

CIO Finance Summit Agenda

Agenda Key

- Networking Opportunities & Session Breaks
- Executive Exchange
- CIO Executive Visions
- CIO Thought-Leadership
- CIO Case Study
- CIO Keynote Presentation

Day 1: Sunday, August 29th	
2pm - 5pm	Registration + Greeting to CIO Finance Summit
4pm - 5.30pm	Executive Think-Tank <i>*An exclusive invitation only, pre-summit think-tank for CIOs</i>
6pm	Champagne Reception
7pm - 10pm	<i>Welcome Address Presented by Master of Ceremonies</i> Welcome Gala Dinner + CIO Keynote Speech
Day 2: Monday, August 30th	
7am - 8.05am	Breakfast Networking Reception & Collection of Itinerary
8.10 - 8.50	CIO Keynote Presentation
9.00 - 9.30	<div style="display: flex; justify-content: space-between;"> <div style="background-color: #6699b3; padding: 5px; width: 25%;">Executive Exchange</div> <div style="padding: 5px; width: 70%;"> <p style="text-align: center; margin: 0;">CIO Thought-Leadership</p> <p style="text-align: center; margin: 0;"><i>"The Evolving Data Center: Best Practices and Developing Trends"</i></p> <p style="margin: 0;">Radical changes are ahead for the future data center, and it's not just about technology. Servers, storage, emerging management frameworks, ILM strategies and energy efficiency are the end result of a need to shift the fundamental economic equation for the data center. Significant innovation within systems infrastructure is already emerging that will support an increasingly larger infrastructure, but this will necessitate a shift in processes and staff skill sets. This workshop will look at the data center evolution and look to establish best practices.</p> </div> </div>

CIO Thought- Leadership

"Virtualization: Moving Towards the Dynamic Data Center"

9.35 - 10.05

Executive Exchange

When referred to as an independent IT strategy, "virtualization" is as ambiguous as it gets. In plain terms, a "virtualization" strategy refers to the ability to execute operations across any physical (network, server, storage, software, facility, etc) limitation. The primary benefit of a "virtualization" strategy is the ability to use any vendor's solution driving price leverage while increasing IT responsiveness to the business. Given the state of the economy, financial services firms can look at accelerated tactical projects such as server virtualization, virtual desktop infrastructure, and architecture new data centers that resemble that of IT service providers (a.k.a. cloud providers) to drive out costs while preparing for a recovery. This panel will discuss in detail:

- The drivers behind virtualization strategies including corporate "green" initiatives
- What virtualization projects are working and what the payback is
- Some of the concerns or "gotchas" of initial virtualization projects
- The process of evaluating and moving forward data center re-designs or new builds
- Any changes in IT hiring requirements and skill-set development as a result of virtualization initiatives

CIO Case Study

"Delivering on the Promise of Digital Services"

10.10 - 10.40

Executive Exchange

Join Adobe for an interactive session where we will explore the progress of digital service delivery in financial services. As organizations seek new ways to acquire and retain customers while also achieving profitability and compliance targets, the right investment in digital service delivery will have a significant impact on long term competitive advantage. During this session, Adobe will present results of a multi-national study on the state of digital services, share case studies of institutions that have deployed innovating service offerings, and demonstrate emerging technologies that will reshape how financial institutions interact with their clients across digital channels.

[Sponsored by Adobe Systems](#)



10.45 - 11.10

'Wired' Networking Break + Analyst Q&A Session

CIO Thought-Leadership

"Business Intelligence - Shine a Spotlight on your Business"

Business Intelligence (BI) isn't just for specialists. It can illuminate derivatives, markets, and criminals. Today, as regulators make up for lost time with new draconian rules, CIOs, boards, executives, and risk and compliance officers need better business insights. CIOs must provide this with BI tools and processes that deliver:


- Reliable, current, and secure data - this requires data governance, quality, and processes to assure privacy, security, and master data management
- Accessible information - this requires data integration, BI infrastructure, and reference information (e.g., geography and demographics)
- Real-time and forensic analyses - this requires detailed and aggregated data, data mining, case management, and document data
- Powerful, intuitive, BI tools for business - this means looking beyond hard to understand data cubes to clickable heat maps, hyperbolic browsers, search, and built-in social networking

11.15 - 11.45 **Executive Exchange**

CIO Thought-Leadership

"The Future of Risk Analytics in a Turbulent Market"

Today's credit challenge requires a more dynamic and holistic approach to risk management. Deploying advances in predictive analytics, data integration and optimization will be critical, and will require changes to the banking infrastructure. These changes will need to enable closed-loop analysis, stress-testing, connecting decisions across the customer lifecycle, earlier fraud detection and forward-looking risk assessments. Building the infrastructure for the analytic future will involve creating shared decision services with a greater ability to analyze transactional data from across the bank, and bring it to bear on real-time risk assessment. FICO will share insights into the nature of new risk analytics, discuss how connected decisions are vital to confronting the new challenges in risk management, and show how its Decision Management architecture addresses these issues.

