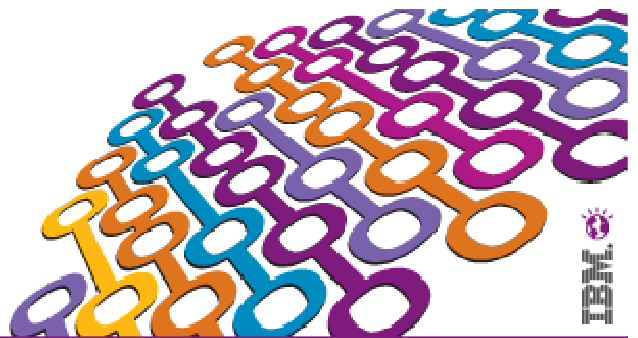IBM Software

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Banking and Financial Markets

The primary business challenge for the banking and financial markets sector today is to meet customer expectations while increasing revenue and managing costs. Customer acquisition, retention and superior service are, therefore, key issues. In addition, the emergence of different channels such as mobile banking and product innovations demand continual enhancements to the core banking systems. Banks are also pressured to ensure compliance with regulations and directives. To address these challenges, banks are leveraging technology to streamline processes, enhance decision making, improve customer experience and enable collaboration, thus achieving the intended competitive edge.

At IBM, we can help our banking and financial markets clients to innovate, transform and grow their organizations. The Impact 2012 Global Conference (April 29-May 4) brings together IT and business and provides an opportunity for our clients to learn how aligning their technology and business strategy can help them change the game and accelerate their success.

Forbes Business Leadership Forum

The Forbes Business Leadership Forum offers more than 40 sessions that provide leadership skill development to help businesses achieve success through smarter decisions and agile processes. Within the Business Forum there will be dedicated Industry sessions that provide business clients with practical insights about industry-specific solutions to help them manage dynamic business processes and complex technology environments.

Technology Program

An extensive Technology Program offers over 500 technical education sessions, including industry-specific implementation success stories, technical education, lectures, workshops, hands–on labs and networking opportunities.

Impact 2012 offers sessions for executives from Banking and Financial Markets in both programs. Listed below are some of the session highlights.

Business Sessions   Technology Sessions
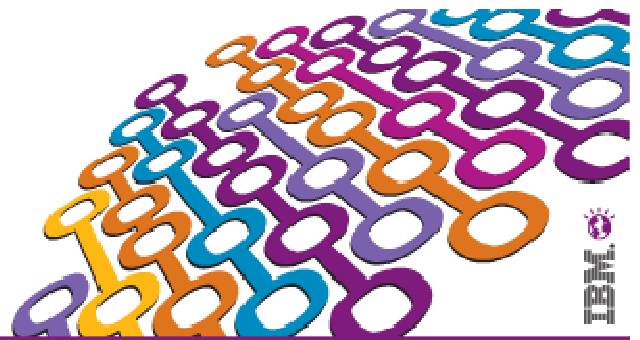
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Session: 2044	**Title:** Improving Business Agility and Reducing Risk by Optimizing CGD's Corporate Loan Process	
Track: Business - Drive Changes, Create Opportunities	**Date:** Monday, April 30, 2012 **Time:** 2:00 PM – 3:15 PM	**Location:** Delfino 4102
	Role: Banking Analyst	
	Speaker: Joaquim Nogueira, Sogrupo SI - Grupo Caixa Geral de Depósitos; Renato Torres, Grupo Caixa Geral de Depósitos	
	Abstract: Grupo Caixa Geral de Depósitos (CGD) decided to create a new Corporate Loan Platform as an ecosystem of processes and rules working altogether to improve business agility & performance and reduce credit and operational risks. Migrating from a paper-based to a computer-based process in just one year, CGD combined business know-how with IBM's BRMS technology to make sure that legal and company credit rules became transparent, unique and independent of human judgment.	

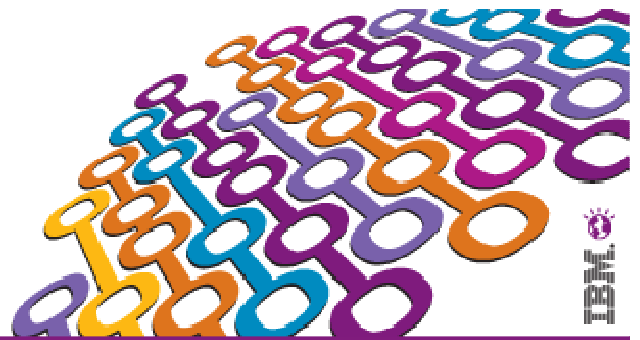| **Session:** 2645	**Title:** PNC's Comprehensive Approach to Loan Process Automation Using Business Processes	
Track: Business - Multiply Business Success with Breakthrough Technologies	**Date:** Monday, April 30, 2012 **Time:** 3:45 PM – 5:00 PM	**Location:** Delfino 4103
	Role: Business Process Analyst and Designer	
	Speaker: Ryan Zevchik, PNC Bank; Muthu Venkataraman, PNC Bank; Vijay Pandiarajan, IBM	
	Abstract: Confronted with inefficiencies in managing a manual loan processing at different loan servicing sites and needing to transform the customer experience at multiple branches, PNC decided to unify and establish a single repeatable business process and work-flow solution that could be leveraged across different servicing sites. The process improvement initiative established "Improved data quality", "risk reduction by enhanced identification of document errors" and "provides improved customer experience by reducing on-boarding cycle time and consistency of service". The established processes and rules created a platform for paper-less loan processing and game-changing improvement in the way our customers experience PNC's loan process.	

