After the success of the Banking: Data Analytics & Segmentation Conference in 2013; TCI is proud to bring you the second installment of our analytics in banking themed events in 2015

**BANKING: BIG DATA & ANALYTICS CONFERENCE 2015**

23, 24, 25 June 2015 - Indaba Hotel - Sandton

**GAIN VALUABLE INSIGHTS FROM KEY INDUSTRY LEADERS SUCH AS:**

- Yudhvir Seetharam
  Head: Analytics
  FNB Business

- Elize Jensen
  Head: Business Intelligence
  Standard Bank

- Mogen Naidoo
  Managing Director
  Gina Group

- Gary Allemann
  Managing Director
  Master Data Management

- Clarence Sithole
  Information Architect: Business Intelligence
  IBM

- Gerhard Botha
  Chief Technology Officer
  PBT Group

- Riona Naidu
  Head Consulting Services and Marketing
  Knowledge Factory

- Ryan Naude
  Manager: Data Solutions
  Entelect

- Ocea Garriock
  Technical Director
  IBH

- Wayne Dick
  Business Development Manager: Sub-Saharan Africa
  Hitachi Data Systems

- Steve Burnstone
  Partner
  Eighty20 Consulting

- Steven Ing
  Associate Consultant
  BSG

- Caroline Belrose
  Head Fraud & Data Analytics
  BankservAfrica

- Dave Ives
  Director
  Karabina Solutions

- Stuart Cheverton
  Business Development Manager: Solutions & Product
  Hitachi Data Systems

- Rajat Saigal
  Associate Director: Data Analytics
  Deloitte Analytics

- Charles de Jager
  Pre-sales Expert Database & Technology
  SAP

- Michael Bean
  Managing Director
  Brandseye

- Louis Raubenbenheimer
  Head: Rewards & VAS Support
  Absa Retail Banking

- Lauren Barbour
  Solutions Manager: Customer Engagement
  Principa

- Paul Musoke
  Director: Change Management
  FSD Africa

- David Coleman
  Head: Analytics
  Experian SA

**TOPICS TO BE ADDRESSED INCLUDE:**

- Banking on Big Data: Driving precise customer insights for the modern bank
- Investing in Big Data adoption in banking: strategy 2020
- Moving from data analytics to predictive and prescriptive data insights in banking
- Using analytics to enhance customer value and maximise wallet share
- Building bank loyalty through effective customer engagement practices
- Transforming your bank into a segmented and relationship-based structure
- Innovation and technology in data analytics impacting future banking strategies

25+ Speakers

3 Days

24 Topics
The banking industry in South Africa has been at the forefront of technology adoption and innovation globally. Banks have consistently offered the latest in mobile and digital platforms for the technologically astute future customer. These technology advancements and digital accessibility are shaping the future of customer loyalty. However, the banking industry has been delayed in their full-scale adoption of big data; and has yet to fully embrace the power of analytics to drive profit and offer unparalleled customer insights. Banks possess untapped historical data that can be leveraged to attain the highest levels of trust, retain customers, winning a greater share of business and create genuine loyalty.

“Big Data” has enjoyed a lot of hype and many industries are using data science to offer unparalleled insight and customer service. It is imperative that the banking and financial services industry embrace these developments in the era of the digital bank; in order to apply analytics to pricing decisions; combatting fraud, fees transparency and using social media analytics for deeper customer insights that drive profit through new ways of exploiting data.

The aim of this event is to firstly offer a platform for attendees to gain hands on experience on how to pilot and experiment with big data adoption and to later catapult the industry into a full-scale application of real-time customer analytics. The programme will also cover how banks; through the use of analytics can transform its operating model into a segmented and relationship-based structure.

The three-day event will bring together experts in big data and analytics adoption within the financial services industries. The first two days of the conference will focus on addressing key issues regarding the future of big data, analytics and data science within banking to offer greater insight and excellent customer service. The third day will focus on practical implementation of analytics within banking segmentation.
Who will you network with?

Professionals dealing with the following:

**Big Data**
- big data engineering
- data engineering
- data visualisation
- data science
- machine learning engineering
- business intelligence
- data migration

**Analytics**
- data analysis
- business analytics/ data analytics
- channel integration
- product pricing
- product research and development
- product development

**Segmentation**
- customer relationship management
- customer experience management
- business segmentation
- customer mobility
- customer retention
- customer segmentation

TCI has been a leading force in the conference industry; and has hosted some of the most innovative banking conferences in South Africa. We have managed to connect thousands of attendees in the past thirteen years with decision makers within the banking industry; and this event is no different. You will be meeting senior level executives from the major banks, consultancies and service providers dealing with analytics. There is no better opportunity for networking than by attending this definitive banking analytics event.

