



# ComputerSweden

## **Bank 2.0 - Creating the Platform of the Future**

*Computer Sweden and Affärsvärlden are holding a full day seminar for current and important issues concerning the banks of the future, at Operakällaren, November 12. The morning is filled with short, stimulating discussions and Q&A, mixed with real client cases. The afternoon session is split into six short and efficient theme tracks.*

### **Agenda**

The purpose of the seminar is to illuminate the challenges and opportunities for banks today, when the customers' demand new and complex services increase, not to mention the fast-paced changes in government rules and regulations. The demands on the banking IT systems today, and in the future. How a modern IT infrastructure can bring possibilities and benefits to the business in a changing environment.

### **Seminar Target Group**

The seminar is free of charge if you work in one of the following sectors: bank, stock exchange, bonds and finance, insurance, crediting or trading. Others pay 3,995 kronor plus VAT.

### **Goal**

The qualitative goal is that the seminar should be the most important meeting place focusing on banking and IT. The quantitative goal is 150 to 170 visitors.

### **Marketing**

The seminar program will have a circulation of 40,000 and will be distributed as selected inserts in Affärsvärlden and Computer Sweden. Seminar ads will run in Affärsvärlden and Computer Sweden. Web ads will be running at [www.computersweden.se](http://www.computersweden.se) and [www.affarsvarlden.se](http://www.affarsvarlden.se). In addition, invitations will be sent out through VIP registries and networks.

### **Partnership**

The seminar is an event where decision makers and people with influence as well as users can meet and exchange thoughts and ideas. The general idea is exclusivity and close connections with the participants to create great opportunities and making new business contacts. To participate as a partner means associative marketing, a method for communication, marketing and sales.



## Programme (Preliminary)

- 08.00 am Registration and a light breakfast.
- 08.55 am Moderators: **Johan Hallenius**, Editor-in-Chief Computer Sweden and **Jon Åsberg** or **Pär Isaksson** Affärsvärlden.
- 09.00 am **The Consolidation of Banking in the Nordic Countries and Europe**  
What will the financial landscape be like in the future?  
The financial crisis – is it a threat or an opportunity for IT?
- 09.20 am **Essential IT Investments for the Future**  
Evaluation of an IT budget/IT investments and identifying efficiency opportunities. Short-term and long-term savings in IT resources and the operation. Defining the typical contradictory goals in cost management, business growth and IT risk management.
- 09:40 am **Competitive advantages from IT investments in compliance**
- 10.00 am Coffee break
- 10.40 am **Create an Open and Flexible IT Strategy to Enable Long-term Growth**  
Which changes are most important to implement?
- 11.00 am **Unite the Business Strategy with the IT Strategy**  
The demands for improvements in the core banking systems of the future. Better system management and faster transaction management.
- 11.20 am **Use the Advantages with an Integrated Multi-channel Strategy**  
Differentiated and tailored client solutions through innovative services.
- 11.35 am **Stronger Risk Management and In-house Control**  
Cost-savings through risk integration and process control.  
How can the in-house control get better with an efficient IT support?
- 12.00 am Lunch

Afternoon (choose one of the tracks)

- 01.00 pm **Bank 2.0**  
Next Generation of services  
New distribution channels  
The communication of the future
- 01.30 pm **New Generations – New Customers**  
The customers of the future – what do they need?  
What kind of relationship do they want with the bank?  
How do they communicate?
- 02.00 pm **Mobile Banking**  
Telecom operators, banks and credit card companies – competitors or partners?  
Opportunities in mobile services
- 01.00 pm **The Burden of Increasing Regulation Compliance**  
Challenges in the increasing amount of regulations  
Necessary IT investments  
Compliance in business development
- 01.30 pm **Exchangeable Core Banking Systems**  
The IT platforms of the future  
Replacing legacy systems  
SOA software and infrastructure
- 02.00 pm **Data center and IT optimization for Banks**  
Increased productivity, traffic and data security  
Simplicity and changes in the IT infrastructure  
Data center virtualization
- 02.30 pm Coffee Break
- 03.00 pm **IT architecture in Line With Your Bank's Strategy**  
Service oriented bank system architecture
- 03.30 pm **Next Step for Financial Services**  
A new era of competition within the financial service sector
- 04.00 pm Mingle

## Exposure content

### Partners

- Program item and speaker time for a customer case for the chosen subject, all in all 25 minutes, plus Q & A.
- Company logo, front page of the seminar program under "Partner".
- Exhibition area, 3x1 meter
- Company logo at the seminar web page
- Booking calendar at the seminar web page where the participants have the opportunity to book private meetings with the seminar partners
- Company logo on the agenda page at [www.affarsvarlden.se/seminarier](http://www.affarsvarlden.se/seminarier)
- Company logo on the agenda page at [www.computersweden.se/seminars](http://www.computersweden.se/seminars)
- Company logo in Affärsvärlden's marketing ads before the seminar: four ads and in the seminar program which will be an insert in Affärsvärlden in 2-3 issues (selected circulation of 10,000 in metropolitan areas)
- Company logo in Computer Sweden's marketing ads before the seminar: eight ads and in the seminar program which will be an insert in Computer Sweden once (total circulation 52,000)
- 10 participation invites for customers and other important business contacts within the seminar target group
- 2 participation invites for employees
- Participant list before the seminar and one week after the seminar at the latest.

