Impact2010
The Premier Conference for Business and IT Leaders

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

Banking
Session Highlights

Impact 2010 offers many sessions for Banking executives in both the Forbes Business Leadership and Smart SOA and BPM Technology programs. Listed below are some of the session highlights.

Business Program

Session	Details
Session ID: 1570 **Track: Industry Solutions**	**Fit, Focused and Ready to Fight: How Banks Can Get in Shape for the Battle Ahead** *Shanker Ramamurthy, IBM Global Banking Leader* 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 **Track: Industry Solutions**	**How E.SUN Bank is Achieving Smart Banking by Modernizing Business Applications** *H.H. Yang, CIO, E.SUN Bank; Santhosh Kumaran, IBM Banking Framework Solutions Lead* 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: 2276 **Track: Industry Solutions**	**SunTrust Bank Positions Itself to Build Stronger Customer Relationships** *Mark Pearson, SunTrust; Jikin Shah, SunTrust* 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: 1704 **Track: Industry Solutions**	**Panel: Driving Efficiency and Innovation in the Payments Business** *Robin Hermanson, First Data Corp; Nils Pedersen, DnB NOR; Fabricio Remor, HSBC Brazil, Jerry Smith IBM* The payments business is under pressure. Increasing commoditization and resulting lower margins are forcing financial institutions to re-think how they support their payments businesses. Come learn how several IBM customers are using innovative approaches to drive more flexible and cost-effective payments businesses.
Session ID: 2861 **Track: Business Agility**	**New European Clearing and Settlement System Does It Faster, Smarter and Better** *Justin Snoxall, Visa Europe* 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 **Track: Business Agility**	**Panel: Accelerating the Pace Without Losing Control** *John Rymer, Forrester; Sandeep Gupta, Equifax; Sam Paper Bank of America, Brett Stineman IBM* 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 **Track: Enhance Your Customer Experience**	**Using Social Media to Win the Heart (and Wallet) of Today's Customer** *Moderater; Sandy Carter, IBM VP; Richard Bower, Wells Fargo; Michael Cooper, Home Depot* 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 **Track: Insight and Innovation**	**Working Smarter with Information & Analytics** *Tom Inman, VP IBM* 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.

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Technology Program

Session ID: 1885 **Track: Implementing Industry Solutions**	**European Bank Implements Multichannel Integration Solution** *Oliver Cardinal, Xu Ming Chen, Daniel Dumas BNP Paribas* Retail banks all over the world are challenged to provide consistent, personalized, best-of-breed services to customers across a maximum number of touch-points, at minimum cost. This bank successfully implemented integrated delivery of services across multiple channels (internet, mobile, teller, call center, kiosk).
Session ID: 2406 **Track: Implementing Industry Solutions**	**Regional U.S. Bank Builds a Strategy to Support Customer-Centered Banking** *Thomas Limerick, Whitney National Bank* This regional bank holding company serves the U.S. Gulf Coast region. The bank is undertaking a transformational effort to build a customer-centric business process architecture, linked to streamlined data access and customer insight capabilities.
Session ID: 2840 **Track: Implementing Industry Solutions**	**Modernizing Core Financial Services for Smart Phones and Other Mobile Devices** *Ed Huneycutt, 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.
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.
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.
Session ID: 2206 **Track: Service Oriented Architecture & Governance**	**SOA Transformation Project at a Turkish Bank** *Sedar Ylmaz, Isbank; Darco Akkaranfil, SOFTECH; Andre Tost, IBM* In this session, we will share experiences from a multi-year SOA transformation project that is underway at a large Turkish bank. At the core of this transformation is a new enterprise architecture.
Session ID: 2258 **Track: SOA Connectivity & Integration**	**Websphere Message Broker Integration Case Study at a Brazilian Bank** *Fabricio Ramer, HSBC Bank Brazil* No more paper, no more lines at the bank. HSBC'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 by the banks. The speaker will share how HSBC Brazil integrated numerous banks and their systems and services using WebSphere Message Broker (WMB) as an integration bus and WebSphere
Session ID: 2342 **Track: Dynamic Application Infrastructure**	**The Way to Safe, Secure Banking: Our WebLogic to WebSphere Journey** *Brent Halsey and James Rohal, Huntington National Bank* This presentation will cover who our bank customer is and what our Weblogic environment looked like. We will identify why we undertook an evaluation of the application server environment and what products we evaluated and the criteria we used for that evaluation.