36 Level 1 TSB - 2392	Stop Talking about pureXML - Start implementing! Real World examples Demonstrates how GAD solved a key business problem with pureXML on DB2. Speaker: Doris Harling, System Programmer, GAD eG Christian Daser, Technical Sales DB2 for z/OS, IBM
15:00 - 15:45 Room 11 Paris BLD - 2262	Sustainable Basel II and MiFID Compliance with IBM's Industry Models To educate business leaders from the banking and financial markets industries on how to develop more holistic, less silo'd solutions for regulatory compliance that are lower cost and more robust. Speaker: John Carney, IBM, Development Lead, IBM Steve Totman, IBM, Product Management - InfoSphere Information Server, IBM

15:00 – 15:45 Room 37 Level 1 BLD – 2577	Client Success! Using InfoSphere Data Architect at La Caixa See how La Caixa used InfoSphere Data Architect's collaborative data design solution to discover, model, relate, and standardise diverse and distributed data assets. Put Data Architecture at the centre of your business. Speaker: Iván Alvarez , Development Tools Manager, La Caixa Michael Kwong, Software Architect, IBM
16:15 – 17:00 Main Auditorium	Featured Keynote - Business Intelligence and Performance Management Hear from IBM's General Manager for Business Intelligence and Performance Management. Speaker: Rob Ashe, General Manager, Business Intelligence and Performance Management, Information Management, IBM Software Group
16:15 – 17:00 Room 37 Level 1 BLD – 2639	Extending Content Manager Infrastructure Features through OmniFind Monte dei Paschi di Siena has implemented an enterprise wide Content Management infrastructure for superior customer service. Speaker: Alberto Monciatti, ICT Governance, Monte dei Paschi di Siena
16:15 – 17:00 Room 36 Level 1 TSB – 1800	Hunting and Eliminating Obsolete Indexes at UBS AG Realising both short term wins and long term benefits of index management. Speaker: André Goetschy, Senior Systems Engineer, UBS AG
16:15 – 17:00 Room 41 Wing 3, Level 3 BLD - 2341	Optimised Information Management at Renault Banque Germany This session shows how to implement a successful Information Management solution at Renault Banque Germany to improve customer service and reduction of the storage costs. Speaker: Stephan Rossbach, Technical Manager, Information Management, FRITZ&MACZIOL GmbH Alexander Brausch, Consultant, Information Management, FRITZ&MACZIOL GmbH
17:15 – 18:00 Room 13 Strasbourg BLD – 2503	Improving Customer Communications at AMP: Enterprise Document Generation Hear how leading Australian financial services firm, AMP Ltd., have implemented an enterprise document generation (EDGE) project and realised significant ROI in efficiency and customer service. Speaker: Paul Roveto, Manager, Customer Communications Services, AMP Limited
14:00 – 18:00 Room 204 Wing 2	Banking and Financial Markets Roundtable A forum for open discussion on the industry's most pertinent business challenges and the adoption of technology to address them. Hosted by: Industry experts from IBM's Software Group and Global Business Services and Industry and Technology Analysts
From 18:00	Welcome Reception The IOD Connection Business Partner Expo Solution Centre and IBM IOD Experience

Thursday, 4 June

09:00 – 10:15 Main Auditorium	GENERAL SESSION "Leveraging new intelligence to innovate and drive smarter business outcomes" Introducing Frans Johannson, author of the renowned book – The Medici Effect. Speaker: Frans Johannson, award winning author, thought leader and entrepreneur
10:45 – 11:30 Main Auditorium	IBM's Vision of a Smarter Planet Bridget will bring the Smarter Planet initiative of IBM to life. This initiative brings a new level of smart to how the world works and how to do things better, more efficiently and productively. Speaker: Bridget Van Kralingen, General Manager, IBM Global Business Services, Northeast Europe
10:45 – 11:30 Room 8 Estrel Hall C BLD - 2170	Dynamic Warehousing Update – Supporting a Smarter Planet Looking at the business challenges and how InfoSphere Warehousing contributed to the solution at Visa UK Speaker: Gregory Lotko, Vice President - Warehousing Solutions, IBM Software Group
10:45 – 11:30 Room 12 Lyon TSB - 1892	When Hell Breaks Loose - Data Sharing Failure Anatomy A Real-life scenario – coping with a major system failure at a major financial institution. Speaker: Isaac Yassin, Manager, IYC
11:45 – 12:30 Room 41 Wing 3, Level 3 BLD - 2438	Bundesbank's Decision for a Strategic ECM Foundation The Deutsche Bundesbank will explain how and why they have decided to strategically implement a enterprise content management foundation based on the current and future requirements. Speaker: Kurt Nicolaus, Manager, Deutsche Bundesbank Michael Vahland, IT Specialist, IBM
14:00 – 14:45 Main Auditorium	Featured Keynote - InfoSphere Hear from IBM's General Manager for InfoSphere, Data Warehouse, Data Integration, Data Quality. Speaker: Jim Welch, General Manager, InfoSphere, Information Management, IBM Software Group