[Sponsored by FICO](#) 

11.50 - 12.20 **Executive Exchange**

CIO Case Study

"UC and Financial Services: A Competitive Advantage at Stake"

Today, financial services companies are encountering a number of challenges, in addition to managing a volatile economy: complying with regulations, increasing cross-sell and up-sell opportunities, and working with, at times, emotionally charged customers dealing with sensitive collections, investments, and lending matters. In addition, many of these customers want to speak with not just a live person, but a live expert-a stock broker, investment advisor, or

12.25 - 12.55 **Executive Exchange**

a mortgage lender-all residing outside the contact center, most likely sitting in an office or traveling on the road. Unified communications (UC) can have an immediate impact on these challenges, increasing productivity, improving first call resolution, and reducing operational costs - it can lower IT infrastructure and administration costs up to 50 percent by extending existing investments while optimizing servers and multiple vendor products.

[Sponsored by Aspect](#) 

1.00 - 2.00

VIP Luncheon + CIO Open Forum Discussion (Forum, invitation only)

2.05 - 2.35

Executive Exchange

CIO Executive Visions

"Enriching & Elevating Enterprise Communications: How to get the most from UC"

Voice, video, messaging, e-mail, conferencing - these are all essential elements for communicating and collaborating in today's fast-paced financial business environments. Unified Communications (UC) solutions promise to bring them all together into a seamless and highly efficient mechanism for enabling and energizing your organizations.


This CIO executive visions will examine the elements of Unified Communications and address key strategic questions such as:

2.40 - 3.10

Executive Exchange

- How is UC making a difference in the business processes of financial organizations, and which UC technologies are having the greatest impact?
- How long does it take to deploy and what are the major barriers?
- What should be expected in terms of ROI, and what have been the real world experiences of those who have deployed it?
- What role should UC play versus compliance and controls imperatives?
- Besides improved efficiency, what else can be gained from these technologies?

[Moderated by Jim Frey, Research Director, EMA](#)

[Sponsored by Cisco](#) 

Panelists:

Mark Krupinski, SVP Data Security, Wesbanco Bank
Wayne Dunn, SVP/CTO Harbor One Credit Union
Ravi Gundimeda, Chief Enterprise Architect, SVP World Operations and Technology, Northern Trust

3.10 - 3.45

Executive Exchange

CIO Thought-Leadership

"How Paper-Intensive Financial Processes Can Be Streamlined and Securely Integrated Into Your Overall Information Infrastructure"

Despite decades of effort, cumbersome paper-intensive processes are still common within financial institutions. Intense business pressures to lower costs through improved efficiency, to support brand-enhancing environmental initiatives, and to meet ever-stricter security and regulatory-compliance standards are forcing companies to finally face their "paper problem."

This CIO Thought-Leadership describes practical approaches to this challenge. Social and technical barriers to eliminating paper will be discussed, as will current state-of-the-art techniques to streamline, integrate, and secure paper - based workflows. Case studies will be presented illustrating how an often-overlooked asset on the enterprise network - Multi-Function Printers - were leveraged by financial institutions to greatly improve customer-facing workflows.

[Sponsored by RICOH](#) 

CIO Thought-Leadership

"Decrease Your IT Costs and Increase Your Performance"

How is it possible to extract more value from existing investments and get an order-of-magnitude more out of your IT: more performance, more productivity, and more savings while being mindful of risk? Riverbed can help you do more with less and provide you measurable business value for application acceleration, bandwidth optimization, consolidation, virtualization, disaster recovery, and mobility.