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Session: 2764	**Title:** From Complexity to Client Centricity through Decision Management	
Track: Business - Business Agility Industry Outcomes	**Date:** Monday, April 30, 2012 **Time:** 2:00 PM – 3:15 PM	**Location:** Delfino 4102
	Role: Business Analyst	
	Speaker: Shmulik Akoni, Isracard; Kobi Bait Halahmy, Iscarard	
	Abstract: Isracard is Israel's largest credit card company (Issuing and Acquiring Credit Cards), that has been at the forefront of the local credit card market for more than 30 years. It is wholly-owned by Hapoalim Bank, Israel's largest and leading bank. Some 100,000 businesses in Israel accept the leading brands marketed by the company, which include Isracard, Mastercard, Visa and American Express. Isracard is in a major refactoring process of some business lines; part of a strategic planning. Isracard wants to grow from a credit card company to a credit/loan company, which means systems must be adapted quickly. The idea is to move towards a customer centric approach which would centralize the business logic for several credit applications: loans, cross sell/upsell, benefits, cards. Isracard clearly wants to separate the rules from the code so that the business users can take ownership	

Session: 1618	**Title:** Achieving Transparent Real-Time Risk for Exchange Systems	
Track: Business - Drive Changes, Create Opportunities	**Date:** Monday, April 30, 2012 **Time:** 3:45 PM – 5:00 PM	**Location:** Lando 4205
	Role: IT Executive	
	Speaker: Andres Araya Falcone, Santiago Stock Exchange	
	Abstract: To become competitive among international equities, Santiago Stock Exchange needed to modernize its trading system to ensure that all transactions were performed in a safe and secure manner. . As Santiago Stock Exchange opened its doors to more foreign investments, it experienced an influx in trading and volume jumped exponentially. The exchange needed a real-time risk management system to match its real-time trading system. Come find out how the Bolsa de Commercio transformed it's risk management system.	

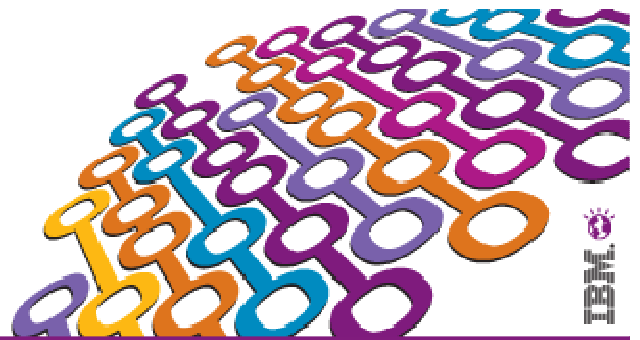**Business Sessions**   **Technology Sessions**

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Session: 2710	**Title:** Business Redesign Using SOA at Banese (Bank of Sergipe State)	
Track: Business - Multiply Business Success with Breakthrough Technologies	**Date:** Tuesday, May 1, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Delfino 4104
	Role: C-Level	
	Speaker: Daniela De Castro Rosa, IBM; Rodrigo Corumba, Banese Bank; Icaro Rogerio Gomes Ramos, Banese Bank	
	Abstract: Founded in 1961, Banese is the largest bank in the Brazilian state of Sergipe, and has been a financial promoter of socioeconomic development in the state. Banese is redirecting it's strategic positioning through SOA, redesigning it's business vision, processes, information systems and transactional flows to reduce the complexity of application integration and information access for decision making. This strategy allows Banese to move towards a flexible business model, be responsive to market demands and focus on connectivity with the customer, through service modeling and business-oriented processes. The presentation will cover project evolution, strategies and technologies adopted, the results achieved so far, and the future vision for IT at the company.	
Session: 2995	**Title:** FATCA - What is Your Plan? Turn Compliance into a Competitive Advantage with Decision Management!	
Track: Business - Business Agility Industry Outcomes	**Date:** Tuesday, May 1, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Delfino 4001A
	Role: Business Executive	
	Speaker: Francis Friedlander, IBM	
	Abstract: The Foreign Account Tax Compliance Act (FATCA) has a huge business impact on your financial institution. Upgrading your IT to support FATCA in the required time window is a real challenge. Decision management is a unique opportunity because it enables agility, transparency and auditability. FATCA rules can be shared with the LoB in 15 languages. Operational Decision Management provides simulation enabling you to predict and plan the effort to apply FATCA procedures: - Rule traceability helps you understand decisions and justify them to your clients - Proactive rules warn you before your clients cross thresholds impacting their FATCA status - Allocation rules identify the right resources to interact with your clients regarding FATCA, and balance cost and client satisfaction - FATCA data collection is an opportunity for you to better understand what products your clients need.	

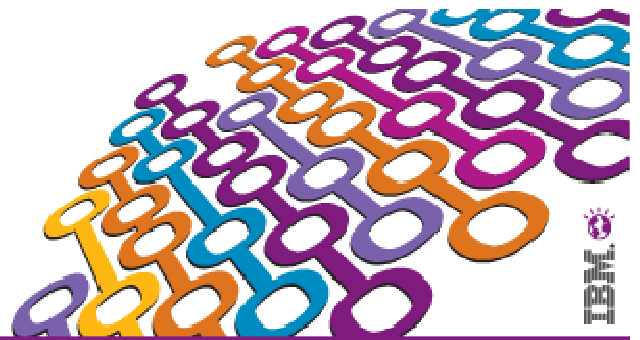Business Sessions   Technology Sessions

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Session: 1825	**Title:** Banco Fibra Improves Credit Analysis and Approval for Greater ROI	
Track: Business - Business Agility Industry Outcomes	**Date:** Tuesday, May 1, 2012 **Time:** 1:30 PM – 2:45 PM	**Location:** Delfino 4103
	Role: C-Level	
	Speaker: Dionisio Gava Junior, Banco Fibra,	
	Abstract: Banco Fibra is one of the largest Brazilian controlled private sector banks in assets. Although a multi-line bank, its primary focus is on corporate clients. To maintain it's competitive advantage and benefit from the continued economic growth across sectors; the bank initiated the process to streamline and modernize its credit operations by utilizing IBM BPM and BRMS in order to achieve such benefits as speed to market gains, higher operational efficiency, improved risk management as well as increase in customer acquisition and satisfaction. This presentation will provide many take-away lessons.	

Session: 2705	**Title:** An Enterprise-Wide Approach to BPM Drives Efficiency and Collaboration at BNY Mellon	
Track: Business - Business Agility Industry Outcomes	**Date:** Tuesday, May 1, 2012 **Time:** 3:15 PM – 4:30 PM	**Location:** Lando 4205
	Role: Business Executive	
	Speaker: Randall Overby, BNY Mellon; Leda Glyptis, BNY Mellon	
	Abstract: BNY Mellon are one of the more mature organizations, having undergone process and efficiency improvement in multiple areas of the business over the last few years. At the center of their success has been the adoption of a BPM wide program rather than that of just a project-based approach. The new BNY Mellon program was collaborative and engaged key stakeholders at the beginning of their transformation. In BNY Mellon's first project using the new process, 150 out of 800 suggestions for improvements were implemented, resulting in a cost reduction of more than 40 percent. Rather than lowering employee morale, the project improved employee engagement, reducing attrition rates significantly. This session will explore these and other critical areas for success in detail.	

