

e-BUSINESS

Maintaining a competitive edge
with a solid e-business strategy

2000

Achieving B2B in the financial services industry

**Latest developments and solutions on both the business &
technology sides for implementing a successful e-strategy**

December 6 & 7, 2000, New York

The first event produced in association with both
waters & Risk Magazine

CONFERENCE HIGHLIGHTS

- **Keynote address** from **Ben Wolkowitz**,
Managing Director, Fixed Income Division,
E-Commerce Initiatives, **MORGAN STANLEY**
DEAN WITTER
- Learn key strategies for developing successful
e-business operations
- Evaluate the advantages of forming alliances to
create e-business solutions
- Analyze how STP is driving e-business
- Optimize website content management to achieve
your B2B goals
- Compare XML & middleware as solutions for
institutional connectivity
- Improve e-CRM to ensure customer loyalty

PLUS!

**One-day optional
pre-conference seminar
Evaluating the applicability
of m-commerce within an
e-business strategy**

December 5, 2000,
New York

www.waters-conferences.com/e-business

To register: tel +44 (0) 20 7484 9898 email conf@riskwaters.com

e-BUSINESS 2000

Maintaining competitive edge with a solid e-business strategy
Achieving B2B in the financial services industry

Stay on the ball by learning about the very latest developments in e-business and B2B operations

As the internet continues to revolutionize the way in which global business is being conducted, the true challenge for financial institutions lies in combining clear business aims with technological know-how to achieve a profitable e-business operation.

Of critical importance is fitting an e-business strategy into your firm's long-term business goals whilst maintaining competitive advantage and customer loyalty in a cyberworld. Despite the obvious advantages of reducing inefficiencies and eliminating human error by automating online transactions, there are still many obstacles to overcome for the effective implementation of e-business.

This brand new event from Waters Conferences has been specifically researched and designed to tackle and overcome the complexities of implementing a successful e-business strategy. The agenda offers a choice of tracks addressing both the business and technology requirements for implementing e-business and B2B operations, offering practical solutions from an unbiased perspective.

By attending this conference, you will have the opportunity to:

- find out what others are doing in the e-business arena
- learn more about how organizations are being restructured to incorporate e-business strategies
- improve electronic connectivity for establishing B2B operations
- make informed decisions about how best to adapt your firm's architecture to e-business and B2B operations
- achieve B2B goals through competent website content management
- examine how m-commerce can be integrated into an e-business strategy
- assess the comparative advantages of ECNs and ATSS for securities trading

Who should attend

This event is targeted at all professionals involved with e-business operations within financial institutions on both the buy-side and sell-side of the financial services industry. The conference will also be of interest to consultants and software vendors.

About Your Cocktail Sponsor



FAME delivers fast time-to-market decision-support, enterprise-wide information integration and time-series database management systems to the financial and energy markets. In 1999, FAME introduced TimeIQ®, a time-intelligent Java interface to all database technologies and, in June 2000, FAME iChartz, a customizable, Java-based Internet charting service with US and global pricing for broker/dealers, trading firms, portals, exchanges and online publications. Founded in 1981, FAME provides database management systems for data storage, retrieval, analysis and distribution, serving eight of the 10 largest investment banks, 80% of the top US fund managers, Europe's largest central banks, The US Federal Reserve and e-financial sites, such as The Financial Times, Redwood, adr.com, FOLIOfn and Xigo.

