



SAP® Financial Services Forum

Building the Foundation for Digital Change

June 23–24, 2015, London



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SAP® Financial Services Forum

Building the Foundation for Digital Change

June 23–24, 2015

Grange St. Paul's Hotel, London

The SAP® Financial Services Forum is an essential event for senior executives in the global financial services industry, and the 2015 event promises to be the biggest and best to date.

Join your fellow business leaders and industry commentators for two days of high-level debate, strategy setting, and networking.

We hope you can join us for this important global industry event.

Building the Foundation for Digital Change

WHAT IS THE EVENT?

The SAP Financial Services Forum is a two-day free-to-attend event for senior business, operations, and IT professionals from across the financial services spectrum. They will be joined by media representatives, industry analysts, SAP partners, and SAP executives for high-level interaction and discussion.

CORE THEME

This year's theme is "Building the Foundation for Digital Change," encompassing:

- Digital transformation at banks and financial services firms
- Fintech innovations that influence and affect financial services
- Foundations for a better, leaner organization



WHY SHOULD YOU ATTEND?



Thought leadership

Hear from industry leaders in digital banking and financial services about today's and tomorrow's key topics and challenges.



Networking opportunities

Network with your peers and attend exclusive dinners and other social events.



Executive access

Benefit from 1:1 access to senior SAP executives and SAP financial services customers.



New possibilities

Discover how to achieve an omnichannel business approach, simplify operations, and continuously manage risk and regulatory compliance.



Partner showcase

Meet and explore the innovative solutions and services of selected SAP partners, including Accenture, Deloitte, and IBM.

WHO SHOULD ATTEND?

The event is open to:

- Senior decision makers from retail, corporate and investment banking, capital markets, central banks, and insurance firms
- Heads of digital, channels, customer service, marketing, sales, and finance and risk
- Senior IT transformation leaders

Speaker Profiles



Rob Hetherington, General Manager, Financial Services EMEA

Rob Hetherington leads SAP's Financial Services business. He oversees SAP's relationships and business with financial institutions across Europe, the Middle East and Africa, leveraging the full set of SAP's industry solutions, specialist solutions, services, and maintenance capabilities to provide business value and innovation to our customers. Rob has spent the majority of his career in the Financial Services sector, initially as a banker and thereafter as a consultant at Accenture and Capgemini.



Ross Wainwright, Global Head of Financial Services Industries, SAP

Ross Wainwright leads a team that brings together all industry solutions, development, sales, professional services, support, partner and other SAP organizations for the benefit of the customers. A recognized leader with a track record of growing the business, Ross previously held other senior executive roles with SAP. As Executive Vice President (EVP) of Services for North America, Ross grew the Services organization in this region to a highly profitable business with a best in class operational income contribution.



Kevin Hanley, Director of Design, Royal Bank of Scotland

Having joined the Royal Bank of Scotland in 2009, Kevin is now the Bank's Director of Design. In this role Kevin is responsible for the Bank's Architecture, Data and Analytics and Lean functions, as well as the strategy and innovation agenda for the Bank's Services organization. This includes responsibility for the Bank's solutions network around the world, including its corporate outpost in Silicon Valley and innovation hubs in Edinburgh and London. Prior to joining the Bank, Kevin was the Head of Services within ABN AMRO with responsibility for technology, operations, property, and procurement services across the group. Kevin has a Bachelor of Arts degree from Cambridge University.



Seth McGuire, Senior Business Development Manager, Data Channels, Twitter

Seth is a Senior Business Development Manager at Twitter, focusing on data partnerships. He was the Senior Director of Business Development at Gnip before moving with the team to Twitter post-acquisition. Prior to that, he completed an MBA at the University of Virginia Darden School of Business, after having spent five years in research and sales at the Corporate Executive Board, a D.C. based consulting firm. He has been a guest speaker on social media and the markets on programs including CNBC's "Squawk Box," Bloomberg's "Money Moves" and Fox Business' "After the Bell."



Dev Govender, Program Executive – Head of Program Delivery, Nedbank Ltd

Dev is the Executive Head of Portfolio and Project Management in Group Technology. Before joining Nedbank he worked both internationally (including USA, Belgium, and UK) and locally, including for ABSA as the head of Enterprise Information Management and Data Governance and later as the Head of Enterprise Shared Services for Africa Technology. In addition, Dev Govender has over 16 years of experience in management consulting and IT.



James Stickland, Director of Innovation and Investments, HSBC

James is Director of Innovation and Investments at HSBC, having joined from JP Morgan Chase in 2014. James has a history of working with the Global Venture Capital, Large Cap Technology Business Development and Financial Strategy communities. He has a specific focus on enterprise technology (cloud, mobile, social data, and security), retail and private banking, and regulatory compliance.

