

Manager's Special!
2 day conference
delegate fee £799 + VAT!
2 delegates £1099 + VAT!
3 delegates £1399 + VAT!

SMi present

Big Data in Retail Financial Services

Improving customer and business insight and real-time
risk management to deliver competitive advantage

Grange Tower Bridge Hotel, London, UK

27 - 28
NOV
2013



NEW UPDATED
PROGRAMME!

KEY TOPIC INSIGHTS:

- Evolving your organisation from a product-centric to a **customer-centric Big Data analytics competitor**
- Optimising **information systems architecture**: aligning Big Data with specific business goals to maximise value
- Using Big Data to strengthen **risk management and fraud detection** capabilities to improve bottom-line performance
- Combining insight from structured and unstructured data to deliver a clear and **single customer information environment**
- Using **predictive analytics** to reveal customer insights for better product and service strategies
- Improving **online and offline measurement** and analytics integration

SPEAKERS INCLUDE:

- **Reinhardt Schink**, Head of Market Analysis and Strategy, **Allianz Deutschland**
- **Tuuli Perkio**, Vice President, Debit Product Development, **MasterCard Worldwide**
- **Patrick Glenisson**, Head of Marketing Analytics, **KBC**
- **Marco Bressan**, Director Big Data & Open Platforms, **New Technologies, BBVA**
- **James Wycherley**, Director, Customer & Market Analysis, **Barclays Bank**
- **Kate Javes**, Head of Records and Information Governance, **HSBC**
- **Sian Tyrrell**, Records & Information Governance Manager, **Engagement, HSBC**
- **Emma Walker**, Head of Life Insurance, **Moneysupermarket.com**
- **Peter Thompson**, Head of Programme Assurance & Governance, **Co-operative Bank**
- **Caroline van den Bos**, Insight & NPS Director, **RSA Group**
- **Bernard Marr**, Founder and CEO, **Advanced Performance Institute**
- **Jan Pieter Lips**, Regional President EMEA, **Aimia**
- **Adrian Hado**, Head of insight and Analytics, **Avios**

Sponsored by



www.bigdata-retailfinancialservices.com

Register online and receive full information on all of SMi's conferences

Alternatively fax your registration to +44 (0) 870 9090 712 or call +44 (0) 870 9090 711



Big Data in Retail Financial Services

Day One | Wednesday 27th November 2013

www.bigdata-retailfinancialservices.com

8.30 REGISTRATION & COFFEE

9.00 CHAIR'S OPENING REMARKS

Peter Thompson, Head of Programme Assurance & Governance, **Co-operative Bank**

9.10 INTERNATIONAL KEYNOTE

Big Data - challenges, opportunities, and limitations

- Big Data as a valuable prerequisite for future commercial success – a great tool for educated decision making but nothing without business judgment and leadership
 - Big Data as a postmodern analytical tool – in the absence of being able to predict the future, understand your customers as well as shifts in their mindsets
 - Big Data as strategic foresight - ambiguity is not a lack of insights but an ingredient of future market successes
- Dr. Reinhardt Schink**, Head of Market Analysis & Strategy, **Allianz Deutschland**

9.50 KEYNOTE

Using Big Data analytics to inform strategic decision making

- Making the collection and analysis of Big Data strategic
 - Coupling traditional KPIs with the rich insights from structured and unstructured data
 - Analysing Big Data to answer your most critical business questions
 - Visualising Big Data to inform strategic decision-making
- Bernard Marr**, Founder and CEO, **Advanced Performance Institute**

10.30 MORNING COFFEE

10.50 Unlocking the value in transactional data - how banks will have to work as hard as retailers to earn loyalty

- How banks can improve customer engagement through unlocking the value in their transactional data
 - Connecting the dots – how to create value from working in partnership
 - Lessons financial institutions can learn from retailers
- Jan Pieter Lips**, Regional President EMEA, **Aimia**

11.30 Multilingual big data - the differentiator for retail banking success in global markets?

- Trends within the Retail Banking, how can multilingual Big Data help?
- The risk of using monolingual Big Data to influence global business decisions
- How does your customers' language affect their engagement with your products?

