

Innotribe at Sibos

Innotribe 
ENABLING COLLABORATIVE INNOVATION

Sibos 2010 Amsterdam 25-29 October

What is Sibos?

Every year Sibos brings together the financial industry for one week to create opportunities for individuals, organisations and the community as a whole. It is a unique forum to meet, discuss, promote, and do business. Facilitated and organised by SWIFT, Sibos creates the stimulus for learning, collaborating, and taking the collective action that shapes the future of our industry.

Innotribe at Sibos

Innotribe, a SWIFT initiative, is a set of events, tools and projects that enables collaborative innovation in financial services.

Now in its second year, Innotribe at Sibos, Innotribe's flagship event, runs throughout Sibos week and offers a comprehensive programme of activities that take place at the interactive space within the Sibos exhibition, with additional sessions on the SWIFT stand and throughout the Sibos conference.

Who should attend?

Innotribe at Sibos is open to all who come to Sibos. It brings together strategists, business and technology leaders, trend-setters and trend-watchers, thinkers interested in shaping the future and does looking to implement it, and anyone keen to find out how the world is changing and what that means to our industry.

Why attend?

Innotribe at Sibos aims to inspire and gives you the stage to inspire those around you with innovative ideas for the future of the financial industry. Join us to discover new business and technology trends; share and discuss ground-breaking ideas for co-investment; and challenge each other to build theoretical concepts into tangible prototypes in professionally facilitated workshops.

With more speakers – Heads of Innovation from across industries, as well as experts from banks – and more forward thinking sessions, this year's Innotribe at Sibos is bigger, bolder and more cutting-edge than last year's.

What to expect?

Innotribe at Sibos offers keynote presentations, face-to-face discussions, interactive workshops, R&D demonstrations, as well as the Sibos Innovation Awards and Start-up Competition.

Themes

- Cloud: following last year's Labs, which were focused on the economics of cloud computing, this year focuses on the practical implementation, user experiences, and why it's important for the financial industry. There will be a specific focus on hybrid cloud models and APIs.
- Mobile: the emergence of mobile payments, especially in the worker's remittances area, and the role of banks.
- Smart data: how to capitalize on the power of semantic web technologies to enable greater intelligence for financial institutions.

The best ideas from these three themes will be presented before the Pitch your Innotribe Lab buyer's panel and compete for the Sibos 2010 Innovation Award.

- The Long Now: this series of interactive workshops will engage in long term scenario planning for the financial industry.

The main themes are supplemented with an innovation best practice debate, innovation masterclasses, an update on eMe/eBiz, and R&D talks by leading financial institutions and technology firms.

Innotribe is organised by SWIFT Innovation with the support of financial institutions, vendors and innovation leaders.

We look forward to seeing you in Amsterdam.

The Innotribe team

www.sibos2010.com
www.innotribe.com
www.swiftcommunity.net/innotribe
innotribe@swift.com



Innotribe - programme per day

Session types

All sessions take place in the interactive workspace, unless otherwise mentioned.

- **Keynote presentations:** panel members take turns delivering to-the-point presentations
- **Face-to-Face discussions:** introductory speeches followed by interactive debates during which the audience is encouraged to voice opinions and ask questions
- **Labs:** professionally facilitated and moderated interactive workshops where audience participation is key

Monday - Thursday

09:00-18:00 (Innotribe theatre, SWIFT stand) R&D demonstrations by leading financial institutions and technology firms, including the results of some SWIFT proofs-of-concept.

