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

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  
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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

Raffaëlio 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  
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Tom Buschman  
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Philippe Hubert  
Director, Internal Control  
Veolia Environnement

James Marshall  
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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

Pre-Conference Workshop
9th February 2011

OPTIMISING SECURITY, IDENTIFICATION MANAGEMENT AND ESIGNATURES

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

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Nisha Vyas, Sponsorship Manager, marcus evans London
Tel: +44 (0)20 3002 3172
Email: nishav@marcusevansuk.com
Day 1

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 MANAGEMENT

09:10 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 FRAMEWORKS

11:10 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

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

EQUIITY
Day 2

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:
  - Centralising 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?
- Will eBAM really offer the alleged benefits?
- What are we 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
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James Marshall
Assistant Treasurer, Treasury Operations
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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

Raffaello 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