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Hall 17

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3.- 8.3.2009**

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Welcome to the Industry's Meeting Point!

For the 2nd time at CeBIT:
"CeBIT FINANCE SOLUTIONS FORUM", the first-rate networking platform for bankers and financial services suppliers.

CeBIT 2009 offers a great opportunity for the entire financial services industry. By presenting services, innovations and modern IT solutions, we can demonstrate to an international expert audience as well as to the general public that the industry is looking ahead despite the financial crisis and is well equipped for the future. At this juncture, communication and being present are more important than ever. The development of the financial services industry will stay in the focus of public attention for the foreseeable future, and we all know: the financial services industry still has a huge potential. In the past, Hall 17 was a platform for innovative developments. And will continue to be just that in 2009.

We are very happy to be able to organize the "FINANCE SOLUTIONS FORUM" for you this year.

The big success in 2008 has given us confidence that 2009 will again generate a lively interest in high level practice oriented speeches and round-table discussions. We can promise you top key-note speakers and topical and creative speeches. On top of that: exciting round-table discussions on up-to-the-minute topics.

We hope you'll enjoy this, and we'd like to wish you lots of success!

Kind regards



Peter Rensch
Chief Editor BANKMAGAZIN

1 Forum – Many Good Reasons

- **Top Level Financial Experts:**
Experience the speeches of renowned experts from banking and business.
- **Trailblazing Industry Themes:**
Learn today what will decide about your success tomorrow.
- **Competent Interlocutors:**
Join the discussions following the speeches, and talk about topics that are important for your company.
- **Innovative Offers:**
Discover solutions that will make you even more successful.
- **Unique Industry Contacts:**
Meet with competitors, existing and potential clients.
- **First-Class Networking Basis:**
Create intensive contacts in a way that's only possible here on CeBIT.

■ Look Forward to These Topics:

Tuesday:	Future Banking IT Innovations
Wednesday:	Banking & Security Outsourcing Practice
Thursday:	Successful Sales Concepts
Friday:	Digital Signage Target Audience Strategies for Successful Marketing
Saturday/Sunday:	Career and Training

All speeches will be given in German.

Saving the Best for Last!

Please look inside the back cover!



Your personal invitation to CeBIT and to the „FINANCE SOLUTIONS FORUM“

Be there – we'll pay your entrance fee!

Tuesday, 3 March 2009

10:30 Official Opening of the Finance Solutions Forum

Peter Rensch, Chief Editor, BANKMAGAZIN
Prof. Dieter Kempf, Treasurer of BITKOM e. V. and Chairman of the Executive Board of DATEV AG
Norbert Bochynek, Department Head IT Strategy, Deutscher Sparkassen- und Giroverband e. V.
Dr. Sven Michael Prüser, Senior Vice President CeBIT



CUSTOMERS ARE THE FUTURE

In times of intensive change, customer oriented solutions that can deal with current and future challenges are particularly important. Where efficiency and exemplary customer care go hand in hand, clients will remain loyal to their bank even when times get tough – and they will remain open to be won over to new sales areas.

11:00 More Efficient Thanks to IT – Modern Business Reporting in the Financial Sector

Prof. Dieter Kempf, Treasurer of BITKOM e. V.

11:30 Efficiency and Excellence in Customer Care of Tomorrow

Carsten Strauß, Member of the Board, comdirect bank AG

12:00 SEPA Development for Cards from the Perspective of the German Credit Industry

Peter Blasche, Division Head Payment Transactions, Bundesverband öffentlicher Banken e. V. (Association of German Public Sector Banks)

12:30 Bank & Future – Innovations are Leading the Way to New Business Areas

Martin Engstler, Director of the Center for Financial Services, Fraunhofer Institut für Arbeitswirtschaft und Organisation (Fraunhofer Institute for Industrial Engineering IAO)

13:15



BANKMAGAZIN Podium

Will Banking IT Withstand the Crisis?

Peter Blasche, Division Head Payment Transactions, Bundesverband öffentlicher Banken e. V. (Association of German Public Sector Banks)

Martin Engstler, Director of the Center for Financial Services, Fraunhofer Institut für Arbeitswirtschaft und Organisation (Fraunhofer Institute for Industrial Engineering IAO)

Norbert Bochynek, Department Head IT Strategy, Deutscher Sparkassen- und Giroverband e. V.

Moderator: **Peter Rensch**, Chief Editor, BANKMAGAZIN

IT PROMOTING INNOVATION

Optimized IT processes are constantly of topical interest, and for a good reason: only the most up-to-date solutions are innovative, efficient and capable of fulfilling all guidelines and requirements. Within the bank itself, only an optimized information flow will allow to make sustainable decisions. Here, IT is making its eminently important contributions on many levels.

14:00 IT Testing and Quality Management at ING-DiBa

Dipl. Ing. Burkhard Kintscher, Head of IT Central Services, ING-DiBa AG

14:30 Innovative Solutions by Efficient IT Deployment within Sparkasse Financial Group

Norbert Bochynek, Department Head IT Strategy, Deutscher Sparkassen- und Giroverband e. V.