Speaker Profiles



Andreas Weiskam, Co-Founder & Managing Director, Sapphire Ventures

Andreas joined Sapphire Ventures in 2006. He currently manages Sapphire's investments in Criteo, Currency Cloud, Docusign, iovation, iTAC, Lavante, Onventis, Retail Solutions, and ScytI. Prior to Sapphire Ventures, Andreas held business development roles at SAP, co-developing the SAP enterprise services community and leading reseller partnerships with Virsa Systems and Mercury Interactive among others. Before SAP, he co-founded Zadu, a venture-backed instant messaging start up in Palo Alto.



Rahul Modi, Managing Director and CEO, Adarsh Credit Co-Operative Society Ltd.

A qualified Chartered Accountant Rahul has several years of experience in the BFSI segment, particularly in investment banking and private equity. His area of expertise includes management, leadership, technology, strategic planning, treasury, accounting, taxation and banking. Rahul is currently working with Adarsh Credit Co-Operative Society Ltd. in the capacity of Managing Director & CEO. Prior to Adarsh Credit, he has worked with Yes Bank and HDFC Bank, India.



Jesper Frederiksen, Vice President and General Manager, EMEA, DocuSign

Jesper serves as Vice President and General Manager, EMEA, at DocuSign, The Global Standard for Digital Transaction Management™. With more than a seventeen-year history working across EMEA and the United States, Jesper combines his wealth of sales and management experience with his passionate belief in the inevitability of Cloud Computing to drive DocuSign adoption in Europe, the Middle East, and Africa.



Peter Harrison, Head of Money, moneysupermarket.com

Peter has worked in financial for over 9 years across insurance and banking for moneysupermarket.com. As Head of Money he is currently responsible for working collaboratively with external partners and shaping future propositions to help moneysupermarket.com innovate for their customers and partners. The overall goal is to further enhance the status of moneysupermarket.com as a customer champion to help customers make the most of their money.



Mike Laven, CEO, Currency Cloud

Michael Laven is the CEO of Currency Cloud, a rapidly-growing Fintech company that is transforming how businesses move money around the world. Currency Cloud is well positioned to bring long-awaited change to the international payments landscape, by exchanging and transferring money as a cloud-based service. Joining in 2012, Mike is the driving force behind the firm, growing it to \$10bn in international payments. Over the past two decades, he has held leadership roles with a number of Fintech firms in London and Silicon Valley, including Infinity Financial Technology, Cohera and Coronet, FRS Global and Traiana.



Stacey Allaster, Chairman and CEO, Women's Tennis Association

Named by Forbes Magazine as one of the "Most Powerful Women in Sports", Stacey Allaster is an entrepreneurial leader with a history of leading global sports groups to exceptional results. Allaster serves as Chairman and CEO of the world's leading professional sport for women, the Women's Tennis Association. The WTA includes more than 2,500 players representing 92 nations competing for more than \$129 million in prize money at the WTA's 55 events in 33 countries.

Speaker Profiles



Steve Singh, Chief Executive Officer, Concur and Member, SAP Global Managing Board

Mr. Singh has served as Concur's Chief Executive Officer since 1996 and was named to the SAP Global Managing Board in January 2015. He leads the SAP Business Network, which brings together the teams from Ariba, Fieldglass and Concur and currently serves on the boards of directors for CornerStone OnDemand, Cleartrip, Buuteeq and ModuMetal. In addition, Mr. Singh serves as a director at the Washington Roundtable, chairman of the GBTA Foundation, a director of the W Fund, and a member of the Advisory Board for the Foster School of Business at the University of Washington. Prior to Concur, Mr. Singh served as the General Manager of the Contact Management Division at Symantec Corporation.



Wellington Sculley, Director of Business Development, Ripple Labs

Welly leads channel partner business development for Ripple Labs to bring Ripple's capabilities to banks and central banks globally. Prior to joining Ripple Labs, Welly worked with distributed payment platform technologies – most recently with Boku, an alternative global payment network operator. He holds a B.A. from Harvard College.



Matthias Kröner Co-Founder, Shareholder and CEO of Fidor Bank, Blogger and Book Author

Matthias Kröner's responsibilities within Fidor Bank AG include strategic and business development; investor, public and blogger relations; corporate communications; retail customer group; and community development and loan-distribution, as well as assets and liability management/treasury. Previously he co-founded DAB Bank and led it to an IPO in 1999, which was 49 times oversubscribed. In 2003 he founded KölschKröner & Co AG (KKuC), which transformed into Fidor AG before becoming today's Fido Bank AG.