- Robin Beauchamp, Director Technology and Development, Payment Adviser
- Stijn Christiaens, COO, Collibra
- Neil Costigan, CTO, Behaviometrics AB
- Marc Delbaere, Head of Standards Strategy and Architecture, SWIFT
- Martine De Weirdt, Head of Coexistence, SWIFT
- Yves Garagnon, Director General, Equity
- Sylvain Guerin, Senior Architect, Agile Birds
- Paul Janssens, Product Manager, SWIFT
- Benoit Lefebvre, Consultant, Equity
- Matteo Monaco, Head of Corporate Sales NA, SWIFT
- Nicolas Muhadri, President, Stream Mind
- Oliver Neff, Sales Manager Central Europe, Moxie Software
- Nicolas Neufkens, Product Manager, SWIFT
- Brad Rosenthal, Head of Sales and Marketing, Payment Adviser
- Dominique Snyers, Founder, Agile Birds
- Jacqueline Taylor, Director, Flying Binary
- James Varga, CEO, MoneyDashboard
- Cyril Vignet, Manager SEPA Business Line, BPCE

Monday 25 October

09:00 - 10:30 (Conference room 1) Innovation Opening Keynote: The big tectonic shifts

In this opening session of Innotribe at Sibos, thought leaders will present the major tectonic shifts that underpin our current technology landscape. From push to pull, to generation Y and the new digital normal: how do they influence the shifts in financial services?

- Steve Ellis, EVP, Wholesale Banking Group, Wells Fargo
- John Hagel, Director, Deloitte Centre of the Edge
- Peter Hinssen, CEO, A-Cross Technologies
- Venessa Miemis, Graduating Student NYC, Emergent by Design
- Nova Spivack, CEO, Lucid Ventures

11:00 - 12:30 Cloud Computing Keynote: Towards new models and APIs

Keynote presentations on the recent evolutions in cloud computing, with a special emphasis on new cloud models such as hybrid clouds, and the emergence of open APIs. This session includes banking and securities testimonials and positioning on why this is relevant for our industry.

- Subhra Bose, CTO for alternative investments, Credit Suisse
- Sean Kelley, Global CIO for Deutsche Asset Management, Deutsche Bank
- Oren Michels, CEO, Mashery
- Chris O'Connor, VP, SWG Industry Solutions Development, IBM
- Jacqueline Taylor, Director, Flying Binary

12:30 - 14:00 Cloud Computing Face-to-Face: App store for financial services - dream or reality?

After an introductory scene-setting presentation, a panel of experts will debate practical implementations of cloud computing.

- Peter Hinssen (Moderator), CEO, A-Cross Technologies
- Abbie Barbir, VP Senior Architect, Bank of America Merrill Lynch
- Keith Bear, Business Development, Financial Markets, IBM
- Subhra Bose, CTO for alternative investments, Credit Suisse
- Pierre Gatignol, Head of Strategy, Sungard
- Amir Halfon, Senior Director & Global Lead Architecture and Technology, Oracle
- Sean Kelley, Global CIO for Deutsche Asset Management, Deutsche Bank
- Mary Knox, Research Director, Banking and Investment Services, Gartner
- Oren Michels, CEO, Mashery
- Sean Park, Managing Director & Founder, Anthemis Group
- Jacqueline Taylor, Director, Flying Binary

12:30 - 14:00 The Long Now in financial services Lab

Inspired by The Long Now Foundation (www.longnow.org), this series of interactive workshops will engage in long term scenario planning for the financial industry. The objective is to draw on the collective creativity of the crowd to create a 2025 vision for the financial industry.

16:00 - 17:30 Labs: Cloud Computing | Mobile | Smart Data

In addition to the dedicated Keynotes and Face-to-Face debates, you can participate in idea-generation Labs. The best idea from each stream will be pitched during the Pitch your Innotribe Lab competition on Thursday.

Tuesday 26 October

09:00 - 10:30 Mobile Keynote

These keynote presentations will give different perspectives on the recent evolutions in mobile banking, with a special emphasis on remote mobile payments and Workers' Remittances.

- Daniel Marovitz, Head of Product Management, Global Transaction Banking, Deutsche Bank
- Carol Realini, CEO, Obopay
- Diane Reyes, Global Payments Head, Citi
- Cenk Serdar, Director, Global Mobile Payments at Vodafone, Vodafone M-Pesa
- Ron Van Wezel, Chairman of the Mobey Forum Board, Deutsche Bank

12:30 - 14:00 Mobile Face-to-Face: Remote mobile payments and Workers' Remittances

Now is the time for banks to invest in a strategy for mobile payments, or they'll risk playing catch-up soon. Mobile banking for retail customers will become a staple no different than online banking; its justification will be based on customer retention and cost reduction. The convergence of technologies in mobile phones will continue to attract

customers, and banks will need to offer a solution. This panel will focus on the early movers in the sector, lessons learnt and the opportunities ahead.