*The cost of this investment is 140,000 kronor plus VAT.*

### Exhibitors

- Exhibit area 3x1 meter
- Company logo at the seminar web page
- Company logo on the agenda page at [www.affarsvarlden.se/seminarier](http://www.affarsvarlden.se/seminarier)
- Company logo on the agenda page at [www.computersweden.se/seminars](http://www.computersweden.se/seminars)
- Company logo in Affärsvärlden's marketing ads before the seminar: four ads and in the seminar program which will be an insert in Affärsvärlden in 2-3 issues (selected circulation of 10,000 in metropolitan areas)
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- 2 participation invites for employees
- Participant list before the seminar and one week after the seminar at the latest.

*The cost of this investment is 35,000 kronor plus VAT.*

### Additional Services

Ad in the Seminar Program

Partner +1/1 Page = 161,000 kronor

Partner +1/2 Page = 154,000 kronor

Partner +1/4 Page = 150,000 kronor

Exhibitor +1/1 Page = 56,000 kronor

Exhibitor +1/2 Page = 49,000 kronor

Exhibitor +1/4 Page = 45,000 kronor

### Luncheon Host

The seminar moderator will name the current company as luncheon host of the day. Company logo in the seminar program is included, under "Luncheon Host". Opportunity to give a company gift to the luncheon participants.

*The cost of this investment is 350 kronor per cover and person.*

### Cocktail Host

Finish the conference day with congenial mingling by the exhibitor space. A short presentation of the delegates. (10 minutes at the most) An opportunity to create appreciated activities like competitions or inviting a sommelier to present different beverages. Other valued activities could be inviting a stand-up comedian or musician.

*The cost of this investment is 350 kronor per cover and person.*

### Registry Gift

Take the opportunity to welcome the seminar participants with a registry gift. This appreciated activity will guarantee you the participants' attention.

*The cost of this investment is 40,000 kronor.*

### Computer Sweden Facts

Computer Sweden is Sweden's primary IT news channel. Computer Sweden has a unique reach among the IT decision makers in Sweden through the bi-weekly magazine, computersweden.se, as well as the numerous popular seminars.

Four channels reach the target group: the magazine, the site, the newsletters, and around 20 events/year. All this give you a unique market mix to the target group. In addition Computer Sweden offers the foremost instrument in Sweden for recruiting IT personnel: job ads, job inserts and csjobb.se. The target group consists of: IT managers and professionals in business and operation development. The typical readers are: IT managers, CIO, IT strategists, business developers, operation engineers, developers, IT project managers, and consultants.

Data/IT manager	57 %
Business management	22 %
Role within IT purchases:	
Establishing need	47 %
Evaluate solution	40 %
Evaluate/recommend supplier	28 %
Budget approval	17 %
Final choice of supplier	24 %

**Number of readers: 80,000** (Orvesto Näringsliv 2007:3)

### Affärsvärlden Facts

Affärsvärlden is the leading and most prominent business magazine in Sweden and one of the most important Swedish sources for economy analysis. The primary target group is the major decision makers, the main actors on the finance market and people in leading positions who are interested in business economy.

The typical Affärsvärlden reader is male, 46 years old, working in the private sector in a larger city. He has a position in management, drives a company car and his average annual salary is 464,000 kronor. He lives in a detached house and has a family with children.

#### % of Readers in Different Industry Sectors

Manufacturing industry	35 %
Consultancy	19 %
Finance	14 %
Public Sector	13 %
Data/IT	9.5 %

83 % of Affärsvärlden's readers have university-level education

82 % of Affärsvärlden's readers have management positions

Affärsvärlden has been appointed the best business magazine in Sweden for 13 years in a row. Affärsvärlden is ranked as number one when finance analysts, investors, company management, IR managers and information managers have their say. The ranking is conducted yearly by Hallvarsson & Hallvarsson, in connection with Svensk Image for business media and economy journalists.

**Number of readers: 62,000** (Orvesto Näringsliv 2008/full year), **105,000** (Orvesto Konsument 2008/full year)