

# CeBIT

## Finance Solutions Forum

in cooperation with

# BANKMAGAZIN

# Your Guide

## to the Top-Event in Banking & Finance!

## Finance Solutions Forum

4–9 March 2008 at CeBIT, Hall 17

- Top-level financial experts
- Practice-oriented solutions
- First-class contacts



Organizer:



**Deutsche Messe**  
Hannover · Germany

Deutsche Messe AG  
Hannover, Germany



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EINS MILLIARDEN  
WERDEN.

# CeBIT

4.–9.3.2008 HANNOVER  
[cebit.com](http://cebit.com)

# Welcome to the World Premiere!

**For the first time at CeBIT 2008: "Finance Solutions Forum",  
the central meeting point for the banking and finance sector.**

From March 4 through March 9, BANKMAGAZIN and CeBIT will offer a multi-faceted and top-level program covering all aspects of information technology in financial services.

Renowned industry representatives and financial experts as well as top-level speakers from business and politics will turn "Finance Solution Forum" into an absolutely essential event full of topical talks and exciting discussions. The topics comprise:

- The bank of the future
- Outsourcing processes
- Risk and credit management
- Recruiting, training and career
- Modern IT solutions
- Sales strategies in practice
- Bank marketing

On top of that, "Finance Solutions Forum" provides a first-class networking basis: The personal exchange of experiences as well as recognizing and evaluating trends and market changes are vitally important for companies, managers and bankers alike, who live through these present times of intensive changes.

That's why for you, "Finance Solutions Forum" is a unique opportunity to gather information, to enter into discussions with the competition, and most importantly to get in touch and stay in touch with existing and potential clients.

So come and benefit from all that "Finance Solutions Forum" has to offer – for yourself and your company!



We wish you a good time –  
and lots of success!

Peter Rensch  
Editor-in-Chief BANKMAGAZIN

# 1 Forum – Many Good Reasons.

## ■ Top-level financial experts:

Experience the speeches of renowned representatives from banking and business.

## ■ Trend-setting industry topics:

Learn today what will decide about your success tomorrow.

## ■ Competent interlocutors:

After the speeches, take an active part in the discussion sessions and talk about what's important for your company.

## ■ Innovative offers:

Discover solutions that will make you even more successful.

## ■ Unique industry connections:

Meet your competitors, your current and potential clients.

## ■ First-class networking conditions:

Create and intensify business ties like you can only do it here on CeBIT.

## ■ The daily topics:

Tuesday:	The Bank of the Future Modern IT Solutions
Wednesday:	Modern IT Solutions Outsourcing Processes
Thursday:	Sales Strategies in Practice Innovative IT Solutions from New Zealand
Friday:	Innovative IT Solutions from France Risk & Credit Management Bank and Marketing
Saturday/Sunday:	Recruiting Training and Career

Presentations Titels marked in grey ■  
will be given in german, presentations  
in black ■ will be given in english.



Your personal invitation to CeBIT and  
"Finance Solutions Forum".  
Be there – let us take care of your entrance fee!  
More details inside the back flap of this flyer!

# Tuesday, 4 March 2008

## 10:00 **CeBIT Finance Solutions Forum Kick-Off Session**

Peter Rensch, Chief Editor, BANKMAGAZIN  
Stefan Auerbach, Member of the Board,  
Executive Vice President Banking, Wincor Nixdorf AG  
Dr. Ibrahim Karasu, Member of the Executive Board,  
Bundesverband deutscher Banken e.V.  
Norbert Bochynek, Director – Head of IT Strategy,  
Deutscher Sparkassen- und Giroverband  
Dr. Sven Michael Prüser, Senior Vice President CeBIT

## THE BANK OF THE FUTURE

In order for innovations to become real competitive advantages, future-oriented technology most of all requires successful implementation, realization and commercialization. The following speeches take a closer look at what this really means for the successful growth of banks.