waters **conferences**

e-BUSINESS 2000

December 6 & 7, 2000 - NYC

Agenda at a glance

Day one - Wednesday December 6, 2000

7:45	Registration & coffee	
8:15	Introduction from chair	
8:25	Keynote address: overview of how the internet is revolutionizing the financial services industry and looking to the future of B2B	
9:05	Senior executive panel discussion: Evaluating how organizational structures are being adapted and analyzing different e-business models	
10:05	Morning break & opportunity to visit the exhibition	
	TRACK 1: LATEST DEVELOPMENTS IN BUILDING A SUCCESSFUL E-BUSINESS STRATEGY	TRACK 2: KEY TECHNOLOGY & SYSTEMS CONSIDERATIONS FOR ACHIEVING B2B
10:35	Chairman's opening remarks	Chairman's opening remarks
10:45	Evaluating the advantages of forming alliances to create e-business solutions	Building scalable electronic systems to handle B2B transactions
11:25	Effectively implementing EAI (Enterprise Application Integration)	Evaluating the use of XML to enable institutional connectivity and normalize data
12:05	Lunch & opportunity to visit the exhibition	
1:35	Plenary session: Analyzing how e-business is driving STP and the move to T+1	
2:15	Afternoon break and opportunity to visit the exhibition	
2:40	Assessing the advantages of using ECNs and ATSS for securities trading	Evaluating middleware as a solution for institutional connectivity
3:15	Evaluating the use of intranets and private internets as part of a global e-business strategy	Analyzing portal strategies from a broker-dealer perspective
3:50	Chairman's closing remarks	Chairman's closing remarks
4:00	End of day one	
4:10	<i>Cocktail reception sponsored by</i> FAME	

Day two - Thursday December 7, 2000

8:00	Registration & coffee	
8:30	Introduction from chair	
8:40	Plenary session: Achieving your B2B goals through effective website content management	
9:40	Plenary session: Strengthening eCRM (Customer Relationship Management) to ensure customer loyalty	
10:40	Morning break & opportunity to see the exhibition	
	TRACK 1: LATEST DEVELOPMENTS IN BUILDING A SUCCESSFUL E-BUSINESS STRATEGY	TRACK 2: KEY TECHNOLOGY & SYSTEMS CONSIDERATIONS FOR ACHIEVING B2B
11:10	Chairman's opening remarks	Chairman's opening remarks
11:20	Determining legal and regulatory implications of e-business operations	Effectively managing market data
12:00	Lunch & opportunity to see the exhibition	
1:30	Plenary session: Examining how online bond trading is being implemented	
2:10	Afternoon break and opportunity to see the exhibition	
2:40	Understanding the importance of electronic signatures	Evaluating the efficiency of internet-delivered outsourcing for settlement
3:20	Assessing the advantages of ASPs (Application Service Providers)	Examining how m-commerce fits into an e-business strategy
3:50	Chairman's closing remarks	Chairman's closing remarks
4:00	End of conference	

waters **conferences**

e-BUSINESS 2000

Maintaining competitive edge with a solid e-business strategy
Achieving B2B in the financial services industry

Agenda

Day one - Wednesday December 6, 2000

7:45	Registration & coffee	
8:15	Introduction from chair Michael Packer, Managing Director of CIG (Corporate & Institutional Clients Group) Direct Markets, MERRILL LYNCH	
8:25	Keynote address: overview of how the internet is revolutionizing the financial services industry and looking to the future of B2B Ben Wolkowitz, Managing Director, Fixed Income Division, E-Commerce Initiatives, MORGAN STANLEY DEAN WITTER	
9:05	Senior executive panel discussion: Evaluating how organizational structures are being adapted and different e-business models <ul style="list-style-type: none"> · Examining the relationship between the IT department and e-commerce initiatives · Integrating e-commerce into existing business structure · Creating a separate e-business unit · Dividing up e-commerce divisions by product Peter Miller, Managing Director, Technology Capabilities, LABMORGAN Jeffrey Wecker, Head of Global Equities E-Commerce, LEHMAN BROTHERS Michael Packer, Managing Director of CIG (Corporate & Institutional Clients Group) Direct Markets, MERRILL LYNCH	
10:05	Morning break & opportunity to visit the exhibition	
	TRACK 1: LATEST DEVELOPMENTS IN BUILDING A SUCCESSFUL E-BUSINESS STRATEGY	TRACK 2: KEY TECHNOLOGY & SYSTEMS CONSIDERATIONS FOR ACHIEVING B2B Chair: Dale Richards, President, FAME FINANCIAL MARKETS
10:35	Chairman's opening remarks	Chairman's opening remarks
10:45	Evaluating the advantages of forming alliances to create e-business solutions Tom Gelo, Director, E-Solutions, Financial Solutions Consulting Global, EDS	Building scalable electronic systems to handle B2B transactions
11:25	Effectively implementing EAI (Enterprise Application Integration)	Evaluating the use of XML to enable institutional connectivity and normalize data
12:05	Lunch & opportunity to visit the exhibition	
1:35	Plenary session: Analyzing how e-business is driving STP and the move to T+1 Jim Leman, Managing Director, Capital Markets Division, SALOMON SMITH BARNEY	
2:15	Afternoon break and opportunity to visit the exhibition	
2:40	Assessing the advantages of using ECNs and ATSS for securities trading	Evaluating middleware as a solution for institutional connectivity <ul style="list-style-type: none"> · Determining how APIs (Application Programming Interfaces) allow integration of multiple solutions into your architecture Nick Davidge, Vice President, Investment Products, S1 CORPORATION
3:15	Evaluating the use of intranets and private internets as part of a global e-business strategy <ul style="list-style-type: none"> · Using private websites for proprietary trading 	Analyzing portal strategies from a broker-dealer perspective <ul style="list-style-type: none"> · Building effective interfaces to e-enable legacy systems · Effectively integrating data from various sources · Examining strategies for implementing portals · Evaluating the effectiveness of portal software · Arranging single sign-ons to multiple broker websites
3:50	Chairman's closing remarks	Chairman's closing remarks
4:00	End of day one	
4:10	COCKTAIL RECEPTION sponsored by FAME	