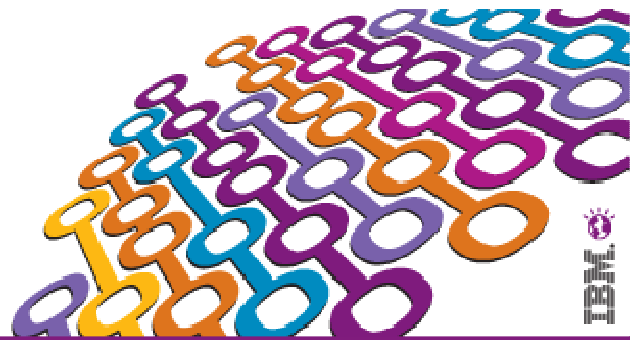Business Sessions   Technology Sessions

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Session: 2460	Title: Increasing Agility in banking with IBM BPM - The Bankadati experience	
Track: Business - Business Agility Industry Outcomes	Date: Tuesday, May 1, 2012 Time: 4:45 PM – 6:00 PM	Location: Delfino 4103
	Role: C-Level	
	Speaker: Matteo Pizzicoli, Bankadati	
	Abstract: The adoption of IBM BPM helped the bank to start a new path to transform and streamline business processes combining organizational and IT capabilities in a single integrated view.	

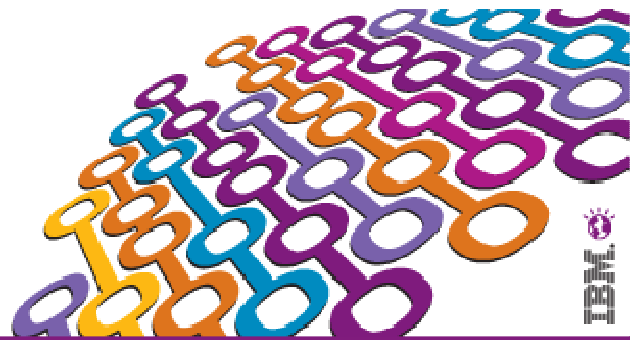Business Sessions   Technology Sessions

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Session: 2406	**Title:** Life Flows Better with VISA's Mobile Payments	
Track: Technology - Implementing Industry Solutions for Improved ROI	**Date:** Monday, April 30, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Marcello 4503
	Role: IT Executive	
	Speaker: M. Brannan, IBM; Rob Turner, IBM	
	Abstract: This session will include the following: - Overview of VISA Europe - The Mobile Platform - (Gateway, Person to Person, Alerts) - VISA's Drivers - Quick Delivery, Cutting Edge, Ahead of the Market, New Channels to Market- Demonstration Video of Mobile Payments Video - Development and Delivery - VISA and IBM teaming - Software Adoption - Development Methods (promoting Intellectual Capital with TeamSD methodology) - Benefits of Using IBM Software for Mobile - Lessons Learned - VISA's Mobile Impact - Use Cases and Deliverables - Q&A	

Session: 1773	**Title:** Standardizing the Enterprise Messaging Environment with IBM WebSphere MQ V7, JMS and Pub/Sub	
Track: Technology - BP Sponsored Sessions	**Date:** Tuesday, May 1, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Delfino 4104
	Role: Architect	
	Speaker: Derek Hornby, Nueberger Berman Group LLC	
	Abstract: When IBM WebSphere MQ V7 was released, the enhanced functionality provided an opportunity to standardize on a single messaging platform for Enterprise Service Bus-based applications, whether using Publish/Subscribe or point-to-point messaging models. This involved taking the legacy applications that previously used Tibco Rendezvous, Tibco Enterprise Message Service and WebSphere MQ V6 and building a standard platform on WebSphere MQ V7 that could satisfy all the application requirements with very little rewrite required. This presentation covers the successful planning, execution and implementation of that effort, and the lessons learned along the way.	

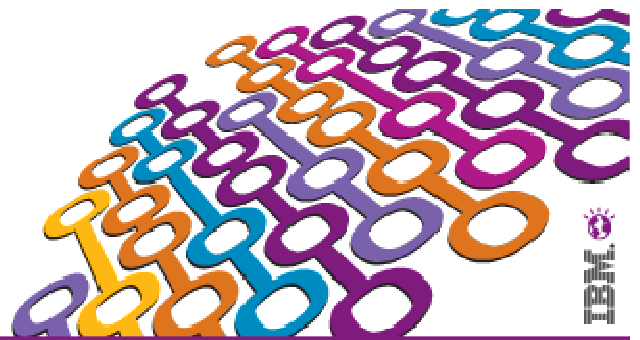Business Sessions   Technology Sessions

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Session: 1055	**Title:** Case Study (Key Bank): Benefits and Steps to Rapid Enterprise BPM Adoption in Banking	
Track: Technology - BPM and Decision Management	**Date:** Monday, April 30, 2012 **Time:** 2:00 PM – 3:15 PM	**Location:** Marcello 4401A
	Role: IT Executive	
	Speaker: Ayo Falokun, Key Bank	
	Abstract: This session will outline the benefits of BPM in integrating people, processes and systems. The following list some of the high level steps that we will explain in detail for gaining a rapid enterprise BPM adoption: - Components of a BPMS - Strategy to Project Focused Approaches - BPM Engagement Strategy - Common BPM Patterns - Highly available resilient BPM Infrastructure Architectures - Building Enterprise BPM Capabilities - Building a BPM Center of Excellence - BPM Implementation Principles - Sample Timeline for a BPM POC	

Session: 2449	**Title:** Managing Enterprise Services Through Service Versioning and Governance	
Track: Technology - BP Sponsored Sessions	**Date:** Monday, April 30, 2012 **Time:** 2:00 PM – 3:15 PM	**Location:** Palazzo I
	Role: Architect	
	Speaker: Brian Bubonic, Huntington National Bank; Emil Thomas, Prolifics	
	Abstract: Huntington National Bank is a midwestern bank headquartered in Columbus, Ohio. Over the past year, Huntington has been trying to enforce service governance by using IBM SOA products, and also by adopting stricter policies and standards around design, development and usage of the services. With an estimated 500-plus enterprise services to be in production by the end of 2012, and with challenging requirements to evolve services continually for the various consuming applications, this is no mean feat. In this presentation, we will showcase the challenges faced in the journey, the approaches taken, and the benefits achieved with enterprise service versioning and enforcing service governance to achieve enterprise service agility.	

