



Banking Day

20 May 2011

Hotel Epoque, Cismigiu Central Park, 17C Aurora Entrance



MidMarket Day



Government Day



Energy and Utility Day



Day by day, the world is getting smarter.

Systems, cities, infrastructures and businesses are interconnected like no other time in history. Banks talk in real time to clients. Roads, cars and traffic signals work as one. Retailers' shelves brief supply chains. Homes talk to power grids. Citizens interact with governments. Just a few.

Financial organizations around the world are looking ahead. New challenges and new obstacles loom large, but as the global economy evolves, many new opportunities present themselves.

Discover how easy it can be to view, assemble and personalize information in a unified decision workspace. Find out how exploring information at all angles can improve how you assess your current business situation. Learn how the entire IBM Business Analytics portfolio works to help you analyze facts and anticipate tactical and strategic implications using more advanced, predictive and what-if analysis.

Balance risk management with innovation

Integrate risk management to achieve compliance objectives while mitigating operational risk, fighting crime and optimizing financial returns. Banks need to continue their focus on the innovation required to compete and grow while coping with the instability engendered by reform.

Transform your account opening process by offering an exciting customer experience built around customer information and insight delivered through a continuous, multichannel experience. Generate higher revenues while reducing your account opening costs. IBM can help.

Agenda

09:00 - 09:30	Registration
09:30 - 10:00	Welcome speech Bogdan Balaci, Country General Manager IBM Romania Bogdan Olteanu, DEPUTY GOVERNOR
10:00 - 10:40	Business analytics and optimization
10:40 - 11:20	Customer care and insight Ebru Binboga, Software Sales FSS Industry Solution Sales, CEE Sorin Visan, BPM Sales Leader IBM Central and Eastern Europe
11:20 - 11:40	Coffee break
11:40 - 12:00	TransFonD - A Partner for the future Marian Simion, Chief Information Officer
12:00 - 12:20	Risk management Richard Collard, Senior Business Lead, WW Business Development & Industry Marketing, SME - Transactional Fraud & AML
12:20 - 12:40	Romanian Banks Association - SEPA Project Challenges and opportunities in payment industry Rodica Tuchila - Director
12:40 - 13:00	Solutions for payments Ebru Binboga - Software Sales FSS Industry Solution Sales, CEE Richard Collard - Senior Business Lead, WW Business Development & Industry Marketing, SME - Transactional Fraud & AML
13:00	Lunch

If you want to see the very latest in solutions that deliver the complete, consistent and accurate information that decision-makers trust to improve business performance, **Cross Smarter Solutions Week** is the event for you.

Register now!
alexandra.ispas@ro.ibm.com
until 17 may to find out how.

Smarter Banking & Financial Markets
New challenges and new opportunities for financial services

Cross Smarter Solutions Week
16 - 20 may 2011