## 10:30 **Innovative Technologies, Products and Strategies for Dynamically Growing Banks**

Professor Dr. Udo Steffens,  
President and Chairman of the Board,  
Frankfurt School of Finance & Management

## 11:00 **Future Technologies and Architectures in Retail Banking**

Stefan Auerbach, Member of the Board,  
Executive Vice President Banking, Wincor Nixdorf AG

## 11:45 **Future of Banking: From Virtual Worlds to Real Foundations**

Martin Smithen, Consultant, BT Germany

## 12:20 **Bank & Future: Shaping the Future through Innovations**

Martin Engstler, Head of the Financial Services Center  
Fraunhofer Institut für Arbeitswirtschaft und  
Organisation (IAO)



## MODERN IT SOLUTIONS

In the tough competitive environment within the financial sector, optimized IT processes are an important factor for success. At the same time, ever new legal requirements like SEPA or MiFID demand a continuous adaptation of IT systems, and in the sales sector, high-performance CRM systems are an important advantage for customer retention.

## 14:00 **The Banking Landscape of the Future and Its Demands on Information Technology**

Klaus Rausch, Speaker of the Board,  
HVB Information Services GmbH

## 14:35 **Taking the Safe Road to Increased Profitability**

Gerd Liegerer, Head of Product Marketing, KEBA AG

## 15:10 **Automation of Customer Communication**

Stefan Szigeti, CEO,  
"Invaris Informationssysteme GmbH"

## 16:00 **Virtual Desktop Integration – Increased Availability at Lower Costs**

Dr. Ulrich Nießen, Business Development Manufacturing,  
Retail and Financial Services,  
Fujitsu Siemens Computers GmbH

## 16:35 **Transparent Cash Logistics via Globally Established Standards**

Guido M. Hammer, Senior Consultant, GS1 Germany GmbH  
Jürgen Niemann, Produktmanagement, Zentralbereich IT,  
Deutsche Bundesbank

# Wednesday, 5 March 2008

## MODERN IT SOLUTIONS

In the tough competitive environment within the financial sector, optimized IT processes are an important factor for success. At the same time, ever new legal requirements like SEPA or MiFID demand a continuous adaptation of IT systems, and in the sales sector, high-performance CRM systems are an important advantage for customer retention.

10:00 **SEPA Card Standards – between Minimal Requirements and Comprehensive Specifications**

Peter Blasche, Director and Head of the Payment Transactions Division, Bundesverband Öffentlicher Banken Deutschlands

10:35 **Introducing a Data Quality Management**

Udo Weiß, Executive Partner, tekko Informationssysteme GmbH & Co. KG

11:10 **Personal Signature Secures Electronic Documents**

Jörg-Matthias Lenz, Manager Marketing & Public Relations, SOFTPRO GmbH

11:45 **Controlled Network Access: How to Close Internal Security Gaps. How Can a Consistent Access Control for (Third-Party) Devices be Achieved? A Practical Example of Credit Suisse by Using the USP Network Authentication Systems™**

Remo Brunschweiler, Head of Services, United Security Providers, and Rolf Seifert, Director Information Technology, Credit Suisse



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13:15

## **BANKMAGAZIN** Podium

### **Banks and Their Public Image**

Moderator: **Peter Rensch**, Chief Editor, „BANKMAGAZIN“  
Participants: **Dr. Felix Höpfner**, Head of Communication Strategy and Print, Dresdner Bank AG; **Thorsten Hahn**, CEO, BANKINGCLUB; **Claus Jousten**, Country Director Germany, Western Union; **Rudolf Conrads**, Chairman of the Board, Verband der PSD Banken e.V.

■ german ■ english



## OUTSOURCING PROCESSES

Outsourcing can lead to lower costs, increased flexibility and a sustainable optimization of processes. Essential elements for success are perfect planning, preparation and implementation – and, given tight supervisory regulations, most of all an efficient risk management.

13:45 **Current Outsourcing Trends for Banks  
An Overview of Developments in the Banking Outsourcing Market and of European Outsourcing Suppliers**

Dr. Bertold Kaib, Head Global Competence Center Finance, T-Systems Enterprise Services GmbH

14:20 **Four Will Win:  
Companies – Bank – Tax Advisors – DATEV.  
Can Banks Benefit from a Close Cooperation with Tax Advisors?**

Dr. Michael Seyd, Member of the Board, DATEV eG

15:00 **Business Process Outsourcing in Financial Services**

Richard Godfrey, Manager Banking Solutions, Xerox Global Services

15:40 **Outsourcing of Banking Services**

Achim Lebeau, Head of Staff Services, Deutsche Postbank AG

16:10 **ATM Outsourcing**

Mario Castelhana, FI International Sales Director, Itautec S.A.