Anne Boden, CEO, Starling Bank

Anne is CEO and Founder of Starling Bank. Starling was recently named by the Sunday Times as one of the top 25 Fintech Start-Ups in the world. Previously, Anne was Chief Operating Officer of Allied Irish Banks Plc and Head of EMEA, Global Transaction Banking across 34 countries for RBS and ABN AMRO. Anne began her career at Lloyds Bank, moved on to Standard Chartered Bank and then UBS in Zurich. In June 2010, Treasury and Risk Magazine named her as one of the ten most influential figures in global finance. Anne holds a BSc in Computer Science and Chemistry, an MBA, and is a Fellow of the Chartered Institute of IT.



Alex Letts, Chief Executive and Founder, Ffrees

Alex is Founder and CEO of Ffrees, the online current account provider that is taking Britain's banking sector by storm. Since launching Ffrees in 2013, Alex has grown the business into a serious contender to the main high street banks, with a customer base of 50,000. To date, Alex has raised over £5 million investment to grow the business and to develop its digital platform. Prior to starting Ffrees, Alex began his career in consumer advertising at Young & Rubicam in London before setting up his own technology agency, SMI Group.



Alick Varma, Founder and CEO, Osper

Alick is the Founder and CEO of Osper and set the company up in 2012 following a career in both teaching and business strategy for major technology brands, such as music streaming giant Spotify. The idea for Osper came from Alick's own life experience. Osper helps parents teach their children about money management through practical experience via a secure, dual-controlled app and debit card. With Osper, parents can safely and gradually transfer responsibility for money to their children from the age of eight.

Speaker Profiles

**Dr Margaret Robins, Analyst, Aviva UK**

Trained as a physicist, specializing in materials science, Margaret currently works in the Database, Analytics and Insight team in the marketing department of Aviva UK in Norwich. Her work involves building predictive models to target prospective customers. She has a keen interest in developing new methods for optimizing marketing campaigns using sophisticated modeling techniques.

**Scott Bales Innovation Ronin S3B Pte Ltd**

A technology guru, Scott Bales is a global leader in the cutting edge arena known as "The Digital Shift and Mobility", which encompasses innovation, culture, design, technology, and mobility in a world gone digital. A thought leader through and through, Scott thrives on the intersection between cultural and behavioral changes in the face of technology innovations. Scott has lead innovation and digital agendas at ANZ, Wing Money, Moven, VISA and Metlife



SAP® Financial Services Forum

Building the Foundation for Digital Change

Agenda – Day 1

Tuesday June 23, 2015

Grange St. Paul's Hotel, London

08:30 am	Registration and Refreshments in Exhibition Area
09:30 am	Welcome and Introduction to The 2015 SAP Financial Services Forum Rob Hetherington, General Manager EMEA Financial Services, SAP
09:45 am	Run Simple in Financial Services Ross Wainwright, Global Head of Financial Services, SAP with guest speaker Curtis Stange, Chief Strategy and Operations Director, ATB
10:30 am	Keynote Presentation How RBS is Investing in Innovation to Drive Digital Change Kevin Hanley, Director of Design, Services, RBS
11:00 am	Coffee Break
11:30 am	Keynote Presentation - The Imperative for Better Data Analytics to Enable Informed Financial Decisions Seth McGuire, Senior Business Development Manager, Data Channels, Twitter
12:00 pm	Exploring the Digital Transformation Journey Panel of Leading Banks and Insurers, led by Liz Fasciana and Margaret Doyle, Financial Services Partners, Deloitte
12:30 pm	Networking Lunch in Exhibition Area

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The agenda may be subject to change.
Please visit www.sap.com/fsforum for the latest details.

Customer Case Studies – Tracks A and B		
	Track A: Foundations for Digital Change and Innovation	Track B: Strategies for Digital Change and Innovation
14:00 pm	The Opportunity for Cloud in Secure Regulated Environments <ul style="list-style-type: none">Dev Govender, Head of Program Delivery, Nedbank Ltd	Innovation Labs and Fintech Funds: How can FSI Firms Foster Innovation and Agility? Panel Discussion with: <ul style="list-style-type: none">James Stickland, Director of Innovation and Investments, HSBCAndreas Weiskam, Co-Founder and Managing Director, Sapphire VenturesJesper Frederiksen, Vice President and General Manager, EMEA, DocuSignMike Laven, CEO, Currency Cloud
14:45 pm		
14:45 pm	Foundations for the Front End – Enabling Financial Inclusion in India by Transforming Core Operations <ul style="list-style-type: none">Rohul Modi, Managing Director, Adarsh Credit Co-Operative Society	The Customer Channel – Creating a Seamless Customer Journey Across Channel Borders <ul style="list-style-type: none">Peter Harrison, Head of Money, moneysupermarket.com
15:15 pm		
15:15 pm	Coffee Break in Exhibition Area	
15:45 pm	Digital Transformation and Innovation in Financial Services Likhit Wagle, Global Industry Leader, Banking and Financial Markets, IBM Global Business Services	
16:15 pm	Establishing a Challenger Bank and Exploiting the Digital Opportunity Rob Hetherington, General Manager EMEA Financial Services, SAP, with Guest Speaker, Stephen Christie, Interim CIO, Williams & Glyn	
16:45 pm	Transforming Womens' Tennis and Enhancing Fan Experience with Real-Time Data Analytics from SAP Stacey Allaster, Chairman and CEO, Women's Tennis Association	
17:15 pm	Networking Drinks	

