

# Standing Room Only for IdenTrust at AFP® Annual Conference

IdenTrust, together with Best Buy, a corporate user of Trust Prime, the IdenTrust electronic bank account management (eBAM) offering, presented *“Best Buy Streamlining Treasury Best Practices Utilizing Electronic Bank Account Management”* to an at-capacity crowd at the 2010 AFP Annual Conference. The session was particularly educational as it detailed Best Buy’s implementation of Trust Prime and offered a front-line account of the lessons learned, as well as, the proven benefits of an electronic future. As Paul Kirby, Assistant Treasurer, Director Global Treasury Operations of Best Bay stated, “Electronic bank account management is the most important advancement in corporate banking since the advent of the Internet.”

If the flood of conference attendees to the IdenTrust exhibitor booth directly following

the session is any indication, Trust Prime, combined with case studies, are invaluable to corporates who understand the importance of eBAM and are eager for more practical information. The session was in such demand that the Association for Financial Professionals invited IdenTrust CEO, Karen Wendel along with Barbara Quiroga, Director, Cash Operations of Delta Air Lines to present a webinar to AFP members detailing Delta’s rollout of Trust Prime. That webinar, held February 24, 2011, was attended by over twenty corporates and financial institutions with over 50 members participating.