16:45 **Industrialization of IT in the Financial Sector**

Dr. Raschid Karabek, Head of Strategy & Business Development, BT Germany



„Happy Hour“ – casual get-together with original English beer

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# Thursday, 6 March 2008

## SALES STRATEGIES IN PRACTICE

Bank customers get ever more demanding, but at the same time their loyalty decreases. Banks and savings banks have to adapt to this: They need flexible and effective instruments for customer acquisition and customer retention. The following talks will present strategies for successful sales in banking.

### 10:00 **Mortgages – Competent and Efficient Counseling!**

Dipl.-Ing. Frank Mielke, Member of the Board,  
b+m Informatik AG

### 10:35 **Customer Center as Sales Engine**

Burkhard Kurzeia, Head of Sales Division, walter services  
TeleMedien GmbH; Torsten Paul Kleinert, Manager  
Contact Center, Fortis Consumer Finance

### 11:10 **Targeted Customer Search thanks to Efficient and Selective Address Research**

Rüdiger Goretzke, Head of Sales, Adress Research GmbH

### 12:00 **BANKMAGAZIN Podium**

**Is the Banking Customer Still King?**

Moderation: **Peter Rensch**, Chief Editor, "BANKMAGAZIN"  
Participants: **Dr. Ivo Schwartzkopf**, Managing Director and  
Head Financial Intermediaries, UBS Deutschland AG,  
**Dr. Matthias Larisch**, CEO, fischerAppelt, Ziegler GmbH,  
**Uwe Willner**, Member of the Board, Sparkasse Düren

### 12:30 **BANKMAGAZIN Award: „Innovationspreis Banken**

### 13:30 **How Much Human Touch Do Today's Banks Need?**

Sven Klindworth, Senior Marketing Manager CRM, BT Germany

### 14:05 **UBS Equity Investor – the Exact Image of Your Customers' Requests**

Marcel Langer, Expert for Structured Assets,  
UBS Deutschland AG

### 14:40 **Intelligent Strategies for Actively Promoting Customer Communication**

Uwe Krause, Vice President Banking, Wincor Nixdorf  
International GmbH, Dr. Bernd Nolte, Partner and  
Speaker of the Board, 4P Consulting GmbH

### 15:15 **Ties that Stand the Test of Time – What to Look for When Choosing the Right Banking Sales Partner**

Guido Lindlar, Head of Sales, Vivento Customer Services

■ german ■ english

## INNOVATIVE IT SOLUTIONS FROM NEW ZEALAND

New Zealand may seem far away geographically – yet in economic terms, we are quite close. So it's interesting to learn about innovative IT solutions that have been tested and proven in an economy that not only has close ties with booming Australia, but with the very dynamic economies of South East Asia as well.

Moderator: Kirsten Gosch,  
Business Development Manager ICT-Europe,  
New Zealand Trade and Enterprise\*

\* New Zealand Trade and Enterprise is the New Zealand  
Government's national economic development agency.

### 16:00 **Conquering the Basel II Mountain – How to Get Smart with Your Documentation**

Steve Davis, General Manager,  
Author-it Software Corporation

### 16:30 **Changing the way banks engage with customers: how to target tailored mobile banking solutions to different customer demographics**

Marc Philippo, Business Development Director Europe,  
Fronde Anywhere Ltd

### 17:00 **Profit from new options for connecting off-premise Cash Machines (ATMs)**

John Robins, Director, Vcomms Limited



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NEW ZEALAND  
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# Friday, 7 March 2008

## INNOVATIVE IT SOLUTIONS FROM FRANCE

### DES SOLUTIONS INFORMATIQUES INNOVATRICES EN FRANCE

As this year's CeBIT partner country, France is of course right in the focus of interest. During these sessions, speakers from IT companies in France will present innovative IT solutions with particular relevance to banking. This special perspective will be introduced by a speaker directly from the banking sector.