SAP® Financial Services Forum

Building the Foundation for Digital Change

Agenda – Day 2

Wednesday June 24, 2015

Grange St. Paul's Hotel, London

08:30 am	Refreshments in Exhibition Area
09:00 am	Welcome Back to Day 2 of The 2015 SAP Financial Services Forum Rob Hetherington, General Manager EMEA Financial Services, SAP
09:05 am	Keynote The Power of Collaboration and Business Networks Steve Singh, Member of the SAP Managing Executive Board
09:30am	Keynote Led by Accenture
10:00 am	Keynote The Future of Transaction Networks Wellington Sculley, Director of Business Development, Ripple Labs
10:45 am	Coffee Break in Exhibition Area

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Strategic Business Streams

20 Minute Overview Keynotes, Followed by Panel Debate

	Retail Banking	Commercial Banking	Insurance
11:15 pm	Challenger Banks	Global Competition,	Customer Loyalty and the
12:40 pm	<ul style="list-style-type: none"> • Mattiaus Kroner, CEO, Fidor Bank • Anne Boden, CEO, Starling Bank • Alex Letts, Chief Executive, Ffrees • Alick Varma, CEO, Osper 	Regional Collaboration <ul style="list-style-type: none"> • Tom Durkin, Managing Director, Global Head of Integrated Channels, Bank of America Merrill Lynch • Rene Schuurman, Director – Global Market Manager Channel Services, Citibank 	Informed Cross Sell <ul style="list-style-type: none"> • Margaret Robins, Analyst Data Analytics and Insight, Aviva UK • Scott Bales, Innovation Ronin, S3B Pte Ltd Ronin • Eric Sluis, Strategic Advisor, Business and IT Transformation • Charles Juniper, Senior Insurance Analyst, Ovum

12:40 pm Re-imagining Financial Services for the Next Generation
Digital transformation is not going to simply have a technology impact, it's going to force financial services organizations to re-imagine how they position themselves to a younger clientele across all channels, both virtual and physical.

Our panel of keynote speakers from across the two days will debate and discuss how financial services will evolve in the 21st Century.

13:15 pm	Lunch and Networking in Exhibition Area
14:30 pm	Continuation of 1:1 Meetings, Workshops, Partner Sessions
17:00 pm	Event Close

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As financial institutions face the accelerated pace of change and disruption of digital technologies, businesses need to embrace new technological trends across their organization. At Deloitte, our specialist knowledge and industry experience enables our experts to deliver tailored solutions using latest technologies to help companies address these new challenges and maximize market opportunities.

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IBM

Leveraging IBM's market-leading industry and functional expertise and SAP's powerful enterprise tools, IBM and SAP have the unique combination of technology, process, and people to drive the transformation agenda at financial institutions, helping financial services organizations become more customer centric, balance costs with agility, improve risk management, and achieve industry differentiation. With a combined focus on client success, for over 40 years IBM and SAP have consistently delivered superior return on investment through thousands of successful implementations.

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<http://www.axxiome.com/>



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Bluefin Solutions is a global SAP consultancy inspiring enterprises to prosper in the digital world. Bluefin delivers business consulting, technology strategy, implementation, and change through award-winning expertise in SAP, analytics, digital, mobile, Web, cloud and SAP HANA. We work across the financial services spectrum, including retail, wholesale, banks, and insurance.

www.bluefinsolutions.com



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About the Venue

Grange St. Paul's Hotel boasts unrivaled contemporary facilities in a convenient location. It is situated in the heart of London's financial district, in the shadow of the historic St. Paul's Cathedral.



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How to Register

To reserve your place at the SAP Financial Services Forum, please register at the Web site below or contact your SAP account executive.

For further information about the event, please visit the Web site at www.sap.com/fsforum.





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