e-BUSINESS 2000

December 6 & 7, 2000 - NYC

Agenda

Day two - Thursday December 7, 2000

8:00	Registration & coffee	
8:30	Introduction from chair	
8:40	Plenary session: Achieving your B2B goals through effective website content management <ul style="list-style-type: none"> · Tackling the intersection of business & technology · Examining how firms are building their websites · Maintaining strong corporate identity through your website Don Callahan, Managing Director, Equity.com, MORGAN STANLEY DEAN WITTER	
9:40	Plenary session: Strengthening eCRM (Customer Relationship Management) to ensure customer loyalty Kai Schaenzer, Online Markets, Head of Strategy, DRESDNER KLEINWORT BENSON	
10:40	Morning break & opportunity to see the exhibition	
	TRACK 1: LATEST DEVELOPMENTS IN BUILDING A SUCCESSFUL E-BUSINESS STRATEGY	TRACK 2: KEY TECHNOLOGY & SYSTEMS CONSIDERATIONS FOR ACHIEVING B2B Chair: Peter Harris, President, LIGHTHOUSE PARTNERS
11:10	Chairman's opening remarks	Chairman's opening remarks
11:20	Determining legal & regulatory implications of e-business operations <ul style="list-style-type: none"> · Determining how e-business activity is monitored and regulated · Understanding legal implications of online transactions <ul style="list-style-type: none"> - jurisdictional issues - enforceability of click on contracts - protecting intellectual property in an e-environment 	Effectively managing market data <ul style="list-style-type: none"> · Integrating data from brokers with your own data · Determining availability of market data from e-trading systems (issues of transparency) · Evaluating the usefulness of RIXML · Standardizing data for optimal connectivity
12:00	Lunch & opportunity to see the exhibition	
1:30	Plenary session: Examining how online bond trading is being implemented John Casaudoumecq, Global Head of Electronic Commerce, SALOMON SMITH BARNEY William H. Hinkle, Chief Executive Officer, BROKERTEC GLOBAL LLC & BROKERTEC USA Craig Messinger, Executive Vice President, FIDELITY CAPITAL MARKETS	
2:10	Afternoon break and opportunity to see the exhibition	
2:40	Understanding the importance of electronic signatures <ul style="list-style-type: none"> · Ensuring online transactions are secure · Determining record retention requirements · Implications of e-signatures legislation and impact on security Jeffrey Ritter, Counsel, KIRKPATRICK & LOCKHART	Evaluating the efficiency of internet-delivered outsourcing for settlement
3:20	Assessing the advantages of ASPs (Application Service Providers) <ul style="list-style-type: none"> · Evaluating the cost-effectiveness of ASPs · Examining the alternatives 	Examining how m-commerce fits into an e-business strategy <ul style="list-style-type: none"> · Promise of m-commerce · Hurdles to be overcome · What are the killer apps · Leveraging e- for m-commerce Peter Harris, President, LIGHTHOUSE PARTNERS
3:50	Chairman's closing remarks	Chairman's closing remarks
4:00	End of conference	

Risk Waters Group reserves the right to alter the agenda

waters **conferences**

Also from
risk waters group...



e-commerce and the Financial Markets

December 4, 2000 - Windows on the World, New York

Waters Training is the only independent provider of training courses on the full range of market data and financial information technology world-wide. The 'e-commerce and the Financial Markets' training course will run on day one of the four-day e-commerce event, perfectly complementing the theme of the conference.