- Jennifer L. Schenker (Moderator), Founder and Editor-in-Chief, Informilo
- Anthony Belpaire, General Manager Mobile Wallet, Alcatel Lucent
- Khalid Fellahi, Senior VP, Western Union
- Abhi Ingle, Vice President, Industry & Mobility Application Solutions, AT&T
- Daniel Marovitz, Head of Product Management, Global Transaction Banking, Deutsche Bank
- Carol Realini, CEO, Obopay
- Diane Reyes, Global Payments Head, Citi
- Gerhard Romen, Director of Strategic Alliances, Nokia
- David Sear, Managing Director, Travelex Global Business Payments

12:30 - 14:00 The Long Now in financial services Lab

16:00 - 17:30 Labs: Cloud Computing | Mobile | Smart Data

16:00 - 17:30 (Innotribe theatre, SWIFT stand) What happened to eMe?

At Innotribe at Sibos 2009, we facilitated Innotribe Labs on cloud, crowd and mash-ups. The best ideas were pitched to a buyers panel for the SWIFT 2009 Innovation Awards. The winner was the cloud idea 'eMe'. During this workshop we will provide an update on the current status and future plans for eMe and its Business-to-Business equivalent 'eBiz'.

- Peter Hinssen, CEO, A-Cross Technologies

Wednesday 27 October

09:00 - 10:30 Smart Data Keynote: Towards more financial intelligence through semantics

This keynote will provide different perspectives on the application of semantic web and advanced analytics in the financial industry. All speakers will illustrate main trends with compelling demos.

- Jeremy Bentley, Chief Executive, Smartlogic
- Mary Ann de Lares Norris, General Manager, Oblong Industries, Inc, Europe
- Leo Keller, Managing Director, Blue Ocean SWS GmbH
- Stephen Mongulla, Associate Partner, Financial Performance Management & Analytics, IBM
- Nova Spivack, CEO, Lucid Ventures
- Gary Thompson, Co-Founder and President, CLOUD Inc

12:30 - 14:00 Smart Data Face-to-Face: Which semantic evolutions will transform financial intelligence?

After an introductory scene-setting presentation, a panel of experts will debate the evolution and implications of smart data and the semantic web.

- John Avery, Partner, SunGard
- Jeremy Bentley, Chief Executive, Smartlogic
- Anthony DeFilippo, President, Hypios Inc
- Leo Keller, Managing Director, Blue Ocean SWS GmbH
- Eghosa D. Omoigui (Moderator), Founder & Managing Partner, EchoVC
- Nova Spivack, CEO, Lucid Ventures
- Gary Thompson, Co-Founder and President, CLOUD Inc

13:00 - 17:30 (Innotribe theatre, SWIFT stand) Innovation tools

Idea generation and incubation cannot be improvised. A number of software vendors propose help to companies in the domains of idea management, collaboration, and communities. We bring a considerable number of these software

vendors together to showcase their solution. Five vendor presentations are followed by on-demand demonstrations and networking opportunities.

- Padmanabh Dabke, CTO & co-founder, Spigit
- Matt Greeley, CEO and Co-Founder, BrightIdea
- Jim Heilig, Executive Vice President of Sales, Spigit
- Steve Poncini, Vice President, EMEA, Telligent
- Pierre Portevin, Chief Inspiration Officer, Blue Kiwi
- Alessandro Ragazzi, EMEA Account Manager, Blue Kiwi
- Matteo Rizzi, Innovation Leader, SWIFT
- Jens Van Lauridsen, Account Executive, Telligent

14:00 - 15:30 Labs: Cloud Computing | Mobile | Smart Data

14:00 - 15:45 Innovation Masterclass - MyStandards: Creating a collaborative workspace to manage your standards faster, simpler and better

In this interactive workshop, which starts with a proof of concept demo, we aim to co-create a collaborative tool to make the management of standards and market practices easier, more efficient, and more cost effective. We want to hear from you how this collaborative environment would be most relevant to help your business and reduce your standards-related TCO. We also encourage you to share your ideas on required features and the challenges related to managing the usage of a large quantity of standards. Facilitated by InnoPay.