**Reasons delegates are attending our banking analytics conferences**

- **Participate**
  - in discussions dealing with the challenges and future possibilities for big data implementation in banking practices

- **Harness**
  - relevant data and use it to transform business challenges into opportunities

- **Acquire**
  - different perspectives of how to remain competitive by implementing the latest technology available in analytics

- **Enjoy**
  - face-to-face interactions during the networking breaks with leading analytics experts

- **Engage**
  - in best practices and use the knowledge gained to deliver better services to your customers

**INSIGHTS FROM SOME OF OUR SPEAKERS**

- **Yudhvir Seetharam**, Head of Analytics: First National Bank Business
  - "Organisations face a paradox when seeking to excel in analytics. They have the resources to invest in technology and talent, yet lack the corporate culture and agility to use this investment to drive value. Companies that can do both are truly excellent at big data and analytics."

- **Gary Allemann**, Managing Director: Master Data Management
  - "Countless organisations’ understanding is that this data, when tapped into correctly, can provide a host of benefits including market intelligence and competitive advantage."

- **Wayne Dick**, Business Development Manager, Hitachi Data Systems
  - "South African organisations can accelerate business growth and competitive advantage by aligning IT with business strategy."

**Companies which have attended our previous data analytics in financial services conferences**

- ABSA
- Bankserv Africa
- Acceleration
- Actvest
- Banc ABC
- BSG
- CENFRI
- Clandestine Insights
- Clientele Life
- Consumer Profile Bureau
- Deloitte
- Demographica
- Devrico
- First National Bank eBucks
- Ernst & Young
- Experian
- First National Bank Botswana
- IBM
- INQUBA
- Investec
- IQ Business
- Karabina Solutions
- Izazi Solutions
- KPMG
- Kwezi Software Solutions
- Nedbank Namibia
- Old Mutual
- P: Cubed
- PBT Group
- Pep Stores
- Quirk
- Rand Merchant Bank
- SAS
- Standard Bank
- Truth
- UNISA
- Westbank
- Datacentrix
- First Coast Technologies
- First National Bank
- Innovation Group
- Reserve Bank
- Ricoh
- Postbank
- South African Bankers Services
- Standard Bank
- African Bank
- Albaraka Bank
- Banc ABC Mozambique
- Bank of Taiwan SA
- Barclays Bank
- Barclays Bank of Botswana
- Bidvest Bank
- Capitec Bank
- Citibank
- Citibank Namibia
- Nedbank
- Post Bank
- Rand Merchant Bank
- Reserve Bank of Malawi
- Steward Bank
- Ubank
- Banc ABC Mozambique
- AON South Africa
- Discovery Life
- Woolworths Financial Services
- DirectAxis SA
Banking on Big Data: Driving precise customer insights for the modern bank

09:00 Role of Big Data in data monetisation and adaptation strategies
• capitalising on data assets for increased revenue generation
• how to benchmark against competitors
• how companies can change to monetise data assets
• how Big Data can play a role in monetising data assets
• what are the shareholders’ expectations to show a return on data assets?
Gerhard Botha, Chief Technology Officer, PBT Group

09:40 How banks can scale-up to the next level of data analytics - Bi Data competency model
• shift from data as an IT asset to data as a key asset for decision making culture
• developing analytics talent with targeted recruitment processes and continuous training programmes
• transformation of organisational culture, capabilities and technology is critical for success of Big Data initiatives
• developing a company-wide analytics strategy and embed analytics into core business processes
Ryan Naude, Manager: Data Solutions, Entelect

10:20 Mid-morning refreshments & networking

10:45 Banking on ones and zeroes
• big data analytics to maximise lead generation
• using customer data to enhance product offerings/solutions
• operationalising big data and monitoring internal processes
• migrating customers to the right transacting channel
Yudhvir Seetharam, Head of analytics: FNB Business, First National Bank

11:25 Will the Chief Data Officer become the Big Data Officer?
• banks need to join the global trend from data as commodity to data as an enabler
• implementing a business driven data strategy for banks
• role of CDO in realising this strategy
• ensuring a framework for the ethical and practical use of data to support competitive advantage
• avoiding the mistakes of the past – self service big data analytics
Gary Allemann, Associate Director: Data Analytics, Deloitte Analytics

