

2nd Annual

# eBAM: Advancing Electronic Bank

## Account Management

Developing automated account management procedures and optimised security formats within a collaborative paradigm

Central London, UK

9th, 10th and 11th February 2011

Half-Day Interactive Pre-Conference Workshop:

**Optimising Security, Identification Management and eSignatures**

Attending this Premier **marcus evans** Conference Will Enable You to:

- **Deliberate** the future of eBAM and the best way to move your organisation forward
- **Address** the debate around industry standards, their implementation and interpretation
- **Understand** exactly what eBAM means for your internal operations and tackle the implementation challenges
- **Overcome** specific issues surrounding the legality of eBAM and regulatory compliance
- **Achieve** clarity on the technical issues and what solutions are available to improve your account management procedures
- **Appreciate** how to improve your customer service and meet client demand for improved bank account management

Learn from Key Practical Case Studies:

- **BNY Mellon** present their conclusions from the eBAM pilot scheme and highlight the mutual benefits of eBAM
- **Bank of America Merrill Lynch** discuss their progress towards eBAM implementation
- **Hewlett Packard** profile their current work and the importance of eBAM for corporates
- **Citi** reveal the key implementation issues and the impact of eBAM on internal operations

Preferred Partner:

**IdenTrust**  
WE PUT THE TRUST IN IDENTITY

Business Development Partner:



Media Partners:



**“Moving eBAM forward:  
Separating  
fact from  
fiction”**

marcusevans

In the Chair:

**Tom Buschman**

Founder, Chairman and Chief Executive Officer

**TWIST**

**marcus evans** Expert Speaker Panel:

**Peter van Rood**

Corporate Director, Treasury

**AkzoNobel**

**Tom Durkin**

Senior Vice President, eCommerce Product

**Bank of America Merrill Lynch, US**

**John Johnson**

International Market Manager, Treasury Services

**BNY Mellon**

**Sabine McIntosh**

Director, Managed Identity Business

**Citi**

**Christian Fortin-Ettori**

Head of Global SWIFT Management

**Crédit Agricole**

**Barbara Quiroga**

Director, Cash Operations

**Delta Air Lines**

**Yves Garagnon**

Chief Executive Officer

**Equity**

**Ashraf Jagirdar**

Treasury Consultant, EMEA

**Hewlett Packard**

**Sophie Parker**

Manager, eChannels Strategy, Global Transaction Banking

**HSBC**

**Karen Wendel**

Chief Executive Officer

**IdenTrust**

**Lloyd O'Connor**

Managing Director, Treasury Services

**JPMorgan Chase, US**

**Beau Damon**

Managing Director, Capital Markets

**Microsoft**

**Michael Lightowler LLB**

Vice President

**The Notaries Society**

**Raffaëlo van den Born**

Global Head of Process Re-engineering and Lean Six Sigma

**Royal Bank of Scotland**

**Jan-Peter Offringa**

Global Product Manager, Online Client Service

**Royal Bank of Scotland**

**Carola van Limborgh**

Cash Management Architect

**Shell**

**Christoph Albers**

Corporate Market Solution Manager

**SWIFT**

**Carlo Palmers**

Corporate Market Solution Manager

**SWIFT**

**Tom Buschman**

Founder, Chairman and Chief Executive Officer

**TWIST**

**Philippe Hubert**

Director, Internal Control

**Veolia Environnement**

**James Marshall**

Assistant Treasurer, Treasury Operations

**Virgin Media**

## marcus evans conferences

Producers of high quality business to business conferences designed to address the strategic information needs of senior executives. Speakers are practitioners from international blue-chip organisations and financial institutions, as well as business schools, academic bodies and government ministries. More than 1,000 conferences take place each year, attracting over 100,000 delegates and 16,000 speakers.

## marcus evans summits

Producers and promoters of over 150 of the world's leading business and economic summits every year for senior decision makers at exclusive locations around the world. These events provide attendees with a unique opportunity to access the latest developments in their chosen industry and to network in a structured environment with leading industry practitioners.

## marcus evans professional training

Sector Focused and General Management Training through high quality courses, videos and CD-ROMs enables organisations of any size and geographical location to benefit from working with **marcus evans** for all their training needs. The clients' demands for high quality hands-on training drives the focus for content, and thorough research ensures a compatibility with current business concerns.

## marcus evans language training

**marcus evans linguarama** offers effective training in language, communication and culture for business and professional people. With more than 30 years' experience and over 20 centres in Europe, we are one of Europe's largest business language and communication training organisations. Each year **marcus evans linguarama** trains people from over 60 countries worldwide and provides over 1,000 companies and organisations with total training solutions where our courses are focused entirely on the needs of the individual participant or group and have practical relevance to business and professional life.

## marcus evans corporate hospitality

Specialists in corporate hospitality linked to the premier international sporting events around the world. Trading as The Hospitality Group (thg), Sports Marketing Group (smg) and International Championship Management, the event diary is nothing less than an international sporting directory.