- Chiel Liezenberg, Partner, Innopay
- Douwe Lycklama, Partner, Innopay

16:00 - 17:30 Labs: Cloud Computing | Mobile | Smart data

Dry-runs for the Pitch your Innotribe Lab Innovation Awards on Thursday.

16:00 - 17:30 The Long Now in financial services Lab

Thursday 28 October

9:00 - 10:30 Pitch your Innotribe Lab

The best ideas from the cloud, mobile, and smart data labs will be pitched to a jury who will select the winner of this year's SWIFT Innovation Awards. As in 2009, the jury will consist of two SWIFT executives, SWIFT Board members, and an external member with a background in innovation.

Judges and advisors:

- Lázaro Campos, CEO, SWIFT (Judge)
- Wilco Dado, Head of Global Payments, Royal Bank of Scotland (Judge)
- Gary Greenwald, Chief Innovation Officer, Global Transaction Services, Citi (Judge)
- Ian Johnston, Chief Executive, Asia Pacific, SWIFT (Judge)
- Matthaus Krzykowski, Mobile Expert, VentureBeat
- Gottfried Leibbrandt, Head of Marketing, SWIFT (Judge)
- Oren Michels, CEO, Mashery
- Eghosa D. Omoigui, Founder & Managing Partner, EchoVC
- Sean Park, Managing Director & Founder, Anthemis Group
- Kosta Peric, Head of Innovation, SWIFT (Judge)
- Alain Raes, Chief Executive EMEA, SWIFT (Judge)
- Paul Saffo, Professor, Stanford University (Judge)
- Jennifer L. Schenker, Founder and Editor-in-Chief, Informilo
- Nova Spivack, CEO, Lucid Ventures
- Jo Van de Velde, Managing Director, Head of Product Management, Euroclear SA/NV (Judge)

11:00 - 12:30 Open Innovation Best Practices

Series of interactive workshops, sharing best practices on open innovation from the financial services and other industries.

- Denis Faivre, Director of Innovation, Atos Worldwide
- Abhi Ingle, Vice President, Industry & Mobility Application Solutions, AT&T
- Guido Jouret, VP CTO Emerging Technologies Group, Cisco
- Vincent Marcatté, Vice President of R&D and Innovation, Orange Business Solutions
- Stefan Nusser, Researcher, IBM
- Kosta Peric, Head of Innovation, SWIFT
- Rudi Broos, Innovation Director, Alcatel-Lucent Bell
- Mike Sigal, Co-Founder, President and Chief Development Officer, Guidewire Group
- Reto Wey, COO, UBS

12:30 - 14:00 Start-up Competition

The best start-ups and ideas from various 2010 events are brought together in this “dragon’s den”. In front of the audience and a panel of judges, the best start-ups and ideas are presented from: the SWIFT Operations Forum Americas (SOFA), the CPA conference Canada, EPCA/Florin Awards Paris, and the Innovate!2010 Tour. The main objective is to share and discover what kind of ideas and dynamics live on the edges of the SWIFT eco-system.