15:00 IT Governance – Methods and Processes for IT Business Orientation

Prof. Dr. Matthias Goeken, Frankfurt School of Finance & Management

Wednesday, 4 March 2009

SECURITY BUILDS CONFIDENCE

Online banking has many advantages – for customers as well as for the banks themselves. Nevertheless, many customers are not completely reassured that this path to their bank is really secure. What banks can – and must – do here in their own interest in order to build confidence in their customers, is discussed in this section.

- 11:00** **The DATEV Computing Center – Data Protection, Data Security and Data Exchange Platform for Companies, Banks and Tax Counselors**
Dr. Michael Seyd, Member of the Executive Board, DATEV eG
- 11:30** **Security and Online Banking – a Match Made in Heaven**
Dr. Waldemar Grudzien, Department Head, Bundesverband Deutscher Banken e. V. (Association of German Banks)
- 12:00** **Consumer Protection and Secure Payment Transactions**
Frank-Christian Pauli, Banking Consultant, Verbraucherzentrale Bundesverband e. V. (Federation of German Consumer Organisations)

12:45

BANKMAGAZIN Podium

How Secure Is Online Banking?

Dr. Waldemar Grudzien, Department Head, Bundesverband Deutscher Banken e. V. (Association of German Banks)

Frank-Christian Pauli, Banking Consultant, Verbraucherzentrale Bundesverband e. V. (Federation of German Consumer Organisations)

Moderator: **Peter Rensch**, Chief Editor, BANKMAGAZIN

OUTSOURCING: OPPORTUNITIES RATHER THAN RISKS

There is a far-reaching consensus on the advantages of outsourcing, among them higher flexibility for capacities and costs as well as a higher capability of allocating resources without capital lock-up, and opportunities for higher levels in service and quality management. But it is important not to lose sight of the risks, so that legal requirements are being fulfilled, and so that all parties concerned enjoy a positive outsourcing experience.

- 13:30** **The “Sparkasse Broker” – Partner for Securities Transactions for Sales-Oriented Savings Banks**
Thomas Gesing, Chairman of the Board, S Broker AG & Co. KG
- 14:00** **Solution Strategies for Efficient Securities Transactions**
Karl-Martin im Brahm, Member of the Board, Deutsche Wertpapier Service Bank AG
- 14:30** **Supporting the Credit Process by an External Credit Management Service Provider**
Beat Koch, Director Customer Marketing DACH, Intrum Justitia GmbH



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Thursday, 5 March 2009

SUCCESSFUL BANKERS, SUCCESSFUL CLIENTS

Where clients are quite right in demanding valuable services and expecting their consultants to deliver no less, it is only fair that banks themselves are sounding the potential of their clients. This is beneficial for both sides – and a strong consulting software represents an indispensable consulting tool in this process.

11:00 Value-Oriented Clients – Analysing the Potential

Michael Blömer, Member of the Executive Board,
GenoDataEDV-Systeme GmbH

11:30 Banking Quite Differently

Marcus Vitt, Member of the Board,
Conrad Hinrich Donner Bank AG

12:00 Sales Concepts for Banks

Michael Heinen, Division Head Online Banking,
Deutsche Postbank AG



12:45



BANKMAGAZIN Podium

Are Bankers Becoming Salespersons?

Michael Heinen, Division Head Online Banking,
Deutsche Postbank AG

Marcus Vitt, Member of the Board,
Conrad Hinrich Donner Bank AG

Michael Blömer, Member of the Executive Board,
GenoDataEDV-Systeme GmbH

Jan Krüger, Head of Derivatives Sales, LBBW

Moderator: **Peter Rensch**, Chief Editor, BANKMAGAZIN

13:30 Consulting Software – Means to an End or Important Element for Successful Sales?

Olaf Michel, Department Head, Insurances, Building & Loans, Mobile Financial Consulting, Sparkasse Witten

14:00 Examining Banking Business Models

Prof. Dr. Diethard Simmert, Program Director,
International School of Management



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Friday, 6 March 2009

MARKETING 2.0: DIGITAL CUSTOMER INFORMATION AND SERVICE SYSTEMS IN RETAIL BANKING

Branch banks are an important cornerstone in the financial business thanks to their role as interfaces to millions of retail banking customers. Like in retail stores, customer frequency, length of stay and product presentation are determining factors for the success of each branch bank. Digital Signage is an active contribution to comprehensive customer information while supporting bankers in their consulting and sales talks. Thus the most up-to-date form of retail oriented communication is entering the world of finance.