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Session: 2721	**Title:** Developing a Robust Enterprise Service Bus on IBM zLinux	
Track: Technology - SOA, Connectivity & Integration	**Date:** Monday, April 30, 2012 **Time:** 2:00 PM – 3:15 PM	**Location:** Delfino 4003
	Role: IT Executive	
	Speaker: Yoshikazu Satou, The Bank of Tokyo Mitsubishi UFJ, Ltd	
	Abstract: The Bank of Tokyo Mitsubishi UFJ, Ltd (BTMU) has developed its first corporate wide Enterprise Service Bus on the IBM zLinux platform with IBM Enterprise Service Bus and IBM WebSphere Message Broker (WMB). Having done so, there was a huge discussion of which platform and ESB product to be chosen for the bank's corporate ESB. The combination of WMB and zLinux was chosen because of its high reliability and flexibility to meet the bank's detailed system requirement. This session will cover BTMU's severe requirements for ESB as the largest bank in Japan and the strategy for its SOA infrastructure improvement in BTMU's global banking environment.	

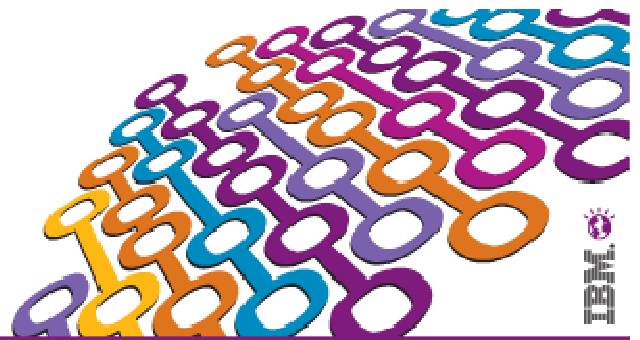| **Session:** 1233	**Title:** Simplify Configuration of Message-Level Security on DataPower	
Track: Technology - Implementing Industry Solutions for Improved ROI	**Date:** Monday, April 30, 2012 **Time:** 3:45 PM – 5:00 PM	**Location:** Lido 3003
	Role: Architect	
	Speaker: Robert Broeckelmann, Nova Ordis, LLC; Ryan Triplett, MasterCard Worldwide	
	Abstract: This session will introduce message level security concepts via an exploration of WS-Security and WS-SecurityPolicy. Robert C. Broeckelmann Jr. of Nova Ordis, LLC will describe how WS-SecurityPolicy can be used to simplify management of a Web Service's security policy. After presenting examples of WS-SecurityPolicy definitions, we will review how the WS-Security configuration of a WebSphere DataPower WS-Proxy object is simplified via the use of WS-SecurityPolicy—a concrete example is presented. The use of a policy definition can result in eliminating several Policy Actions from a Request Rule that must be configured. Likewise, WS-SecurityPolicy can efficiently communicate a service's security requirements to Service Consumers.	

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Session: 1656	**Title:** Rural Banking Simple Process - A Revolution at Rabobank Brazil	
Track: Technology - Implementing Industry Solutions for Improved ROI	**Date:** Monday, April 30, 2012 **Time:** 5:15 PM – 6:30 PM	**Location:** Murano 3206
	Role: Business Executive	
	Speaker: José Benício Oliveira Neto, Rabobank Brazil; Leonardo Vieiralves Azevedo, Habber Tec	
	Abstract: After the huge success achieved by Rabobank Brazil in their core rural banking processes, they decided to use IBM BPM to boost a new set of products and services delivered to mid size farmers, internally known as "Simple Process". Simple Process will allow Rabobank to deliver credit products in 50% less time than with their traditional process. The huge improvement is aligned to the value proposition of smaller deals and higher operational volume. Due to extensive asset reuse and all the capabilities to adapt the current processes, the new project was delivered in 75 days – from design to production - an amazing time to market for a new banking operation. Simple Process is a key growth strategy for the Rabobank Brazil Rural division in 2012.	

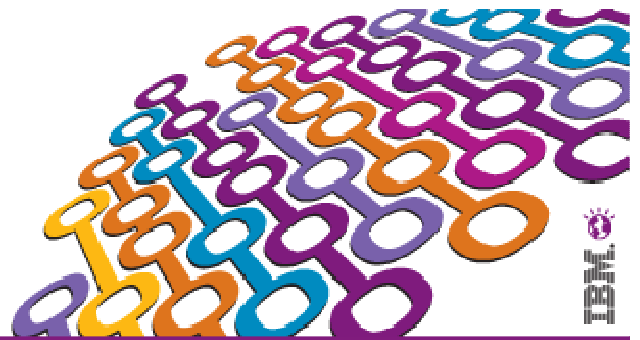| **Session:** 2146	**Title:** Case Study (U.S. Bank and The Willow Group): How to Build a Winning BPM Business Case	
Track: Technology - BPM and Decision Management	**Date:** Monday, April 30, 2012 **Time:** 5:15 PM – 6:30 PM	**Location:** Marcello 4402
	Role: Business Executive	
	Speaker: Dale Smith, U.S. Bank; Paul Cashin, The Willow Group	
	Abstract: While many organizations can identify worthwhile process improvement opportunities, creating a business case with an implementation and deployment plan that will win executive approval requires special focus and effort. In this session you will hear how U.S. Bank teamed with The Willow Group to develop a program roadmap to bring BPM automation to the Account Opening process, within the Wealth Management businesses. Dale Smith, Executive Vice President, will describe how the team leveraged IBM BlueWorks Live, and navigated across multiple product types and locations, disparate processes, and complex data and process rules to envision a solution running on IBM's BPM platform, and to rapidly develop a strong business case with near-term ROI.	