14:00 – 14:45 Room 10 Estrel Hall A BLD - 1799	Improving the overall availability of DB2 for z/OS objects at UBS UBS has a massive DB2 for z/OS production environment. Hear how UBS ensure system availability. Speaker: André Goetschy, Senior Systems Engineer, UBS AG
14:00 – 14:45 Room 10 Estrel Hall A BLD - 1993	Recycling Legacy Metadata with Cognos 8 Business Intelligence Looks at the various options and choices of Cognos 8 Business Intelligence SDKs to handle metadata and to extend the user interface for the Cognos Connection at major financial institutions. Speaker: Jürgen Hemelt, Fachreferent, GAD eG
14:00 – 14:45 Room 10 Estrel Hall A TSB - 2673	Reducing Real-time Business Latency with DB2 Intelligent Data Distribution See how Traders in London, Asia and US have real-time visibility of books and share data across all regions. Speaker: Chay Thornhill, Assistant VP EMEA for DB2, Nomura International plc
15:00 – 15:45 Room 8 Estrel Hall C BLD - 2177	The New AML & KYC Landscape: Achieving Compliance and Profitability This session will explore the ever-changing trends of Anti-Money Laundering and Know Your Customer regulations and procedures AND how you can become more profitable at the same time. Speaker: Vincent Dupis, Viveo Len Shaefer, Chief Scientist, Global Name Recognition, IBM
16:15 – 17:00 Main Auditorium	Featured Keynote – Enterprise Content Management Hear from IBM's General Manager for Enterprise Content Management. Speaker: Ron Ercanbrack, General Manager, Enterprise Content Management, Information Management, IBM Software Group
16:15 – 17:00 Room 36 Level 1 TSB - 1967	Improving efficiency with DB2 for z/OS Utilities and DFSORT at UniCredit Improving the effectiveness of utility jobs. Speaker: Richard Marschner, System Programmer, HVBIS GmbH Christian Michel, Development DB2 for z/OS Utilities, IBM
16:15 – 17:00 Room 37 Level 1 BLD - 2218	Strengthening Business Value through Shared Service for Deutsche Bank This session will provide insight into overcoming organisation barriers, proven techniques for success and future opportunities for increasing business value driven from the experience of the DBReports Service. Speaker: Lars Wikstrom, Vice President, Deutsche Bank
16:15 – 17:00 Room 41 Wing 3, Level 6 TSB - 2637	LBBW – IMS-Based Web Services Deliver Business Practicality How Landesbank Baden-Württemberg (LBBW) – one of Germany's largest banks – was challenged to update its main-frame-based stock trading applications for inclusion in its enterprise-wide Web enablement and SOA initiatives. Find out how they did it. Speaker: Hans-Juergen Baeuerle, Head of Development, Landesbank Baden-Wurttemberg
17:15 – 18:00 Room 35 Level 1 BLD - 2616	Document Management System- A Yapi Kredi Success Story Hear how Yapi Kredi Bank, with the largest IBM FileNet deployment in Turkey with 2.5 billion documents, achieved easier access to documents; decreased cycle times resulting in less operational costs. Speaker: Nursel Kirmisi, Business Intelligence & ECM Manager Yapi Kredi Bankasi Abdullah Bilgin, Yapi Kredi Bankasi
17:15 – 18:00 Room 6 Estrel Hall C BLD - 2622	Document Management System- The Finansbank Story ECM usage at Finansbank for all critical core banking and credit card applications. Finansbank is one of the biggest & youngest banks in Turkey. The realisation of the bank's vision of paperless branches and access to documents from any location. Speaker: Ufuk Gumus, Finansbank
20:00 'til Late	IOD Networking Event