Brianne Moore, Business Consultant, **SDL**
Katie Brown, Language Solutions Manager - Financial Services, **SDL**

12.10 Incorporating Big Data in your operations – integrating Big Data in a strategic way that benefits your business and improves profitability

- Determining the core goal for Big Data Projects
- Propagating a taxonomy across the enterprise to realise searchable commercial insight with structured & unstructured data
- Prioritising investments and implementing a test and learn mentality to mitigate project failure risk
- Determine how fast and deep to proceed – determining the appropriate level and speed of investment for personnel and IT Infrastructure

Peter Thompson, Head of Programme Assurance & Governance, **Co-operative Bank**

12.50 NETWORKING LUNCH

2.10 INTERNATIONAL CASE STUDY

Big, open, and cloudy - an open model for the creation of incremental and disruptive Big Data solutions

- Increasing competitiveness by optimizing processes, guiding multichannel strategy and improved customer understanding
- Supporting incremental growth through core risk, payments and customer relationship solutions
- Unleashing disruptive growth through the open services model
- Deploying an open, services-led infrastructure to address the challenges of cheap prototyping, time-to-market, and joint technology-business development

Marco Bressan, Director Big Data & Open Platforms, **New Technologies, BBVA**

2.50 Leveraging Big Data to drive customer engagement: Start a dialogue...with a few million customers

- Using Decision Management to transform your business by making every decision count
- Developments in the availability and use of diverse data sources has provided opportunity to improve the understanding of individual customers, predict their needs and decide what, when and how to engage
- Using client case studies, this presentation provides insights into how leading marketing teams are using Decision & Dialogue Management technologies (such as advanced predictive analytics, business rules and large scale optimisation) to automate, connect and improve customer engagement, with millions of customers

Neill Crossley, Principal Consultant, Solution Consulting, **FICO**

3.30 AFTERNOON TEA

3.50 Big Data, big deal for insight? How does the advent of Big Data change assumptions and activity for insight departments in financial services?

- Examining the extent to which Big Data is having an effect on defining key business issues, hypothesis-driven investigation, and communication of new findings and accumulated knowledge
- Determining the operational and organisational issues that Big Data does not change
- Adopting best practice in insight management

James Wycherley, Director, Customer & Market Analysis, **Barclays Bank**

4.30 Records and data - what's the difference and why do we care?

- Why are records and data not the same thing?
- What difference does it make to how you manage them?
- Challenges of managing data and records in a corporate environment

Kate Javes, Head of Records and Information Governance, **HSBC**

Sian Tyrrell, Records & Information Governance Manager, Engagement, **HSBC**

5.10 CHAIR'S CLOSING REMARKS AND CLOSE OF DAY ONE

Register online at: www.bigdata-retailfinancialservices.com • Alternative

WHO SHOULD ATTEND?

Managing Directors and Heads of Department for the following professional job descriptions would benefit from attending Big Data in Retail Financial Services

- Customer Analytics Research
- Business Intelligence
- Customer Marketing
- Customer Insight
- Product Development
- Enterprise IT Architecture
- IT/ IT Infrastructure
- Platform Technology
- Product Marketing
- Market Analysis and Strategy
- Data Management
- Data Mining
- Digital Technology
- Social Media Customer
- Engagement
- Marketing Analytics
- Fraud Control
- Customer Relationship
- Management
- Credit Risk
- Risk Management
- Online-Banking
- Digital Marketing
- eChannels
- Customer Service
- Data Privacy
- Single Customer View
- Business Change and IT
- Risk Management
- Strategic Marketing
- Strategic & Business Insights
- Credit Risk Management
- Decision Analytics
- Pricing
- Underwriting
- Claims Management

8.30 REGISTRATION & COFFEE

9.00 CHAIR'S OPENING REMARKS

Caroline van den Bos, Insight & NPS Director, **RSA Group**

9.10 INTERNATIONAL CASE STUDY

Using Big Data to identify consumers' payment journey from cash to cards

- Leveraging a 24-month longitudinal analysis of current account and debit card transactions of 5 million consumers across Europe to quantify what prompts consumers to migrate from using cash for day-to-day purchases to using debit cards as their preferred means of payment
- Combining data analysis with consumer insights for deeper understanding of transaction analysis, and with market-level data to understand external factors that could impact debit adoption
- The evolution of consumers' debit card payment behaviour according to a clearly defined five-step framework, beginning with very limited debit usage and then progressing steadily from incidental to regular use based on a wide variety of factors

Tuuli Perkio, Vice President, Debit Product Development, **MasterCard Worldwide**

9.50 Using Big Data to provide enhanced service to customers and reduce churn

- Using big data to add value to the enterprise-customer relationship and boost loyalty
- Analysing information already held on data sets to provide financial planning and management insights to account holders
- Analysing different data sources to know your customer individually and by demographic to provide better service to your client

Tim Hulbert, Director of Global Insight and Future Propositions, **Barclaycard**

10.30 MORNING COFFEE

10.50 Big Data - starting the journey with data you already have

- Using Data to implement a next best-product recommendation tool for branch employees
- Embedding data analytics in the organisation through a combination of change management and effective tooling
- Understanding Big Data requirements through the creation of a self-service business discovery platform for marketers

Patrick Glenisson, Head of Marketing Analytics, **KBC Banking & Insurance**

11.30 INSIGHT FROM OUTSIDE

Using analytics to reveal customer insights for more personalised interactions and to drive the right customer behaviours