**10:30 Business Continuity Planning (BCP) is a distinguishing feature of modern banking**  
Dr. Carsten Esbach, Secrétaire Général,  
BNP Paribas Deutschland

**11:00 Monitoring the clients' risks**  
Philippe Schintowski, Senior Vice President,  
SAB INGENIERIE INFORMATIQUE

**11:20 How convenient security can help banks further expand via the net**  
Philippe Regniers, VP EMEA Business Management  
e-Banking & e-Commerce, Gemalto

**11:40 Win e-banking users' trust with a secure and appealing turnkey solution**  
Pierre-Henri Manégrier - VP EMEA Banking & HID,  
Sagem Orga

**12:00 How to get the highest productivity in mortgage processing**  
Tammo van Leeuwen, Head of Product Management,  
SOPRA



„Déjeuner Français“ –  
conversation accompanied by  
French red wine and cheese:  
« très français »

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■ german  
■ english

## RISK AND CREDIT MANAGEMENT

Clear-cut rules and transparency are cornerstones of risk and credit management. The following talks will focus on how tailored IT solutions can help make decisions and decrease costs when analyzing, evaluating and monitoring projects, credits and debtors.

**13:00 The Way to Reach Efficient Processes**  
Jürgen Däumler, Head of Customer Services, ABIT AG

**13:35 The Entire Range of Risk Management as Success Factor for Lending**  
Dr. Norbert Sellin, CEO, BÜRGELE Wirtschafts-  
informationen GmbH & Co. KG

**14:10 SOA in the Credit Process**  
Heike Huth, Head of the Credit Systems Division,  
Dipl.-Ing. Dieter Schulze, Head of the Technology and  
IT Services Division, NORD/IT, NORD/LB Informations-  
technologie GmbH

## 15:00 BANKMAGAZIN Podium



### Developing New Customer Groups via Innovative Target Group Marketing

Moderator: **Peter Rensch**, Chief Editor, BANKMAGAZIN  
Participants: **Thomas Gesing**; Chairman of the Board,  
Sparkassen Broker; **Zaid El-Mogaddedi**, **Christina Guth**,  
**Gabriele Radl**

## BANK AND MARKETING

He has become extinct for quite some time now: the one, typical banking customer. Instead, customers in all their diversity expect to be addressed in an individualized, personal and relevant manner.

**15:30 The Future is Female – Women as Target Group in the Financial Sector**  
Christina Guth, CEO, Hallo Frau GmbH and  
Gabriele Radl, Svea Kuschel + colleagues,  
Finanzdienstleistungen für Frauen GmbH

**16:00 Megatrend Forecast „Islamic Banking“: Germany Sleeping – UK Booming?**  
Zaid El-Mogaddedi, Managing Director,  
Institute for Islamic Banking & Finance

**16:30 aktiv55 – the Customer Consulting and Care Concept for an Attractive Target Group**  
Dirk Ludwig, Deputy Managing Director,  
Volksbank Hildesheimer Börde eG

# Saturday, 8 March 2008

## RECRUITING, TRAINING AND CAREER

Planning your career is a decisive factor for a successful future. But what counts for more: know-how, social competence or ruthlessness? How to be and to remain successful? – These topics are covered by today's speeches and workshop. A special emphasis is put on the special challenges inherent in each new position – for seasoned banking pros as well as for newcomers. You will learn how to survive the first 100 days in your new job and will be able to directly profit from important tips for your personal situation.

- 11:00 **Planning Your Career in Times of a "War of Talents"?!  
Prof. Dieter Rohrmeier, "Management of Financial Institutions" MBA Studies Supervisor,  
Hochschule der Sparkassen-Finanzgruppe – University of Applied Sciences**
- 11:30 **Face-to-Face**  
Prof. Dieter Rohrmeier will advise you on studying while continuing to work in your job and about the new course of studies "Management of Financial Institutions".
- 13:30 – 14:30 **Everything Under Control –  
Your First 100 Days in a New Role**  
Dr. Sabine Dembkowski, Founder and Director of "The Coaching Centre"
- The key for successfully starting in a new job environment is to concentrate on strategies for success rather than for avoiding failure. According to a 7-step action plan, you can successfully master your first 100 days. Dr. Dembkowski describes this action plan and relates from her experiences as an international executive coach how you can maximize your success.
- 14:30 – 15:00 **Face-to-Face**  
Dr. Sabine Dembkowski will answer your personal questions on coaching and career strategy.

# Sunday, 9 March 2008

## RECRUITING, TRAINING AND CAREER

Everyone is talking about success – but it doesn't come automatically. Consultants are creating the right conditions. More about this in the first lecture. Following this, you will receive professional tips on how surprisingly easy it can be to be successful together with your clients. Important insights that you can directly use for your personal career.

