

# Innotribe at Sibos

## Enabling collaborative innovation

## Sibos 2009 Hong Kong 14-18 September

### What is Sibos?

Much more than a conference and exhibition, Sibos is the world's premier financial services event, attracting the industry's leading figures and firms for the last 30 years. With the power to draw over 8,000 participants including financial institutions, corporates, application and middleware vendors, Sibos is the opportunity to reach the entire financial services industry.

### Who should attend Innotribe at Sibos?

Strategists, business and technology leaders, trend-setters and trend-watchers, entrepreneurs and evangelists, thinkers interested in shaping the future and doers looking for implementing it, anyone keen to find out how the world is changing and what that means to our industry.

At this year's Sibos, we are introducing an innovation stream, called *Innotribe at Sibos*. Innotribe is SWIFT's initiative to enable collaborative innovation. It aims to identify new ideas and then establish the infrastructure that will enable them to grow.

At Sibos, Innotribe will offer a rich programme of presentations, face to face discussions, interactive workshops, and special challenges - all aimed at one single goal: enabling collaborative innovation.

We will facilitate your brainstorming, and provide you with an infrastructure to help turn your ideas into reality. And you might be the winner of our Sibos 2009 Innovation Award.

### We aim to

- **Collaborate** - tap into the collective wisdom of the Sibos community to uncover new ideas, discuss them, progress them and most importantly facilitate their implementation.
- **Share** - pool awareness about new trends to discover what is available today and what is cooking in the different research and development areas of our community.
- **Facilitate** - support innovation in the financial industry, inspired and guided by innovation specialists that we call Innotribe leaders.
- **Challenge** - spur each other on to make theoretical concepts more tangible. In our interactive workshops, called Sibos Labs, we'll give you the opportunity to create prototypes of innovative ideas. At the end of Sibos, the best idea will win the Sibos 2009 Innovation Award.

### Themes

Between now and September, and during Sibos, we will structure our discussions and challenges according to the following three themes:

- **Cloud** - are 'cloud computing', 'software-as-a-service' and 'banking-as-a-service' just the latest buzzwords, or do they represent a fundamental shift in how our customers will consume financial services? Where does this model work and where does it fall short? How can it help our community to further reduce total cost of ownership and get to market faster with new applications and services?
- **Mash-up** - new technologies are creating opportunities to smartly combine existing services and applications to create new products or enhance existing ones. Most examples so far have been in retail banking. Will this trend also permeate B2B environments?
- **Crowd** - how can communities and social networks help in defining new financial services and new models of collaboration? How can we leverage collective intelligence to engage differently? In which spaces?

### Innotribe leaders

In preparation for Sibos, we have gathered together a small group of innovation leaders from our community. We call them our Innotribe leaders. In the build-up to the event, the Innotribe leaders will animate an online dialogue with the community to distil the key characteristics and content of the different Innotribe themes. Visit [www.innotribe.com](http://www.innotribe.com) to take part. At Sibos, they will each lead one of the three themes and work with the rest of the Sibos crowd on innovative ideas to present for the Sibos 2009 Innovation Award.

### Key components

- **Opening** - Beyond Web 2.0 – What will you create? We have invited some prominent speakers, who will help answer this question by inspiring the audience to innovate during Sibos and beyond. After this, each of the Innotribe leaders will present the programmes for their themes for the rest of the week.
- **Sibos Labs** - Interactive workshops, fully equipped with tools and connectivity, to brainstorm on new ideas but - more importantly - to make these ideas tangible in application mock-ups or prototypes. These Sibos Labs will be led by the Innotribe leaders helped by professional facilitators.
- **Face to face discussions** - Face to face discussions centred on three themes, facilitated by professional moderators. Three sessions are planned during the week: Cloud economics, The future of banking, Where does the money go?
- **Closing with buyer's panel** - The Innotribe closing will take place just before the Sibos closing plenary. The results of the Innotribe Sibos Labs will be revealed, and the winner of the Sibos 2009 Innovation Award will be selected based on the assessment of a panel of buyer's (composed of senior members of our community) and the opinion of the Sibos crowd.

- **R&D insights** - An opportunity to take a glimpse at what is cooking in the various research and development labs of leading financial institutions and technology firms. A select group of financial institutions and SWIFT partners will showcase future developments that cannot be seen on the Sibos exhibition floor, in 30 minute power speeches.
- **Idea gathering** - To gather, discuss, and rank new ideas during Sibos, we will use the Innotribe wall, located on our innovation floor next to the SWIFT stand. Ideas will be gathered at different locations in the Sibos conference centre.
- **Crowd activities** - Throughout Sibos week, we will use the innovation floor, next to the SWIFT stand, to host inspiring and creative happenings and crowd activities.

### What is happening where?

- **Innotribe floor, next to the SWIFT stand**
  - Idea gathering on the Innotribe wall
  - R&D insights
  - Crowd activities
- **Innotribe dome**
  - Opening
  - Face to face discussions
  - Sibos Labs interactive workshops
  - Closing with buyer's panel

*Innotribe at Sibos* is an integral part of Sibos. There is therefore no separate registration process. To participate, please register as a Sibos delegate for the full week or on day passes, and join us on the Innotribe floor or in the Innotribe dome.

### More

For more information about Sibos 2009 and the Innotribe at Sibos agenda, visit [www.sibos2009.com](http://www.sibos2009.com).

To join the Innotribe dialogue, visit [www.innotribe.com](http://www.innotribe.com)