3.50 - 4.20

Executive Exchange

Be sure to attend this eye opening session and learn how to:

- Cut WAN bandwidth utilization by up to 95%
- Defer expensive bandwidth upgrades
- Centralize file servers, email servers, and other branch office infrastructure without the impacts of latency
- Improve business continuity by reducing RPO and RTO by up to 90%
- Accelerate application performance in distributed environments to include your mobile workforce

[Sponsored by Riverbed](#) 

CIO Thought-Leadership

"Is Social Media Ready for Financial Services or Is Financial Services Ready for Social Media?"

4.25 - 4.55

Executive Exchange

Wikis, Blogs, Facebook, Mashups, MySpace, Discussion Threads, Twitter, Tweets, SaaS, and many other new words (technologies) are entering our world on a daily, if not hourly, basis. This new breed of platforms, tools and techniques (collectively known as Web 2.0) is transforming the way in which we relate to technology but also, in many cases, is having a major impact upon how we live

our lives.

During this workshop, Mr. Koepfel will lead participants through an engaging set of questions and discussions which probe these and many other critical issues regarding the readiness of Financial Services for Social Media computing.

[Moderated by: Harvey Koepfel, Executive Director of the Center for CIO Leadership](#)

Keynote CIO Executive Visions

"Cloud Computing and SaaS in Banking"

The advantages of cloud computing are commonly known: You don't need upfront infrastructure investment; scaling up is relatively easy; it is a recurring, predictable operating expense and the service provider is likely to be more efficient than your company. Financial services firms are using cloud computing with increasing frequency, but it is often for test and development workloads. Software as a Service (SaaS), a form of cloud computing, is increasingly commonly used, but there is very little consistency as to what applications are best for this delivery model. This CIO Executive Visions will discuss in detail:

5.00 - 6.00

- When is the cloud right from an economic and operations perspective
- What makes an application a good SaaS candidate
- Is there a difference between internal and client facing applications when it comes to using the cloud or SaaS
- The security considerations for moving anything to the cloud or SaaS deliver
- Other IT infrastructure elements and processes that firms are considering using the cloud or SaaS for (backup, archive, primary storage, compliance management, etc)
- Best practices in managing cloud / SaaS providers

[Moderated by: Brian Babineau, Senior Analyst, ESG](#)

Panelists:

David Wade, CIO/EVP, Primerica Financial Services

Angelo Valletta, SVP/CIO, Sun National Bank

Prashant Nema, CTO, Silicon Valley Bank

6.00 - 7.00

Cocktail Reception

7.00 - 9.00

Gala Dinner and Executive Keynote Speech

9.00 - 10.30

Cheese & Wine Tasting

Day 3: Tuesday, August 31st

7.30 - 8.30

Networking Breakfast

CIO Keynote Presentation

"Managing Technology through Times of Mergers and Acquisitions"

In line with investments and strategies, it would appear that large businesses are more increasingly likely to merge or even be acquired these days. But one of the stumbling blocks to making any M&A activity work for a business comes in integrating IT systems into one.

Scaling up for fast growth is a key challenge for many businesses and they often acquire or merge with other firms in order to consolidate complexity of technologies. But so-called "M&A" activity can be tricky, particularly when it comes to integrating disparate systems and IT employees.

8.35 - 9.15 As a global entity prepares for an acquisition, there are steps that executives can take to better prepare staff processes and systems. Business executives who have managed an IT department through a merger say that the overall experiences of employees and customers are often the most important consideration in the planning process.

- How can IT leaders be better prepared to handle the uncertainty associated with managing business expectations and ever-changing IT priorities?
- How can CIOs contribute beyond IT leadership to truly support business strategy?
- Why good communication with employees and customers during a merger or acquisition is critical to success
- What challenges arise the day after an acquisition from a planning and execution perspective

[Presented by Dick LeFave, Former CIO, Sprint/Nextel](#)

CIO Thought-Leadership

"Securing Banks from Authorized Users"

Why is security such an issue for banks? What unique challenges are presented by "insiders"? Are there existing security mechanisms that can mitigate insider security issues? Does location-based authentication offer a "fourth factor" for security?

9.25 - 9.55

Executive Exchange

This presentation starts the analysis of these questions and represents the early thoughts of a collaborative research project between Commerce Bank of Kansas City and the Computer Science Department at the University of Missouri. The presentation will look at standard IT security schemes and uses Attack Tree and Mitigation Matrix methodologies to show their weaknesses, particularly in relation to an attack by an insider. Finally, we will look at the potential for the use of location-based authentication as a fourth authentication factor and propose how our research is going to pursue this idea.