12:05 Big data as an enabler for customer analytics
• evolution of analytics
• using big data for generating insights
• typical road map
• attributes of a successful project
Rajat Saigal, Associate Director: Data Analytics, Deloitte Analytics

12:45 Lunch & Networking

Investing in Big Data adoption in banking: strategy 2020

13:50 Decision agility
• face of modern business has changed forever
• financial services are inundated with an endless supply and a variety of data at an ever increasing rate
• capturing all your big data: how do you use it?
• ability to sense, predict outcomes, and respond to changing situations is vital to success
Charles de Jager, Presales Expert: Database & Technology

14:30 Maximizing customer profitability using social media and predictive analytics
• how do you ensure that you are “Big Data ready”
• evolution of social media and the impact it has on modern business
• using analytics-derived insight to make smarter, faster business decisions
• exploiting social media to grow profits and increase customer provocateur
Clarence Sithole, Senior Information Architect, IBM Global Business Services

15:10 Refreshments & Networking

15:30 Data lab insights and solutions
• Big Data context
• transactional data insights
• social media for business profiling
• voice of collections
David Coleman, Head Analytics Experian SA

16:10 An approach to Big Data privacy and security challenges
• how can Big Data be used to secure your enterprise?
• how should companies secure Big Data implementations?
• understanding Big Data governance. An approach to big data and security program
• implementing solutions to address security challenges in the Big Data ecosystem
Mogen Naidoo, Director, Qina Group

16:50 End of day one

Moving from data analytics to predictive and prescriptive data insights in banking

09:00 Creative deconstruction of data management in banking
• managing customer profiles across all channels
• data paradigms and customers’ new ways of transacting
• segmenting customers to offer tailored product solutions
• capitalising on data analytics to leverage information and provide improved customer insights
Dave Ives, Director, Karabina Solutions

09:40 Can you act on your insight?
• moving from descriptive to prescriptive analytics
• cognitive analytics
• use cases for banking
• basics banks should implement to adopt a captivating analytics strategy
Ocea Garriock, Technical Director, InfoBridge

10:45 Exploiting the power of predictive analytics: making holistic operational, tactical and strategic decisions in banking
• using predictive analytics as decision-support tools for planning strategies around the identification and forecasting of fraud and risk.
• using statistical forecasting and data mining techniques to segment clients and optimise sales and marketing activities.
• developing strategic staffing models and workforce retention analytics dashboards.
Ashleigh Theophanides, Actuarial and Analytics, Deloitte

11:25 Building a data driven bank
• collaboration between marketing and technology to create strong data-driven results
• use data to improve risk management
• use data to improve the customer experience
• keys to making your bank more competitive and attractive to your customers
Elize Jensen, Head: Business Intelligence, Standard Bank

12:05 Adopting a captivating data analytics strategy in the digital revolution
• utilizing big data and predictive analytics to evaluate organisational effectiveness
• exploiting existing business intelligence and infrastructure in the ever-changing digital world
• Big Data to ensure that the workforce and processes support a targeted effort
• making customer centrality a key component of organisational culture
Steven Ing, Associate Consultant, BSG

12:45 Inline analytics as sitting the finance sector to prevent revenue loss and increase revenue gain.
• use of analytics in fraud detection and compliance
• single customer view from multiple data sources
• revenue generation abilities through analytics
Wayne Dick, Business Development Manager, Hitachi Data Systems

13:50 Lunch & Networking

14:30 Surviving the perfect storm with Smart Data
• deconstructing siloed thinking for ground breaking innovations
• combining organisational capabilities in new ways.
• future of Big Data and Cloud: a global perspective
• how computing has to change to enable a vastly different world
Simon Carpenter, Chief Customer Officer, SAP Africa

Innovation and technology in data analytics impacting future banking strategies

15:30 From payment processing to data processing
• how analytics is impacting the payments world
• evolution of payment processors
• expected intelligence and information services around payments
• real time analytics in payment processing
• data management and analytics at an industry level – walking the tightrope
Caroline Belrose, Head: Fraud & Data Analytics, BankservAfrica

16:10 Refreshments & Networking

16:25 Business Intelligence made visual
• new era of self-service data discovery
• Tableau and Alteryx business intelligence tools
• self-service data blending, preparation, analysis and visualisation
• demonstrating the use of these tools in banking and finance
Andrew Milner, Chief Technologist, Slipstream
08:00 Registrations open
08:30 Opening of conference