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Session: 1209	**Title:** SOA Web Services Interoperability and Security Beyond Basic Profile	
Track: Technology - SOA, Connectivity & Integration	**Date:** Tuesday, May 1, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Lando 4303
	Role: Architect	
	Speaker: Ryan McGuinness, First National Bank of Omaha	
	Abstract: As the world moves to a more diverse, partner-driven business model, architects, developers and security specialists need to have a deeper understanding of how to integrate quickly and securely across multiple platforms. This session will describe the techniques and traps associated with the WS-Security and WS-I standards, and provides a case study on how those challenges were overcome.	

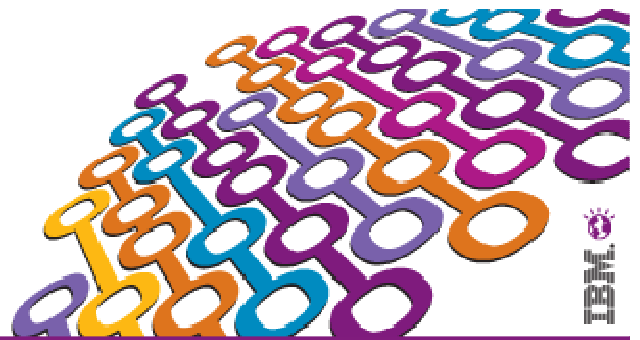| **Session:** 1366	**Title:** An Extreme Makeover: A Journey from Legacy to SOA	
Track: Technology - Application Infrastructure	**Date:** Tuesday, May 1, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Marcello 4503
	Role: IT Executive	
	Speaker: Debbie Walker, Trustmark National Bank	
	Abstract: The 99th largest US bank, Trustmark National Bank, has embarked on a project to modernize core banking applications. To date, legacy CICS assets have been exposed as services and are accessed through an Enterprise Service Bus, to support front-office operations. An analysis of services has resulted in the combination of fine-grained assets into business services, reducing unnecessary network traffic and simplifying service management. This presentation not only examines Trustmark's past and present journey in the cutting-edge technology adoption, but also covers the Trustmark's future roadmap. Learn firsthand on how IBM Blueworks Live is successfully being used to document and improve processes for the next phase, which addresses back-office automation. Also learn how SOA maturity model serves to illustrate accomplishments and future vision.	

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Session: 1745	**Title:** Case Study (Ford Credit): Globalizing Your Business Process Management Platform	
Track: Technology - BPM and Decision Management	**Date:** Tuesday, May 1, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Murano 3204
	Role: Business Process Analyst and Designer	
	Speaker: Kevin Collins, Ford Credit	
	Abstract: The journey to globalize your Business Process Management Platform can be a very challenging from a process, commonization, and local country requirement perspective. Ford Credit has several years of experience with BPM automation to drive efficiency throughout their Business Center operations. One of the ways to deal with global process variability is to abstract or generalize processes and make them quickly configurable for a variety of repeatable process implementations. This presentation will provide an overview of the key challenges when embarking on a large globalization initiative, the techniques used, and the lessons learned along the way.	

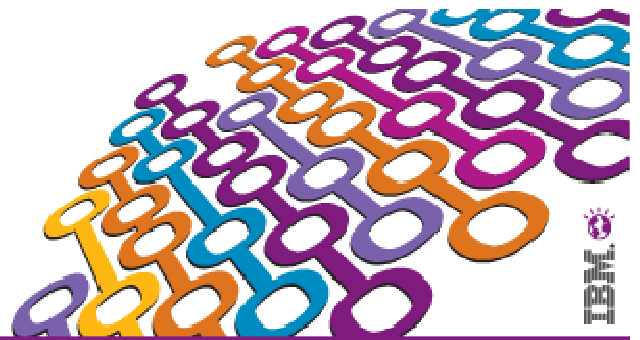| **Session:** 1173	**Title:** Visa Europe: Achieving Dynamism for Mobile Solutions	
Track: Technology - SOA, Connectivity & Integration	**Date:** Tuesday, May 1, 2012 **Time:** 1:30 PM – 2:45 PM	**Location:** Lando 4305
	Role: Architect	
	Speaker: Chris Wood, Visa Europe; Arnauld Desprets, IBM	
	Abstract: Visa Europe has expressed its ongoing commitment to delivering new mobile payments solutions. This commitment is embodied by the September 2011 release of the new platforms for person-to-person money transfer and near-real-time transaction alerting. The establishment of new capabilities to increase dynamism in service provision was fundamental to the success of these products. In this session, we will present how this challenge was met through the integration of several components, including a service registry (WebSphere Service Registry and Repository) and an ESB (WebSphere DataPower) to improve manageability, security and performance.	

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Session: 1398	**Title:** Driving BPM Adoption with the BPM Center of Excellence Model	
Track: Technology - Implementing Industry Solutions for Improved ROI	**Date:** Tuesday, May 1, 2012 **Time:** 1:30 PM – 2:45 PM	**Location:** Lido 3105
	Role: Architect	
	Speaker: Marc Fasbinder, PNC Financial Services	
	Abstract: This session will focus on how using the BPM Center of Excellence model can help drive the adoption of BPM in an organization. It will cover how PNC Bank organized their CoE, focusing on governance, methodology, best practices and skills transfers, in order to drive adoption of BPM throughout the enterprise.	

Session: 1403	**Title:** TD Bank: Mission-Critical ESB Implementation	
Track: Technology - SOA, Connectivity & Integration	**Date:** Tuesday, May 1, 2012 **Time:** 1:30 PM – 2:45 PM	**Location:** Marcello 4405
	Role: IT Consultant	
	Speaker: Ozair Sheikh, IBM; Dwayne Polowick, TD Bank; Fred Tucci, IBM	
	Abstract: An Enterprise Service Bus (ESB) is a critical component of service-oriented architecture that provides an integration layer between service consumers and providers. TD Bank uses a hybrid ESB consisting of WebSphere DataPower SOA Appliances and WebSphere Enterprise Service Bus to provide ESB services. TD Bank would like to share the experiences gained while implementing this enterprise-class ESB. The TD Bank team learned several architectural lessons, such as how to effectively deal with concentration risk, how to provide a highly available infrastructure and more. At the end of this session, you will learn the solutions and strategies that resulted in a successful implementation of ESB technologies at TD Bank.	