- 11:00 **Consultant in the Banking Sector –  
Job Description Using the Example "Process Optimization/Six Sigma"**  
Dirk Dose, Senior Consultant, PPI AG
- 11:30 **Career at Wincor Nixdorf – Your Road to Success**  
Kathrin Larscheid and Sascha Schneider, Wincor Nixdorf International GmbH
- 12:00 **Face-to-Face**  
Dirk Dose responds to your personal questions on the job description for "consultants".  
Kathrin Larscheid and Sascha Schneider will individually inform you about career perspectives at Wincor Nixdorf.
- 13:30 – 14:30 **How To Get Your Customers Enthusiastic  
and Sell More!**  
Wolfgang Ronzal, Schulung und Seminar GmbH
- Wolfgang Ronzal is an expert for service quality and customer orientation as well as for motivation and leadership. As trainer and consultant, he can draw on 30 years' practical experience in leading roles within the service industries. More than 30,000 enthusiastic participants of his more than 500 speeches and seminars are now in turn making their own customers enthusiastic. He uses a kind of "seminar cabaret" to convey fun, delight and many practical tips for customer service. Putting his ideas on convincing customer service into practice is surprisingly simple.
- 14:30 – 15:00 **Face-to-Face**  
Profit from the opportunity to get more tips from Wolfgang Ronzal by talking to him in person.

## Main Sponsor

# WINCOR NIXDORF

## Global Partner for Your Local Presence

Wincor Nixdorf stands for competitive processes and workflows in banking branch offices and retail stores:

- Banks can strengthen their branch offices with Wincor Nixdorf as an important sales channel.
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Wincor Nixdorf know-how is in high demand in all industries that create a major part of their business volume via branch offices and retail stores.

Wincor Nixdorf is an international specialist for innovative IT solutions for banks and retailers, offering a comprehensive portfolio consisting of hardware, software and services. Some of our strong points: automation of branch office processes, development of self-service solutions, cost optimized management of branch office IT.

As a global partner for business process redesign in branch offices and retail, and thanks to our implementation of information technology, we at Wincor Nixdorf help our clients improve their customer value proposition and decrease their process costs.

[www.wincor-nixdorf.com](http://www.wincor-nixdorf.com)

## Sponsoring Partners for the Finance Solutions Forum





■ **Dates of the Forum**  
04–09 March 2008

■ **Location**  
CeBIT  
Hall 17  
Deutsche Messe  
Messegelände  
30521 Hannover

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Free entry to CeBIT and "FINANCE SOLUTIONS FORUM"



## BANKMAGAZIN and CeBIT would like to invite you to "Finance Solutions Forum"

It's so easy:

- Just register online at [www.cebit.de/fsf](http://www.cebit.de/fsf) as a participant.
- Then we'll send you an e-ticket free of charge (value = € 38).
- This e-ticket grants you free entry to CeBIT and of course to "Finance Solutions Forum" on your day of choice.\*
- Experience informative speeches, take part in thrilling discussions and enjoy a wealth of personal conversations.

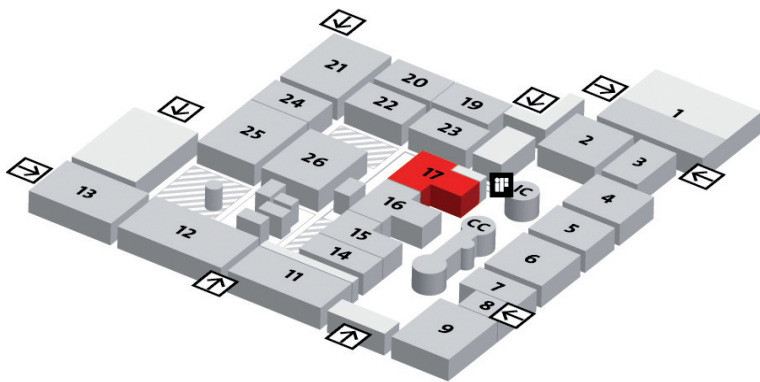
Be there – let us take care of your entrance fee!

\*The ticket is also valid for public transport in the greater Hannover area.

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