- Analysing customer spending behaviour and product usage to target the right products and services to customers
- Managing an ongoing reassessment of query strategy to reveal insight from customer behaviours
- Up-selling, cross-selling, and developing new products that customers actually want

Adrian Hado, Head of insight and Analytics, **Avios**

12.10 NETWORKING LUNCH

1.30 How to plan for the use of Big Data to optimise pricing and expand profitable, long-term customer relationships

- How to assess the importance of the vast amount of available unstructured information
- Developing segmentation strategies based on transactional, behavioural, and social profiles
- Providing a personalised, consistent experience regardless of channel selected by customer, eliminating traditional silos

Emma Walker, Head of Life Insurance, **Moneysupermarket.com**

2.10 PANEL DISCUSSION

What role will Big Data have in strengthening risk management and fraud detection capabilities?

- Big data - expanding the use of channel insight and increasing velocity of data capture to provide an enhanced snapshot of household finances and spending behaviour
- Using spending patterns to provide insight for the credit approval process
- Using alternative device transactions and ability to track changes in behaviour to identify new fraud or risk triggers

Moderator:

Darren Hodder, Director, **Fraud Consulting Ltd.**

Panellists:

Kevin Smith, Independent Payments System Consultant & Industry Expert Adviser, **European Merchant Risk Council**

2.50 The single customer view - beyond legislative requirements to reveal actionable insight

- Using the results of an anonymous study into financial services companies progress towards achieving a "single customer view", this session will address these questions
- Is there a single "single customer view?"
- How are financial services companies using Big Data?
- What insight are financial services companies looking for from their Big Data?
- What are the barriers to success?

Andrew Bryan, Director, **Henley Centre for Customer Management**

3.30 CHAIR'S CLOSING REMARKS AND CLOSE OF DAY TWO

3.35 AFTERNOON TEA

ely fax your registration to +44 (0)870 9090 712 or call +44 (0)870 9090 711

Supported by



Sponsored by



FICO

FICO is a leading analytics software company, helping businesses in 80+ countries make better decisions that drive higher levels of growth, profitability and customer satisfaction. FICO provides analytics software and tools across multiple industries to manage risk, fight fraud, build profitable customer relationships, optimize operations and meet strict government regulations.

www.fico.com



SDL

SDL enables global businesses to enrich their customers' experience through the entire customer journey. SDL's technology and services help brands to predict what their customers want and engage with them across multiple languages, cultures, channels and devices.

SDL has over 1,500 enterprise customers, 400 partners and a global infrastructure of 70 offices in 38 countries. 42 out of the top 50 brands work with SDL.

www.sdl.com

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

SMI offer sponsorship, exhibition, advertising and branding packages, uniquely tailored to complement your company's marketing strategy.

Should you wish to join the increasing number of companies benefiting from promoting their businesses at our conferences please call:

Alia Malick on +44 (0)20 7827 6168
or email: amalick@smi-online.co.uk

Want to know how you can get involved?
Interested in promoting your services
to this market?

Contact Humaira Kaiser, SMI Marketing
on +44 (0) 7827 6197 or email: hkaiser@smi-online.co.uk

NOVEMBER

**Benelux Infrastructure
Forum**

18 & 19 November 2013
Mövenpick Hotel
Amsterdam City Centre,
The Netherlands

**Big Data in Retail
Financial Services**

28 & 29 November 2013
Grange Tower Bridge Hotel
London, United Kingdom

JANUARY

Nordic Card Markets

20 & 21 January 2014
Radisson Blu Royal Hotel
Copenhagen, Denmark

APRIL

CEE Cards

9 & 10 April 2014
Sheraton Sofia Hotel
Balkan, Bulgaria

**SPONSORSHIP AND EXHIBITION
OPPORTUNITIES**

SMi offer sponsorship, exhibition, advertising and branding packages, uniquely tailored to complement your company's marketing strategy. Prime networking opportunities exist to entertain, enhance and expand your client base within the context of an independent discussion specific to your industry. Should you wish to join the increasing number of companies benefiting from sponsoring our conferences please call: Alia Malick Sponsorship Director on +44 20 7827 6168 or email: amalick@smi-online.co.uk

BIG DATA IN RETAIL FINANCIAL SERVICES

Conference: Wednesday 27th & Thursday 28th November, 2013, Grange Tower Bridge Hotel, London, UK

4 WAYS TO REGISTER

www.bigdata-retailfinancialservices.com

FAX your booking form to +44 (0) 870 9090 712
PHONE on +44 (0) 870 9090 711

POST your booking form to: Events Team, SMi Group Ltd, 2nd Floor
South, Harling House, 47-51 Great Suffolk Street, London, SE1 0BS, UK

Unique Reference Number

Our Reference

LVF-019

DELEGATE DETAILS

Please complete fully and clearly in capital letters. Please photocopy for additional delegates.