Building bank loyalty through effective customer engagement practices

09:00 How insight driven client engagement business models can pay off for banks
• why behavioural client segmentation modelling is a powerful way to harness data
• how to utilise segmentation to drive Client Engagement
• how to measure effective Client Engagement
• what are the benchmarks you should measure yourself against
Lauren Barbour, Solutions Manager - Client Engagement, Principa

09:40 Keys in increasing value through customer analytics and targeted communications
• building an action-orientated analytics culture
• key areas/ways to apply improved customer analytics
• challenges to developing a personalisation culture
• boosting campaign effectiveness and reducing marketing costs”
Steve Burnstone, Partner, Eighty20 Consulting

10:20 Mid-morning refreshments & networking

Transforming your bank into a segmented and relationship-based structure

10:45 Retail banking for the future customer
• changing customer
• changing customer expectations
• changing banking landscape
• changing medium of exchange
Mandeep Chaudhary, Retail Director, Barclays Zambia

11:25 Segmentation: the evolution of matchmaking
• segmentation pivotal to business effectiveness
• viewing customers as brand engagers
• exploring various facets of segmentation
• incorporating processes that ensure consistent quality
Riona Naidu, Head: Consulting Services and Marketing, Knowledge Factory

12:05 Segment based strategies for the South African banking consumer
• consumer dynamics are specific and rapidly evolving
• banks require strategic flexibility and rapid-change capability in servicing target segments
• sustain and improve advocacy of all segments especially affluent customers
• cross sell to customers
• manage customer data and analytics to use insights to target and serve customers across channels
• excellence in digital distribution
Mario Bianchi, Global Consultant, Experian Decision Analytics

12:45 Lunch & Networking

Product analysis and development for the future segmented bank

13:50 How product pricing must support your customer retention strategy
• commoditisation, the “silent” product and service killer
• engineering effective behavioural change
• pricing strategy versus rewards and loyalty, and their co-existence
• technology enablers
Louis Raubenheimer, Head: Rewards & VAS Support, Absa Retail Banking

14:30 #YouTwitFace - The best and worst of banking customer experiences as expressed on Social Media
• real insights from the posts of SA banking customers on social media
• what are the key customer experience themes on social media?
• who is winning and who is losing in the eyes of banking customers?
• social media is not a marketing channel - it's a customer experience thermometer.
Michael Bean, Managing Director: Brandseye

15:10 Leveraging data analytics to serve the underbanked and unbanked customer segment in Africa
• market failures in the African financial sector leading to extreme financial exclusion
• opportunity to leverage data analytics to improve the capacity and efficiency of Africa’s financial services players
• how FSD Africa can work with FSPs, to build a data analytics services market in Africa
Paul Musoke, Director: Change Management, FSD Africa

15:50 End of conference
TCI offers sponsoring or exhibiting companies the perfect chance to increase awareness, sales leads, exposure amongst our target audience, as well as ranking yourself as an industry leader.

This event creates a unique platform for sponsors and exhibitors to reach high powered delegates and receive maximum exposure to their products and services. Exhibiting your company’s products or services also allows you excellent networking opportunities. It gives the sponsoring companies an opportunity to penetrate the market and position itself as an active participant in the retail and financial sectors in South Africa.

With sponsorship opportunity packages starting at R5 000, there is a cost effective way to penetrate the market while balancing your budget. Sponsorship packages available include, lunch sponsor, sponsorship of delegate bags, folders, conference material. If you are a service provider, dealing with retail and financial systems, this is YOUR opportunity to align yourself as a major role player.

If you answer yes to any of the following questions, sponsoring/exhibiting at the Banking: Big Data Conference 2015 is the right option for your marketing mix:

- Do you want to position your company’s profile as a leader in the banking industry?
- Do you want to gain direct access to a high quality and niche focused audience consisting of the major players?
- Do you want to maintain your company’s reputation for being involved and committed to the development of the banking industry?
- Do you want to generate sales leads and add possible clients to your database?
- Do you want to provide a permanent reminder to attendees of the services and products provided by your company?

Recent sponsors and exhibitors include:

Email Sian Wirth | PR Marketing Manager | sian@tci-sa.co.za

TCI was established in 2002 and has since been delivering excellence in financial, IT, marketing and retail conferencing. It has fast become one of South Africa’s leading and most recognised commercial conference companies, and through in-depth and thorough research TCI has mastered the art of organising highly relevant niche industry events.