Friday, 5 June

09:00 – 09:45 Room 9 Estrel Hall B BLD - 2641	Nordea Bank- Accelerating Business Transformation with InfoSphere Master Data Management After numerous mergers and acquisitions, see how Nordea has implemented InfoSphere MDM for a single view of the customer – part of its Information Management strategy. Speaker: Jeannette Moller, MDM Programme Manager, Nordea
09:00 – 09:45 Room 10 Estrel Hall B BLD - 2362	Providing Clients and Senior Management with Transparency & Insight Demonstrating how Cognos has been deployed to provide real value that differentiates GlobeOp from its competition. Speaker: Andy Bridger, Director, GlobeOp Financial Services
09:00 – 09:45 Wing 3/641 TSB - 2638	ABSA – Raising the Bar for Web Services and Application Reuse Hear how ABSA was faced with the challenge of offering a variety of services via different retailers and the solutions used to efficiently and flexibly achieve their infrastructure objectives – and more! Speaker: Nick Baguley, Application Architect, ABSA



<p>10:00 – 11:00 Main Auditorium</p>	<p>GENERAL SESSION “Exploring new technologies and business approaches to drive business performance” A panel of experts share their views and take your questions.</p> <p>Chair: Frans Johansson, author of The Medici Effect Speaker: Mike Ferguson, Managing Director Intelligent Business Strategies Arvind Krishna, Vice President, Data Management & Worldwide Information Management, IBM Software Group Dr. Peter Waggett, Emerging Technology Strategy Programme Lead, IBM Global Technology Outlook Dr. Christian Plenge, Head of Research and Innovation, MGI Metro Group Hansjoerg Fromm, European Leader, Centre for Business Optimisation, IBM Global Business Services</p>
<p>11:30 – 12:15 Room 35 Level 1 BLD - 2235</p>	<p>Drive Business Value in Banking with an Information Agenda This session will discuss how to build an information agenda to establish a corporate information vision, tied to business initiatives and strategies and to identify the technology needed to establish a common framework.</p> <p>Speaker: Alan Horton-Bentley, Industry Marketing Manager Banking, Information Management, IBM Software Group Wayne Wilczynski, Banking Industry Executive, Information Management, IBM Software Group</p>
<p>11:30 – 12:15 Room 7 Estrel Hall C TSB - 2424</p>	<p>Scaling and Splitting huge Content Manager OnDemand Environments Finanz Informatik delivers Content Management services to over 450 banks and their customers in Germany. Learn how, in cooperation with IBM, a large nation-wide Content Manager OnDemand system is being transformed into multiple systems to enable higher scalability and give greater performance.</p> <p>Speaker: Matthias Engelland, Finanz Informatik GmbH & Co. Sebastian Welter, IT Specialist Technical Sales, Enterprise Content Management, Information Management, IBM Software Group</p>
<p>11:30 – 12:15 Room 41 Wing 3, Level 6 BLD – 2197</p>	<p>Transparency in Credit Management through Semantic Information Integration The session will discuss the concept and the limitations of current approaches and the tremendous potential of business-based data integration.</p> <p>Speaker: Gerald Gassner, CEO, Knowis AG Wilfried Dauth, Master Data Management Solution Architect, IBM</p>
<p>12:30 – 13:15 Room 41 Wing 3, Level 6 BLD - 2012</p>	<p>E.Sun Bank, IBM WebSphere and ESB - An Enterprise Integration Success Story This session showcases a successful Enterprise Integration story with a banking company which is committed to professional management, maximising shareholders' value and consistently delivering outstanding client services.</p> <p>Speaker: Shyh-Mei F. Ho, Senior Technical Consultant, Information Management, IBM Software Group</p>
<p>12:30 – 13:15 Room 11 Paris BLD - 2065</p>	<p>Outsourced Archive Services Using Content Manager On Demand RR Donnelley will describe the drivers for its success.</p> <p>Speaker: Mark Hatton, Solutions Consultant, RR Donnelley</p>