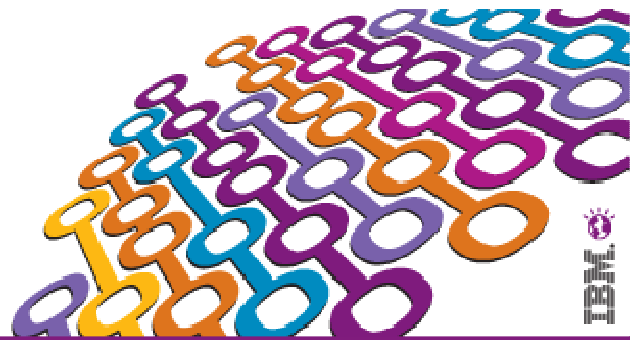Business Sessions   Technology Sessions

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Session: 1538	**Title:** Case Study (PNC Bank): Business Decision Modeling and Management	
Track: Technology - BPM and Decision Management	**Date:** Tuesday, May 1, 2012 **Time:** 1:30 PM – 2:45 PM	**Location:** Marcello 4402
	Role: Architect	
	Speaker: Muthu Venkataraman, PNC Bank; Ryan Zevchik, PNC Bank	
	Abstract: This topic will cover different aspects of complex decision modeling and management at PNC Bank. Also includes a case study to demonstrate the modeling, implementation and management aspects of BRMS, aka Decision Management. Complex business decision modeling and management requires Business and IT convergence. The case study will provide highlights of Business and IT collaboration.	

Session: 2056	**Title:** Batch Modernization of Statement Composition at Fidelity Investments	
Track: Technology - Application Infrastructure	**Date:** Tuesday, May 1, 2012 **Time:** 1:30 PM – 2:45 PM	**Location:** Lido 3001A
	Role: Architect	
	Speaker: David Scott, Fidelity Institutional Technology; Timothy C. Fanelli, IBM; Rajesh P. Ramachandran, IBM	
	Abstract: This presentation discusses Fidelity Investment's migration of "statement composition" application from COBOL to Java batch, using WebSphere XD Compute Grid on z/OS. We will provide an overview of motivations for embarking on a batch modernization strategy, including language, design, extensibility, and support issues. Additionally, a case study will be presented, discussing (a) the Statement Composition application, (b) decisions to redesign vs. recode functionality, (c) adopting new technologies, including language, environment, and rules engines, (d) performance metrics, and (e) change in process management. The presentation will highlight the benefits of Java Batch using Compute Grid on z/OS by discussing a real-world implementation.	

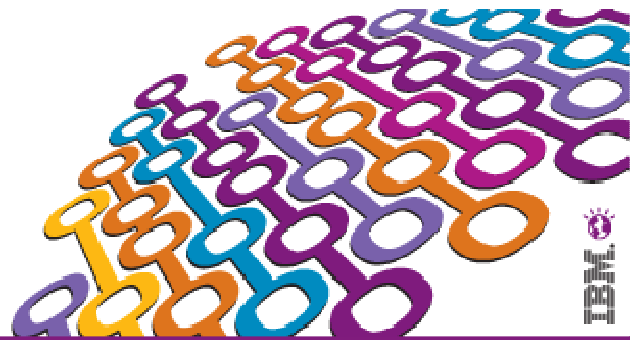Business Sessions   Technology Sessions

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Session: 1703	**Title:** Case Study (BanBif): Exceed Banking Business Expectations and Deliver a BPM Application in 110 Days	
Track: Technology - BPM and Decision Management	**Date:** Tuesday, May 1, 2012 **Time:** 4:45 PM – 6:00 PM	**Location:** Delfino 4005
	Role: C-Level	
	Speaker: Fernando Meza, BanBif	
	Abstract: This session covers implementing Business Process Management in selling credit cards, integrating sales executives with the bank's legacy systems and connecting to external suppliers. The project was implemented in record time, 110 days, in line with business expectations. The bank has defined BPM as its key platform for "Fast Track" agile business initiatives.	

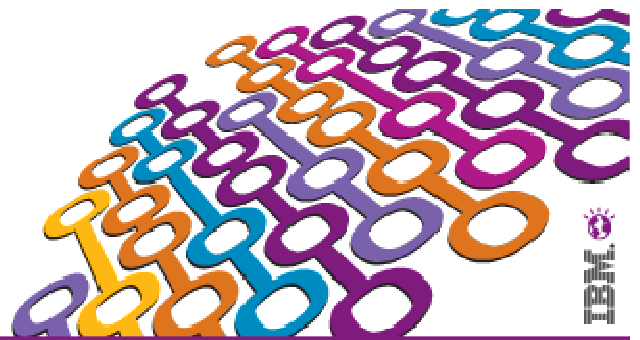| **Session:** 2078	**Title:** Quo Vadis: Service Partner Integration and API Management of a Home Loan Bank	
Track: Technology - SOA, Connectivity & Integration	**Date:** Tuesday, May 1, 2012 **Time:** 4:45 PM – 6:00 PM	**Location:** Lando 4301B
	Role: Infrastructure and System Managers	
	Speaker: Daniel Schoeman, W&W Informatik GmbH; Heiko Dreher, W&W Informatik GmbH	
	Abstract: W&W is the oldest home loan bank in Germany. With today's changes in IT technologies, the bank is now facing new challenges. Customers demand instant access to all the bank's services across different channels. Integration of these channels and service partners is an important factor to the success of the bank. In this session, we will explain how we react quickly to changes, and apply the highest security standards for integration of external partners into our processes by using DataPower Appliances. We will give some insight into the integration of an external credit assessment provider into our core System z platform. This integration was accomplished by bridging a proprietary partner interface based on XML, XML-Security and HTTP(S) to our IMS-based system via reliable WMQ communication.	