Title: Forename:

Surname:

Job Title:

Department/Division:

Company/Organisation:

Email:

Company VAT Number:

Address:

Town/City:

Post/Zip Code:

Country:

Direct Tel:

Direct Fax:

Mobile:

Switchboard:

Signature:

Date:

I agree to be bound by SMi's Terms and Conditions of Booking.

ACCOUNTS DEPT

Title: Forename:

Surname:

Email:

Address (if different from above):

Town/City:

Post/Zip Code:

Country:

Direct Tel:

Direct Fax:

Terms and Conditions of Booking

Payment: If payment is not made at the time of booking, then an invoice will be issued and must be paid immediately and prior to the start of the event. If payment has not been received then credit card details will be requested and payment taken before entry to the event. Bookings within 7 days of event require payment on booking. Access to the Document Portal will not be given until payment has been received.

Substitutions/Name Changes: If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. Two or more delegates may not 'share' a place at an event. Please make separate bookings for each delegate.

Cancellation: If you wish to cancel your attendance at an event and you are unable to send a substitute, then we will refund/credit 50% of the due fee less a £50 administration charge, providing that cancellation is made in writing and received at least 28 days prior to the start of the event. Regrettably cancellation after this time cannot be accepted. We will however provide the conference documentation via the Document Portal to any delegate who has paid but is unable to attend for any reason. Due to the interactive nature of the Briefings we are not normally able to provide documentation in these circumstances. We cannot accept cancellations of orders placed for Documentation or the Document Portal as these are reproduced specifically to order. If we have to cancel the event for any reason, then we will make a full refund immediately, but disclaim any further liability.

Alterations: It may become necessary for us to make alterations to the content, speakers, timing, venue or date of the event compared to the advertised programme.

Data Protection: The SMi Group gathers personal data in accordance with the UK Data Protection Act 1998 and we may use this to contact you by telephone, fax, post or email to tell you about other products and services. Unless you tick here we may also share your data with third parties offering complementary products or services. If you have any queries or want to update any of the data that we hold then please contact our Database Manager databasemanager@smi-online.co.uk or visit our website www.smi-online.co.uk/updates quoting the URN as detailed above your address on the attached letter.

MANAGER'S SPECIAL!

2 day conference delegate fee £799 + VAT!

2 delegates £1099 + VAT, 3 delegates £1399 + VAT!

CONFERENCE PRICES

I would like to attend: (Please tick as appropriate)	Fee	Total
COMMERCIAL ORGANISATIONS		
<input type="checkbox"/> Conference only	£1499.00 +VAT	£1798.80
PROMOTIONAL LITERATURE DISTRIBUTION		
<input type="checkbox"/> Distribution of your company's promotional literature to all conference attendees	£999.00 + VAT	£1198.80

The conference fee includes refreshments, lunch, conference papers and access to the Document Portal containing all of the presentations.

VENUE

Grange Tower Bridge Hotel, 45 Prescott Street, London E1 8GP

Please contact me to book my hotel

Alternatively call us on +44 (0) 870 9090 711,

email: hotels@smi-online.co.uk or fax +44 (0) 870 9090 712

DOCUMENTATION

I cannot attend but would like to purchase access to the following Document Portal/paper copy documentation	Price	Total
<input type="checkbox"/> Access to the conference documentation on the Document Portal	£499.00 + VAT	£598.80
<input type="checkbox"/> The Conference Presentations – paper copy (or only £300 if ordered with the Document Portal)	£499.00 -	£499.00

PAYMENT

Payment must be made to **SMi Group Ltd**, and received before the event, by one of the following methods **quoting reference F-019 and the delegate's name**. Bookings made within 7 days of the event require payment on booking, methods of payment are below. Please indicate method of payment:

- UK BACS** Sort Code **300009**, Account **00936418**
- Wire Transfer** Lloyds TSB Bank plc, 39 Threadneedle Street, London, EC2R 8AU
Swift (BIC): **LOYDGB21013**, Account **00936418**
IBAN **GB48 LOYD 3000 0900 9364 18**
- Cheque** We can only accept Sterling cheques drawn on a UK bank.
- Credit Card** Visa MasterCard American Express
All credit card payments will be subject to standard credit card charges.

Card No:

Valid From / / Expiry Date / /

CVV Number 3 digit security on reverse of card, 4 digits for AMEX card

Cardholder's Name: _____

Signature: _____

Date: _____

I agree to be bound by SMi's Terms and Conditions of Booking.

Card Billing Address (if different from above): _____

VAT

VAT at 20% is charged on the attendance fees for all delegates. VAT is also charged on Document Portal and Literature Distribution for all UK customers and for those EU customers not supplying a registration number for their own country here: _____

If you have any further queries please call the Events Team on tel +44 (0) 870 9090 711 or you can email them at events@smi-online.co.uk