## marcus evans congresses

**marcus evans** congresses bring together the leading vendors and decision makers from a wide range of services and industries. Each event provides an opportunity for key suppliers to exhibit and demonstrate their products to the region's key professionals. In addition to the exhibition format the event's educational conference is attended only by delegates who are pre-qualified, in most cases to a minimum spend of US\$5 million and many with budgets in excess of \$50 million.

## Pre-Conference Workshop

### 9th February 2011

#### OPTIMISING SECURITY, IDENTIFICATION MANAGEMENT AND E-SIGNATURES

12.45 Registration and Morning Coffee

13.00 Workshop Leader's Opening Remarks

*This workshop will enable participants to learn more about the right tools to successfully implement eBAM*

#### Topics Covered Include:

- Discover how to simplify bank account management functions whilst maintaining high levels of trust and security
- Realise the benefits of a standard interface to open, close, change and maintain bank accounts and eliminate inconsistencies
- Understand how you can comply with regulatory reporting and audit trail requirements
- Learn how to utilise digital signatures to ensure non-repudiation and meet legal requirements
- Identify the benefits of eBAM: Improve efficiency, increase speed and productivity and reduce costs

*Led By:*

*Workshop Leader to Be Appointed*

*Attendees will be able to enjoy afternoon tea and networking opportunities midway through the workshop at 15.15*

17.30 Workshop Leader's Closing Remarks

#### Business Development Opportunities:

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

**Nisha Vyas**, Sponsorship Manager, **marcus evans** London  
Tel: +44 (0)20 3002 3172  
Email: nishav@marcusevansuk.com

## 10th February 2011

08:30 Registration and Coffee

09:00 Opening Address from the Chair

**Tom Buschman**Founder, Chairman and Chief Executive Officer  
**TWIST**TAKING THE NEXT STEP IN ELECTRONIC BANK ACCOUNT  
MANAGEMENT09:10 **eBAM: Solving the Puzzle of Interoperability**

- Achieving interoperability: Looking beyond the message, channels and solutions
- eBAM as a component of the outcome
- Converging and consenting on the concept of eBAM
- Standards: Interpreting and enacting over a broad jurisdiction
- Improving your client service through eBAM

**Lloyd O'Connor**Managing Director, Treasury Services  
**JPMorgan Chase, US**

09:50 Panel Discussion

**Current Standards Under the Microscope**

- Understanding the standards
- Implementing and converging the standards bank-to-bank and bank-to-corporate
- Addressing the misinterpretation of standards
- Exploring the various standards

**Carlo Palmers**Corporate Market Solution Manager  
**SWIFT****Lloyd O'Connor**Managing Director, Treasury Services  
**JPMorgan Chase, US**

10:40 Morning Coffee and Networking Break

SUCCESSFULLY IMPLEMENTING EBAM WITHIN LEGAL AND  
REGULATORY FRAMEWORKS11:10 **Security, Identification and eSignatures: An Essential Element**

- Creating a secure communication channel
- Reducing risk and potential for fraud through automation
- Increasing transparency and visibility: Digital signing, encryption, real-time request tracking, centralised audit trails
- Streamlining identity management and authentication: Is there need for a standard?

**Christoph Albers**Corporate Market Solution Manager  
**SWIFT****Carlo Palmers**Corporate Market Solution Manager  
**SWIFT**11:50 **Digitising Documents within Legal Frameworks**

- The e-Notarisation Pilot Programme
- Digitising signatures in line with AML and KYC requirements
- Increasing confidence in digital signatures
- Making the business case

**Michael Lightowler LLB**

Vice President

**The Notaries Society**

12:30 Luncheon

## WHY EBAM IS A WORTHWHILE INVESTMENT

14:00 Case study

**Viewpoint of an Early Adopter: Beyond the Pilot Schemes**

- What is eBAM like in practice vs. theory?
- Realising the purported benefits
- We have the technology, but is it robust?
- Taking the next step: Future plans

**Tom Durkin**Senior Vice President, eCommerce Product  
**Bank of America Merrill Lynch, US**

14:40 Case Study

**An eBAM Success Story**

- Cutting bank account management implementation cycles and increasing operating efficiency
- Increasing liquidity through reduced overheads
- Reducing manual handling and increasing security
- Enhancing control and reducing risk in account management processes
- Achieving a more stable long-term relationship with your banks
- Freeing up treasury resources for strategic business planning

**Ashraf Jagirdar**Treasury Consultant, EMEA  
**Hewlett Packard**

15:30 Afternoon Tea and Networking Break

15:50 Case Study

**What Does eBAM Mean for your Internal Operations?**

- The impact of eBAM on your operations: Administration, processing and security
- Overcoming the key implementation challenges
- The role of eBAM in achieving dematerialisation and true STP
- Implementing eBAM in line with your requirements for KYC and verification procedures