- 10:30** **Welcome and General Introduction to Digital Signage**
Oliver Schwede, Senior Analyst, invidis consulting GmbH

- 11:00** **Technical Requirements for a Successful Deployment of Digital Media in Branch Banks**
Marcus-Michael Müller, Business Unit Manager, Computacenter

- 11:30** **Digital Signage in Retail Banking**
Frank Engel, Deutsche Bank AG

- 12:00** **Q&A Session on "Digital Signage"**



13:30

BANKMAGAZIN Podium

Do Banks Make Good Use of Their Target Audience Potentials?

Thorsten Hahn, CEO, Bankingclub
Andreas Reidl, CEO, Agentur für Generationen-Marketing
 Moderator: **Peter Rensch**, Chief Editor, BANKMAGAZIN

MARKETING: A PERSPECTIVE FOR BANKS

Everybody is talking about the financial market, but within this market, there are still many opportunities to favorably deploy marketing instruments – and to segment the “one” financial markets into a number of sub-markets in order to get closer to the wishes and needs of the customers and to be able to target them successfully.

- 14:00** **All Power to the Customer**
Thorsten Hahn, CEO, Bankingclub

- 14:30** **The Decade of Target Audience Revolution**
Andreas Reidl, CEO, Agentur für Generationen-Marketing



„Happy Hour“
Relaxed get-together over a glass of original “Koelsch” beer

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All speeches will be given in German.

Saturday, 7 March 2009

CAREER AND TRAINING

Banks as employers – according to the media, this is no untroubled relationship. And yet, banks are still offering exceptionally attractive career opportunities for all those looking for challenges to prove their knowledge and their skills.

11:30 Award-Winning High-Potential Program with Return on Investment

The Volksbank at Mittweida received the “Banking Innovation Award” for its support and training program for new recruits “Förderpool II”. Now this innovative talent management and development tool enters its third phase: “Förderpool III” places its focus on Change Management – with measurable results.

12:30 Careers in Finance

Prof. Dr. Ernst Fahling, Course Director, International School of Management

13:00 Face to Face

Prof. Fahling will counsel you on the topic of working full-time vs. studies concurrent with your career.

13:30 Risk Parachute or Personality

Norbert Abraham, Partner, ingeniam Executive Search & Human Capital Consulting

Subsidies, intervention and more control do not solve the core problem of banks: personality is having a splendid comeback!

- How banks can ensure that responsibility and a plus of personal competence become selection criteria when looking for new employees.
- Why personality is more important in developing management leaders than knowledge and the compatibility with a superior.
- A career is often the result of coincidences. What should a talent really look out for in order to get to the top?

14:00 Face to Face

Norbert Abraham will answer your personal questions regarding career strategy.

Sunday, 8 March 2009

CAREER AND TRAINING

12:00 Impulse Speech: How Do I Turn My Talents Into Cash? 5 Steps to Job Success

Banking consultants and salespersons will increasingly become the source of success for banks. In the highly emotional financial business, their ability to build long-lasting customer relationships – thanks to matchless performance – will become the decisive value-adding factor. How you can become successful by using your energy more intelligently. Sharpening your profile rather than aimless training. Don't do what everybody can, but do what's needed most. Develop a performance peak instead of aiming at overall perfection. How to successfully apply using a short application targeted at your audience.

Speaker: Helmut Muthers

has more than 25 years of practical experience in Sparkasse and banking. Before becoming self-employed, he was member of the Board in a bank, and for 8 years he successfully reorganized banks.

Helmut Muthers is a member of “CLUB 55” – an exclusive society of 55 European marketing and sales experts, a Professional Member of the “German Speakers Association e.V.”, and member of the “TOP 100 Excellence Speakers”. He is the author and co-author of books like “Wettlauf um die ‚Alten‘” (Race for the ‚Elderly‘).



13:00 Face to Face

Use the opportunity to get some special tips when talking personally to Helmut Muthers.

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CeBIT 2009

From 3—8 March 2009, the world of IT will meet in Hannover, Germany, at the world's largest and most renowned trade fair for the world of IT and telecommunications. Highlights will range from corporate software and consumer electronics through scientific scenarios of the future. Many products and services are focused on the two top themes that will shape not only CeBIT 2009 but the face of the entire industry: Webcity and Green IT.

The main focus areas of CeBIT 2009 are: IT Infrastructure/Consumer Electronics, Business Processes, Communications, Telematics & Navigation, Automotive Solutions and Transport & Logistics, Internet & Mobile Solutions, Interactive Entertainment, Public Sector Parc, Public Infrastructure, Tele-Health/eHealth, future parc, CeBIT Security World, Banking & Finance as well as the specialized trade center Planet Reseller.

The specially featured Partner State this year is California.

BANKMAGAZIN

The banking industry's inside view.

BANKMAGAZIN is the monthly, independent, leading trade magazine for the banking industry in the entire German speaking area. The comprehensive editorials and reports are addressing all three pillars of the industry. BANKMAGAZIN is reporting about these topical areas: sales, financial products, strategies, banking management, breaking news, legal aspects, training, career, IT/Telecommunications, examples from the practice, interviews and job offers.

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3–8 March 2009

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