Attendance at this one-day training course will provide you with a bird's eye view of current trends for e-commerce in the financial markets and how e-commerce changes the shape of the way business is done. It covers issues of security, liquidity, technology and how traditional methods of trading are being modified to adapt to the new mediums of communication.

In an increasingly connected and global business, an understanding of the commercial laws in all of the major trading blocks is essential, and particularly so in the new world of e-commerce. The laws relating to e-commerce within the US, the EU and the UK are explored and potential pitfalls are highlighted.

The following topics will be covered during the day:

- E-commerce - what it is, how prevalent it is and why it matters.
- Finance and e-commerce - how finance is key to e-commerce, but how e-commerce changes finance just by being there.
- Issues relating to liquidity, fungibility, and connected communities.
- What are banks for anymore? The rise of telecom banks, industry verticals, B2B, B2C, A2Z channels and how this challenges traditional banking models of business.
- How will and does it all happen - networks, devices, access, ASP's and enablers?
- Customer Relationship Management (CRM) and e-CRM - data mining, prediction, Bayesian logic.
- Identification, trusted 3rd parties, repudiation, trade flow.
- Trading Paradigms and how these are being implemented electronically - matching, auction, conversational, price / quote / order driven.
- Products and services for markets / verticals / generics - transaction systems.
- Glue - middleware, XML, Biztalk and WTO.
- Legal aspects of trade, advertising and contracts.
- Regulation, Straight-Through Processing (STP), T+0 and Business at the Speed of Thought™.
- How the future is likely to pan out - banks become owners of our credit worthiness.

For further information, please contact Margie French on Tel: +1 (570) 756 2328 Fax: +1 (570) 756 2932
E-mail: mfrench@riskwaters.com or visit our website: www.waters-training.com

waters **conferences**

One-day pre-conference seminar

Tuesday December 5, 2000

Evaluating the applicability of m-commerce within an e-business strategy

08:00 Registration and coffee

08:30

Industry analysis: examining how m-commerce is developing on an institutional basis

- Overview of current m-commerce market trends
 - different wireless applications
 - predictions for the next 18-24 months
- Assessing the pros and cons of integrating m-commerce into an e-business strategy
 - determining how m-commerce will affect a financial institution's e-business activity
- Pinpointing the pitfalls of m-commerce
 - screen real estate
 - bandwidth issues
 - security and monitoring m-commerce activity
- Long-term business goals of m-commerce
- Lessons to be learned from Europe & Scandinavia

09:30

Evaluating different wireless applications for the financial markets

- Understanding and evaluating the different wireless protocols
 - WAP
 - WML
 - WAP server applications
- Identifying the extent of wireless capabilities
 - how widely is WAP being supported
- Predicting to what extent HDML-based services will evolve towards WAP

10:15 Morning break

10:45

Building and developing mobile portals

- Identifying strategies for building mobile portals
- Building WAP sites to optimize m-commerce operations
- Charting the development of wireless ASPs

11:30

Examining data requirements for m-commerce

- Examining data delivery models
 - one-way delivery
 - two-way delivery
- Choosing & accessing the right data from legacy systems: what data do you need and what for?

12:15 Lunch

1:30

Identifying and overcoming the challenges of integrating m-commerce into an e-business strategy

- Identifying the limitations of m-commerce
- Ensuring reliability & sustaining connection
- Ensuring & enforcing security & message encryption in an m-commerce environment
- Regulating m-commerce activity
- Optimizing m-commerce to maximize profitability
 - what are wireless applications best used for?