**Sabine McIntosh**Director, Managed Identity Business  
**Citi**

16:30 Case Study

**Streamlining Treasury Best Practices with eBAM**

- Efficiently managing your company's legal entities, multiple bank accounts and corporate signers
- Streamlining account opening and management processes bringing you closer to Straight-Through-Processing
- Exploring the criteria used for selecting an eBAM solution
- Reducing financial risk through eBAM implementation: Delta Air Lines

**Barbara Quiroga**Director, Cash Operations  
**Delta Air Lines****Karen Wendel**Chief Executive Officer  
**IdenTrust**

17:10 Closing Remarks from the Chair

17:20 Close of Day One and Drinks Reception sponsored by



## 11th February 2011

08:30 Registration and Coffee

09:00 Opening Address from the Chair

**Tom Buschman**Founder, Chairman and Chief Executive Officer  
**TWIST**

## OVERCOMING THE KEY BARRIERS TO AUTOMATING ACCOUNT MANAGEMENT PROCESSES

09:10 Case Study

**Achieving Mandate Consistency and Process Control for Multinationals**

- Centralising bank account and cash flow authorisation with Visual Sign
- Effortlessly managing mandates and legal entities for corporate treasurers
- Assisting with head office compliance, auditing and control
- Veolia Environnement: A successful implementation of eBAM ready software solutions

**Yves Garagnon**

Chief Executive Officer

**Equity****Philippe Hubert**

Director, Internal Control

**Veolia Environnement**

09:50 Panel Discussion

**Demystifying eBAM: Sorting Fact from Fiction**

- Addressing the main internal hurdles:
  - Accommodating data requirements with existing treasury applications
  - Achieving coordination and control between departments
  - Integrating systems to receive data and process changes
- Advancing standardisation between banks and customers
- Ensuring the non-repudiation of account management communications without a 'wet signature'
- Combating the 'wait and see' attitude

**John Johnson**

International Market Manager, Treasury Services

**BNY Mellon****Sophie Parker**

Manager, eChannels Strategy, Global Transaction Banking

**HSBC**

10:40 Morning Coffee and Networking Break

## DRIVING EBAM FORWARD

11:10 Case study

**From Pilot to Practice: Conclusions on eBAM**

- Learnings from the pilot schemes: Observations so far
- Responding to customer requirements: Why dedication to eBAM will pay off
- Ensuring your commitment to innovation and expansion
- Realising the mutual benefits of eBAM
- Pushing eBAM forward: Strategies for 2011

**John Johnson**

International Market Manager, Treasury Services

**BNY Mellon**11:50 **eBAM Today and eBAM Tomorrow**

- The Microsoft approach to eBAM
- Results from the pilot and progress so far
- The road to dematerialisation: Smooth sailing or a bumpy road ahead?
- Moving eBAM forward: Where are we going with eBAM in 2011?
- The future of eBAM as we see it

**Beau Damon**

Managing Director, Capital Markets

**Microsoft**

12:30 Luncheon

14:00 **eBAM for SMEs: What Is In It For Me?**

- The role of SMEs in eBAM: The road to expansion
- Acknowledging the benefits of eBAM outside of the multinational, multibanking corporations
- Realising the incentive for SMEs

**Tom Buschman**

Founder, Chairman and Chief Executive Officer

**TWIST**

14:40 Panel Discussion

**A Corporate Viewpoint on eBAM**

- What eBAM means for us
- Evaluating the various channels and solutions for eBAM
- The foreseeable challenges: What are they and how do we overcome them?
- Managing resources: What do we have to put in now and in the future?
- Will eBAM really offer the alleged benefits?
- What we are looking for from our banks

**Peter van Rood**

Corporate Director, Treasury

**AkzoNobel****Ashraf Jagirdar**

Treasury Consultant, EMEA

**Hewlett Packard****Carola van Limborgh**

Cash Management Architect

**Shell****James Marshall**

Assistant Treasurer, Treasury Operations

**Virgin Media**

15:30 Afternoon Tea and Networking Break

## BEYOND BANK ACCOUNT MANAGEMENT

15:50 **Looking Further than the Technicalities: The Importance of Change Management**

- Importance of forward thinking, innovative management in making eBAM work
- Changing mindset to not use paper
- Finding a new wave of customers

**Sophie Parker**

Manager, eChannels Strategy, Global Transaction Banking

**HSBC**16:30 **Making eBAM a Success**

- The significance of bank-corporate synergy
- Electronifying paper-based processes: Challenge what lies beneath
- Streamlining business processes: Innovation vs. standardisation
- A holistic approach to redefining your processes, controls and workflows
- The best of both worlds: The importance of incorporating end-to-end flexibility

**Raffaëlo van den Born**

Global Head of Process Re-engineering and Lean Six Sigma

**Royal Bank of Scotland****Jan-Peter Offringa**

Global Product Manager, Online Client Service

**Royal Bank of Scotland**

17:10 Closing Remarks from the Chair

17:20 Close of Conference