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Session: 2266	**Title:** Achieving a BPM and SOA Enterprise Architecture with IBM's Industry Models	
Track: Technology - SOA, Connectivity & Integration	**Date:** Tuesday, May 1, 2012 **Time:** 4:45 PM – 6:00 PM	**Location:** Lando 4305
	Role: Business Executive	
	Speaker: Brendan O'Sullivan, IBM; David Kearns, IBM	
	Abstract: This session will focus on how IBM customers, such as Bank of America and ING, are successfully defining their enterprise architecture from project inception to execution with their use of IBM's Banking Process and Service Model content accelerators, in conjunction with WebSphere and Rational tooling. The session will discuss how customers achieve business and IT alignment and derive reusable IT services using a common business language approach. The session will also practically demonstrate BPMN 2.0-compliant banking process content in IBM Business Process Manager. In addition, it will demonstrate how the associated downstream IT services are modeled at analysis and design time with Rational tooling.	

Session: 1501	**Title:** Integrated DataPower / Tivoli Security Scenarios	
Track: Technology - SOA, Connectivity & Integration	**Date:** Wednesday, May 2, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Marcello 4403
	Role: IT Executive	
	Speaker: William J. Hines, IBM	
	Abstract: Attend this session to see how products like DataPower, WebSEAL, Tivoli Federated Identity Manager and Tivoli Security Policy Manager combined with standards such as SAML, XACML, WS-Security and WS-Trust to provide effective security for the ESB-driven SOA infrastructure.	

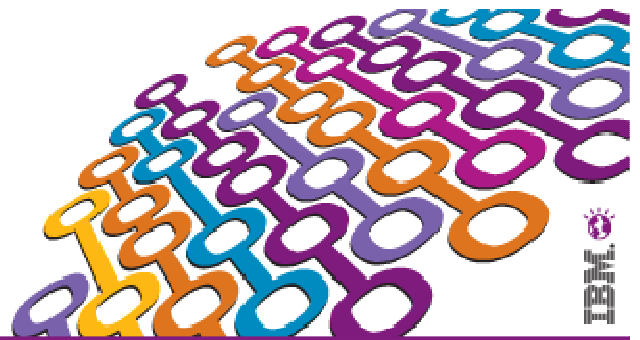**Business Sessions**   **Technology Sessions**

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Session: 1894	**Title:** Toward an Integrated and Managed File Transfer Solution at Banco de España	
Track: Technology - SOA, Connectivity & Integration	**Date:** Wednesday, May 2, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Delfino 4005
	Role: Architect	
	Speaker: Rafael Fernandez, Banco de España	
	Abstract: This presentation will cover how WebSphere MQ File Transfer Edition has helped Banco de España simplify their IT infrastructure by providing a unified and flexible file transfer solution. We will also discuss how the solution was easily integrated with other key components of the Enterprise Service Bus infrastructure.	

Session: 2015	**Title:** Highly Reliable Java Framework on z/OS for Central Bank in Japan	
Track: Technology - Application Infrastructure	**Date:** Wednesday, May 2, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Palazzo I
	Role: Architect	
	Speaker: Junichiroh Hirose, NTT DATA Corporation	
	Abstract: This session will explain Central Bank of Japan's packaged product called FINALUNA rock-solid, which includes predefined IBM WebSphere Message Broker flows and Java framework running on a set of IBM middleware such as MQ, WebSphere Application Server z/OS and DB2 on a Sysplex system. The session will describe how we designed a high availability with no message loss, even when a system goes down. We will also show our planned banking application components on this framework.	

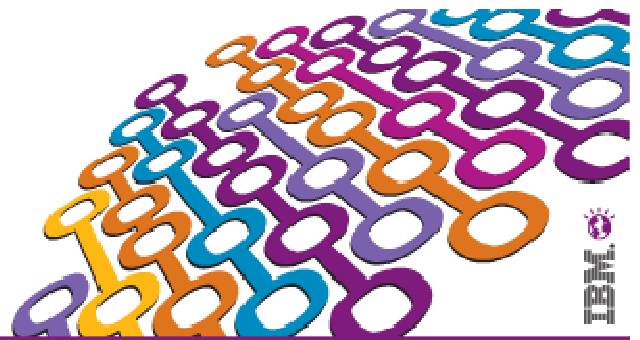Business Sessions   Technology Sessions

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Session: 2708	**Title:** Design Patterns for SOA Platform	
Track: Technology - SOA, Connectivity & Integration	**Date:** Wednesday, May 2, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Lando 4203
	Role: Architect	
	Speaker: John Filo, Westpac; Vinod Rahl, IBM	
	Abstract: Westpac has undertaking a business transformation using IBM technology at the core of its Enterprise SOA Platform. This presentation shall cover applying middleware technology, key design patterns and lessons learnt from the implementation. The solution consists of a hybrid bus with WDP and WMB. IMS, HTTPS and WMQ as transport protocols, ITCAM for SOA for service management, WSRR for design time, and XACML STS in WDP and use of IFW as an accelerator for service design.	

Session: 1891	**Title:** Money at the Speed of Light with IBM Enterprise Application Integration Solution	
Track: Technology - SOA, Connectivity & Integration	**Date:** Wednesday, May 2, 2012 **Time:** 10:45 AM – 12:00 PM	**Location:** Marcello 4501B
	Role: C-Level	
	Speaker: Ajit Rath, Union Bank of India	
	Abstract: UBI, one of the largest public sector banks in India, has 3,175 branches and more than 3,000 ATM in its network, which is spread across various geographic locations in the country. The project entails implementation of middleware solutions for reconnecting disparate applications of the bank. IBM WebSphere Message Broker architecture, cherished by SOA technology, is used as backbone for achieving the goal.	

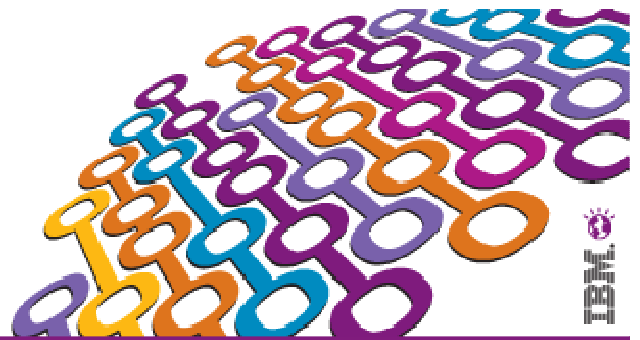Business Sessions   Technology Sessions

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Session: 1081	**Title:** Implementing Payment Card Industry Tokenization Requirements Using DataPower and WebSphere Application Server Virtual Enterprise in a Web 1.0/2.0 Environment

Track: Technology - SOA, Connectivity & Integration	**Date:** Wednesday, May 2, 2012 **Time:** 1:30 PM – 2:45 PM	**Location:** Palazzo O
	Role: Architect	
	Speaker: Sridhar Yerramreddy, Liberty Mutual; John Rasmussen, IBM	
	Abstract: Liberty Mutual Insurance Company has implemented a Payment Card Industry (PCI) compliance solution using WebSphere DataPower, WebSphere Virtual Enterprise and RSA Tokenization Services. This system supports traditional Web 1.0 (SOAP/HTTPS) solutions as well as Web 2.0 RESTFul web services with JSON payloads. This goal of this session is to highlight technology strategies that were considered and implemented to meet and lower the PCI compliance burden. It then examines tokenization and Shared Application Infrastructure in greater detail. We plan to review the PCI DSS requirements, applications and systems architecture, benefits of management, and sustained compliance.	