- Jeremy Bentley, Chief Executive, Smartlogic
- David Brown, CEO, Canatu
- Neil Costigan, CTO, Behaviometrics AB
- Michael deBoer, Assistant Manager - Corporate Cash Management Services, TD Securities
- Anthony DeFilippo, President, Hypios Inc
- Guido Jouret, VP CTO Emerging Technologies Group, Cisco (Judge)
- Peter Kwakernaak, CEO, AcceptEmail
- Oren Michels, CEO, Mashery (Judge)
- Deborah Salmi, CMO, WOT Services Ltd
- Jennifer L. Schenker, Founder and Editor-in-Chief, Informilo (Judge)
- Mark Searle, CEO, Kinamik Data Integrity
- Mike Sigal, Co-Founder, President and Chief Development Officer, Guidewire Group (Judge)
- Nova Spivack, CEO, Lucid Ventures (Judge)
- Felix Van de Maele, CEO, Collibra
- James Varga, CEO, MoneyDashboard
- Nigel Verdon, CEO, FX Capital Group
- Bert Verelst, Business Development Manager, AcceptEmail

14:00 - 15:30 Innovation Masterclass – Business model canvas

Coming up with good ideas is only a part of innovation. Turning ideas into working profitable businesses is the bigger challenge. In this interactive workshop, we will introduce you to a tool that offers a powerful yet simple way to design and implement business models: the Business Model Canvas.

This tool was created through the collaboration and joint thinking of nearly 500 practitioners from more than 45 countries. In this session, facilitated by Innopay and Business Models Inc., we will create, together, competitive models of value creation using real life examples from our industry. Participation is open to all.

- Chiel Liezenberg, Partner, Innopay
- Douwe Lycklama, Partner, Innopay
- Patrick Vander Pijl, Founder and CEO, Business Model Generation

Programme per track

Innotribe sessions

Monday 25 October

09:00 - 10:30 Innovation opening keynote: The big tectonic shifts (Conference room 1)

Tuesday 26 October

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Wednesday 27 October

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Cloud Computing

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16:00 - 17:30 Lab

Tuesday 26 October

16:00 - 17:30 Lab

Wednesday 27 October

14:00 - 15:30 Lab

16:00 - 17:30 Dry-run for the Innovation Award

Leaders Cloud Computing Labs

– Sean Park, Managing Director & Founder, Anthemis Group

– Clare Porter, SVP, Infinity, SunGard

– Jacqueline Taylor, Director, Flying Binary

Mobile

Monday 25 October

16:00 - 17:30 Lab

Tuesday 26 October

09:00 - 10:30 Keynote

12:30 - 14:00 Face-to-Face: Remote mobile payments and workers' remittances

16:00 - 17:30 Lab

Wednesday 27 October

14:00 - 15:30 Lab

16:00 - 17:30 Dry-run for the Innovation Award

Leaders Mobile Labs

– Jonathan Bye, Senior Manager in Market Infrastructures, The Royal Bank of Scotland

– Matthaus Krzykowski, Mobile Expert, VentureBeat

– Jennifer L. Schenker, Founder and Editor-in-Chief, Informilo

– Ville Sointu, Director, Mobile Internet Services Offering Development, Tieto

Smart Data

Monday 25 October

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16:00 - 17:30 Lab

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- Nova Spivack, CEO, Lucid Ventures

The Long Now

Monday 25 October

12:30 -14:00 Lab

Tuesday 26 October

12:30 -14:00 Lab

Wednesday 27 October

16:00 - 17:30 Lab

Speakers The Long Now Labs:

- Bruce Davis, Freemarket
- John Hagel, Director, Deloitte Centre of the Edge
- Brett King, Author of Bank 2.0
- Matthaus Krzykowski, Mobile Expert, VentureBeat
- Bernard Lietaer, Chairman, Access Foundation
- Michael Mainelli, CEO and Founder, Z/Yen Group Limited
- Oren Michels, CEO, Mashery
- Venessa Miemis, Graduating Student NYC, Emergent by Design
- Stefan Nusser, Researcher, IBM
- Eghosa D. Omoigui, Founder & Managing Partner, EchoVC
- Sean Park, Managing Director & Founder, Anthemis Group (Lab Leader)
- Paul Saffo, Professor, Stanford University
- Jennifer L. Schenker, Founder and Editor-in-Chief, Informilo
- Chris Skinner, Chairman of the Financial Services Club & CEO, Balatro Ltd, The Financial Services Club (Lab Leader)
- Nova Spivack, CEO, Lucid Ventures
- Thierry Touchais, Executive Director, International Polar Foundation