[Presented by: John Blakeney, EVP & CIO, Commerce Bank](#)

CIO Executive Visions

"Security, Encryption and Fraud: Future Proofing the Banking System & Ensuring Greater Consumer Protection"

10.00 - 10.30

Executive Exchange

Financial institutions today face an unprecedented range of risks. As if the challenges of the current economic climate weren't enough, financial businesses are under pressure to assure the control and protection of sensitive information as never before. Factors such as increasingly sophisticated security threats and the sheer pace of technology innovation raise the bar substantially, while longstanding questions about trust and confidence must be asked in a new light. In a time of economic constraint that has affected financial organizations more than many others, how does today's financial enterprise deal with these challenges -- and how does it prepare for what is yet to come?

- Assuring control of customer information
- Securing the mobile worker
- Regulatory compliance
- Internal risks in light of both internal and external threats
- Securing SaaS and Cloud Computing environments
- Data Loss Prevention and related initiatives

10.35 - 11.05

Executive Exchange

[Moderated by Scott Crawford, Managing Research Director, Security & Risk Management, EMA](#)

Panelist:

Mike Kearn, ISO, Wells Fargo Securities

Michael Peters, CISO, Colonial Bank

Benjamin Smith, CISO, BlackRock, Inc.

Bruce Phillips, VP Information Security, Fidelity National Financial

[Sponsored by SecureWorks](#) 

11.10 - 11.35

VIP Networking Break + Analyst Q&A Session

CIO Thought-Leadership

"Gaining an Edge: Using Compliance Technology for Competitive Advantage"

11.40 - 12.10

Executive Exchange

The recent turmoil in the global economy is driving the financial industry to become more regulated than ever. Regulators around the world are demanding more from financial institutions and increasingly requiring the use of tools that will assist companies in reducing their exposure to risk across a broad range of regulations. In addition to this intensified emphasis on risk and compliance management, the pressure is on for companies to remain competitive by improving service and lowering operating costs.

To address these challenges, NICE Systems has introduced the industry's first cross-channel trading investigation solution, NICE Trading Surveillance. This groundbreaking solution combines transactional trading data and trader voice interactions for

		<p>analysis. This enables unprecedented monitoring of activities and detailed insight into possible cases of market abuse, insider trading or other compliance issues. NICE Trading Surveillance automates and enhances the surveillance and investigations processes, improving their effectiveness while delivering an ROI that is often measurable in a matter of weeks.</p> <p>Sponsored by NICE Systems NICE</p>
12.15-12.45	Executive Exchange	<p style="text-align: center;">CIO Thought-Leadership</p> <p style="text-align: center;"><i>"A Six Sigma LEAN Perspective to Data Warehouse Appliances"</i></p> <p>Traditional data warehousing approaches implemented on commodity hardware and relational databases require a tremendous amount of design, architectural and operational waste in order to get minimally acceptable performance out of the warehouse environment. In Six Sigma terms, this is called "Required Waste" or "Non-Value Add Processing." This case study will discuss a Six Sigma assessment of the value proposition of data warehouse appliances at Bank of America that show breakthrough query and load performance, speed to market and significant reductions in total cost of ownership while simultaneously increasing reliability and availability of the data warehouse. A brief introduction into Six Sigma LEAN principles related to eliminating waste in processes will be followed by actual results as seen in database appliance deployments at Bank of America.</p> <p>Presented by John McManus, SVP, Bank of America</p>
12.50 - 1.25		<p style="text-align: center;">Closing CIO Keynote Presentation</p> <p style="text-align: center;"><i>"New Strategies & Technologies for Governance and Risk Management"</i></p> <p>With enterprise-wide risk management currently top-of-mind, a challenge all IT and Risk Officers face is how to create a sustainable, robust control monitoring system without overtaxing the ERM function or burdening the institution's business units. This panel will discuss this balancing act, focusing on the types of strategies, technologies, and analytics that can be utilized to build an effective monitoring program. The role of the Board, and the role of board reporting in risk management governance will also be examined, as will the art of pinpointing cross-channel risks. Finally, managing the regulatory process in light of new regulatory expectations will be addressed.</p>
1.25 - 1.30		Closing Remarks
1.30 - 2.15		VIP Luncheon & Networking + CIO Executive Think-Tank
2.00 - 6.30		Desert Golf Classic Tournament
7.00 - 9.30		Southwestern Dinner + Networking