Session: 2304	**Title:** Maybank's IT Transformation Journey Using WebSphere Message Broker, Process Server, DataPower & ILOG

Track: Technology - SOA, Connectivity & Integration	**Date:** Wednesday, May 2, 2012 **Time:** 3:15 PM – 4:30 PM	**Location:** Marcello 4405
	Role: IT Executive	
	Speaker: Mohd Ibrahim Senin, Malayan Banking Berhad; Abdul Allam, IBM	
	Abstract: Maybank is Malaysia's largest financial services group operating in 21 countries with 21 million customers. Maybank is transforming its domestic and international operations to improve customer experience and its overall growth. A foundation for this is a reusable and agile integration architecture based on WebSphere (Message Broker, Process Server, DataPower and iLog BRMS). The diverse nature of its operations required the architecture to cope with variability in each country. This was achieved through the establishment of technology agnostic, reusable interaction patterns which minimize architecture and development effort and enhance maintainability. This session will give an overview of the integration architecture based on interaction patterns and how they ensure the goals of re-usability, business agility, scalability and ease of maintenance.	

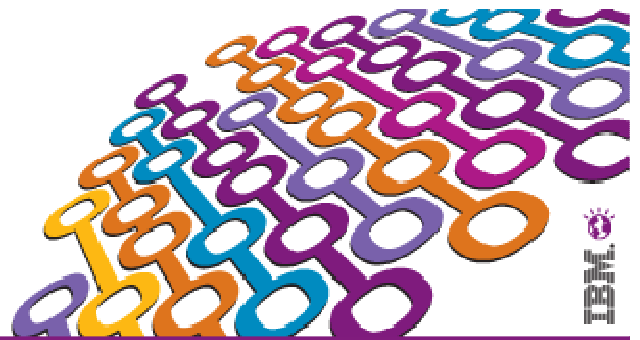| Business Sessions	Technology Sessions

Session: 2148	**Title:** The World's Premier Interdealer Broker Modernizes Back Office Through SOA	
Track: Technology - SOA, Connectivity & Integration	**Date:** Wednesday, May 2, 2012 **Time:** 3:15 PM – 4:30 PM	**Location:** Lando 4305
	Role: Architect	
	Speaker: Simon Farrow, Icon; Andy Williams, ICAP	
	Abstract: To be competitive in ever-changing financial markets, a business needs flexible and robust IT systems that can respond quickly to change. ICAP realized this through implementation of an SOA to support the post-trade, back-office systems for OTC trading. By implementing a best-of-breed service oriented architecture, built on IBM WebSphere MQ, Message Broker, Process Server, Service Registry and ILOG JRules, change releases were reduced from three months to two weeks, affording the business greater agility and reducing overall cost. In this presentation, we will discuss the road to enablement, covering the technologies which support the solution, challenges faced and standards, patterns and methods used. We will also discuss the "gotchas" and best practices.	

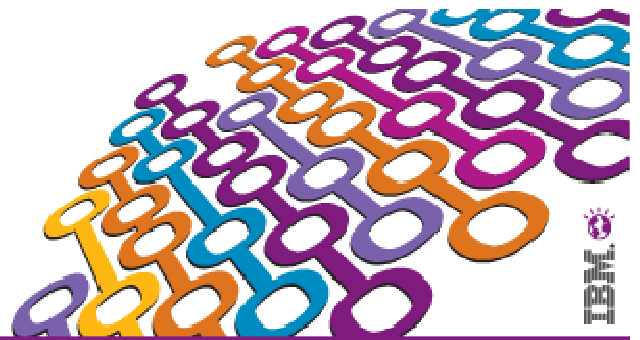| **Session:** 1521	**Title:** Oracle to IBM: One Year Later	
Track: Technology - Implementing Industry Solutions for Improved ROI	**Date:** Thursday, May 3, 2012 **Time:** 8:45 AM – 10:00 AM	**Location:** Murano 3205
	Role: IT Executive	
	Speaker: Paul Lewis, D+H; Michael Davison, D+H	
	Abstract: Join D+H, a premier integrated solutions provider to Canadian banks and financial institutions, as their representatives explore the rationale behind the migration from Oracle to IBM technology within a key line of business. Areas of focus include application server, Enterprise Service Bus, database, hardware, infrastructure operations and next-generation technologies.	

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Session: 2307	**Title:** Case Study (Ridge Clearing & Outsourcing Solutions): Delivering Business Value with IBM BPM

Track: Technology - BPM and Decision Management	**Date:** Thursday, May 3, 2012 **Time:** 3:15 PM – 4:30 PM	**Location:** Delfino 4005
	Role: Business Process Analyst and Designer	
	Speaker: Ashraf Souleiman, Prolifics	
	Abstract: Ridge Clearing and Outsourcing Solution Inc., a leading full-service outsourcing provider to the global financial industry, has embarked on a journey to use IBM Business Process Management technology in order to reduce the manual efforts required to deliver quality service to their customers. During this session, Ridge Clearing and Prolifics will present how IBM Business Process Manager V7.5 helped in modeling and automating the Ridge Clearing process. The presentation will detail the business value, implementation approach, lessons learned as well as how the "out of the box" Business Process Manager V7.5 dashboard helped manage the load between team members while providing visibility. Business Process Manager V7.5 assisted Ridge Clearing in delivering quality reports on time with less effort and less human errors.	

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