With the backing of a dedicated team working behind the scene, TCI is committed to bringing delegates exceptionally good quality events. Topics are carefully selected to ensure that attendees are only addressed on subject matter that is solely focused on the opportunities, issues and challenges faced in their specific profession and industry respectively.

TCI’s signature events include the major Mobile Banking and Payments Southern Africa Conferences and Exhibitions, Online Retailing Conference, Loyalty and Rewards Conference, Banking Channel Management Conference, Micro Finance Conference, Core Banking Solutions Conference and the Debt Collections Conference.

Recent sponsors and exhibitors include:

Enquire today

Email Sian Wirth | PR Marketing Manager | sian@tci-sa.co.za

Upcoming TCI events 2015

Money Transfers and Cross-Border Payments Conference - 27 & 28 May, Johannesburg
Private Banking Conference - 22 & 23 July, Johannesburg
Insurance Claims Management Conference - 22 & 23 July, Johannesburg
Biometrics in Financial Services Conference - 29 & 30 July, Johannesburg
Outsourcing and Vendor Management Conference - 5 & 6 August, Johannesburg
Reinsurance Conference - 12 & 13 August, Johannesburg

visit www.tci-sa.co.za/events
DELEGATE REGISTRATION FORM

Please Register the following delegates for the above conference

Full Name:     Designation:    Email:     Cell No:
Full Name:     Designation:    Email:     Cell No:
Full Name:     Designation:    Email:     Cell No:
Full Name:     Designation:    Email:     Cell No:
Full Name:     Designation:    Email:     Cell No:

Department:   
Company Name:      Company VAT no:
Company Tel:        Fax no:
Person dealing with accounts:    Designation:    Email: 
Procurement officer (if applicable):   Direct tel:   Cell:  Email: 
Postal Address:     Type of Business:   Dietary Preference (please indicate): 

REGISTRATION DETAILS:

Please note: Upon receiving the registration form, an invoice will be issued electronically. When payments are made, please supply the bank with your company name as reference.

Fees include lunch, refreshments and conference documentation. The organisers reserve the right to make necessary changes to the programmes, speakers, venue or the dates should the need arise.

CANCELLATIONS will only be permitted within 5 days of registration. Thereafter your organisation will be held liable for payment of the full amount with no exceptions. Cancellations must be done in writing and forwarded to Trade Conferences International at info@tci-sa.co.za or faxed to 086 582 2981.

NB: I hereby acknowledge that I have read and understood all the terms and conditions of registration, and have the authority to approve the registration

FULL AMOUNT TO BE PAID :     (Inc. VAT) DATE :
FULL NAME OF APPROVING MANAGER :     DIRECT LINE :
DESIGNATION :     EMAIL :

PLEASE TICK THE BOX WHICH SERVES AS CONFIRMATION OF BOOKING:   or SIGNATURE:

SPONSORSHIP AND EXHIBITION REGISTRATION FORM

The size of your budget doesn’t matter. TCI will create the right branding opportunity for you

Please tick the option/s you are interested in and either fax or email the form back to TCI: Fax: 086 582 2981, or e-mail to info@tci-sa.co.za

GOLD/ SILVER/ BRONZE SPONSORSHIP PACKAGES (Details on request)
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☐BEVERAGE SPONSOR: R 5 000  ☐PROMOTIONAL GIFTS: R 10 000+
☐PROMOTIONAL INSERTS: R 5 000 - R 10 000  ☐OPEN EXHIBITION SPACE: R 18 000
☐OPEN EXHIBITION SPACE: R 23 500  (Open exhibition space includes 1 delegate pass)
(Open exhibition space includes 2 delegate passes)

All the above prices are quoted without VAT.

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Take note: All sponsorship, promotional values, packages are priced without Value Added Tax (VAT). Packages and prices are not final and can be tailored to suit your needs. Prices and packages are subject to change from either the organisers or the sponsoring company pending on agreement, with or without prior notice. Prices are dependant on number of projected attendees, promotional items, design, material, and or manufacturing and printing costs per event. Prices do not include any form of logistics in South Africa or globally. Prices quoted are the promotional value and does not necessarily include the promotional or marketing items. Prices stated are minimum.

Upon receiving the signed sponsorship form, an invoice will be issued electronically which must be processed within five days after forwarded. Once the sponsorship form has been completed, the company will be held responsible for payment. When payment is made please supply the company name. The organisers reserve the right to make necessary changes to the venue or programme should the need arise.