2:15

Effectively establishing wireless connectivity

- Building robust wireless network architectures

3:00

Establishing and maintaining compatibility with networks

4:00 End of seminar

e-BUSINESS 2000 Maintaining a competitive edge with a solid e-business strategy

Code : A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

December 6 & 7, 2000 - New York

To register

Web www.waters-conferences.com/e-business

Fax +44 (0)20 7484 9800

For further information

Mail Conference Administration, Risk Waters Group, Haymarket House,
28-29 Haymarket, London SW1Y 4RX, UK

Tel +44 (0)20 7484 9898 E-mail conf@riskwaters.com

Please do not cover this box as it contains important marketing information

Visit the Risk Waters Group web site for an update on our forthcoming conferences and courses and for information on our magazines and books at www.riskwaters.com

Registration details

Please check the appropriate box

I would like to attend the:

☐ 2-day conference: E-BUSINESS 2000 - December 6 & 7, 2000 - \$1,599

☐ 1-day pre-conference seminar - December 5, 2000 - \$999

☐ 2 day conference + 1-day seminar - December 5, 6 & 7, 2000 - \$2,498 (save \$100)

Your registration fee includes breakfast, lunch and refreshments and your documentation pack. Telephone or fax the completed form with your credit card details, or follow up the provisional reservation with a cheque payable to Risk Waters Group. In order that we may process your registration with maximum efficiency, we request that your payment is accompanied by a copy of this booking form. Please complete the form below in BLOCK CAPITALS.

Title _____ First name _____ Family name _____

Job title / Position _____ Department _____ Company _____

Address _____

City _____ Post/zipcode _____ Country _____

Telephone _____ Fax _____ E-mail _____

Approving manager _____ Training manager _____

Please tick the description which best fits your company type

Commercial/Investment bank

☐ Brokerage

☐ Building Society/Thrift

☐ Insurance company

☐ Exchange

☐ Asset/Investment/Fund management co

☐ Legal

☐ Regulator

☐ Accountancy/Audit

☐ Consultancy/Boutique

☐ Government/Public Body

☐ Software/Technology

☐ Energy/Utility

☐ Non-financial corporation

☐ Other (please specify) _____

Payment details

☐ I enclose a check payable to Risk Waters Group

Please debit my ☐ AMEX ☐ VISA ☐ MASTERCARD ☐ DINERS CLUB * Please supply 'valid from' date _____

Card no _____ Expiry date _____

WCXP022

Account address if different from above _____

Signature _____ Date _____

Risk Waters Group Ltd. VAT No: GB 681 3190 38 For companies in EU member states only: Please write your VAT/TVA/BTW/IVA/ MCMS/MWST/FPA number here

Payment is required prior to the event. If you require an invoice please inform us stating whether you need an original or a fax copy. We accept company cheques, credit cards and bank transfers.

Please allow a minimum of seven working days for a bank transfer to reach us and phone or fax us when it has been sent. Please state the event name and delegate name to which it relates.

Venue and accommodation details

Windows on the World

One World Trade Center, 106th Floor

New York NY 10048-0202

There is no accommodation at this venue

Special discounts Customer loyalty Because we value your custom, any delegate who books onto three or more Risk events, conferences or courses, in the same calendar year, will receive an automatic 15% discount.

Groups When three or more delegates from the same company and city register for an event at the same time, they will receive a 10% discount on the registration fee.

Warning Risk is a registered trademark, and the title, contents and style of this brochure are the copyright of Risk Waters Group. We will act on any infringement of our rights anywhere in the world. © Risk Waters Group 2000.

Cancellation

A refund (less 10% administration fee) will be made if notice of cancellation is received in writing three weeks before the event. We regret that no refunds can be given after this period. A substitute delegate is always welcome at no extra charge.

Disclaimer

The programme may change due to unforeseen circumstances, and Risk Waters Group reserves the right to alter the venue and/or speakers. Risk Waters Group accepts no responsibility for any loss or damage to property belonging to, nor for any personal injury incurred by, attendees at our conferences, whether within the conference venue or otherwise.

Incorrect mailing, data protection

If any of the details on the mailing label are incorrect, please return the brochure to the database administrator at Risk Waters Group so that we can update our records and ensure future mailings are correct.

☐ Please tick this box and return this page if you do not want to receive details of special offers which may be of relevance to you.