



BIOMETRICS

in Banking & Financial Services

June 27-29, 2016 //
Manhattan NYC – An Affinia Hotel Collection

**Ensuring Customer
Satisfaction and Enhancing
Security Through Cutting-
Edge Technology**



Christopher Barlow
VP eBanking and
Mobile Product
**Webster
Financial**



Curt Haid
Director Risk Fraud
& Payments, Ria
Digital
Ria Financial



Matt Smallman
Customer Service
Transformation Leader
**Former
Barclays**

FEATURED SPEAKERS



Stephen Wooters
EVP, Digital Banking
and Payments
**Fairfield County
Bank**



Rob Cummings
SVP Online and
Mobile Banking

**Mountain
America Credit
Union**



Carron Oswald
Online Banking
& Mobile Product
Manager
**Chevron
Federal Credit
Union**

TOP BIOMETRICS TECHNOLOGY



Fingerprint



Voice



Face



Eye



Palm

Click above to be transported to the session that resonates most!

THE FUTURE OF BANKING

The Biometric Research Group estimated biometric security solutions to be worth **\$1.8 billion** by the 2015. Biometric technology has the potential to reduce operational risks for the banking sector by a minimum of **20%** of the next decade.

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WHY YOU CAN'T MISS THIS EVENT?



Gain an in depth understanding of the **strategies** available to implement voice biometrics in order to increase **customer experience** in call center operations

Unbeatable networking opportunities with industry **leaders and experts** about the latest biometric technology



Improve your ability to maintain customer numbers and protect their information by utilizing and **integrating the technology into mobile devices, online service applications and ATM machines**



Streamline the mobile login process by addressing security and payment authentication to ensure that the data is protected and how iris technology can advance the system



Presenters and panelists from various geographic locations and size **financial institutions** discussing security precautions and lessons learned about use of biometrics



Develop a lessons learned and **statistic case study** to bring to your boss and allow your company to facilitate an **efficient** adoption of biometrics technology to address consumer **demands**



Credit card providers dive deep into the next steps for **EMV**. Find out what information is crucial to be aware of ahead of your customer's next transaction



Evaluation of **world markets**: exclusive opportunity to utilize their ventures and apply their strategies into **current pilot project**



Map out the **future of biometrics** with in depth workshops and sessions covering the different technologies and how to incorporate them into your business



BIOMETRICS

June 27-29, 2016 // New York, NY

Ensuring Customer Satisfaction and Enhancing Security Through Cutting-Edge Technology

Dear Colleagues,

As we all know, the risk of customer and company information being exposed seems to grow everyday. With the constant fear of a hacker infiltrating our bank accounts and personal information, the security precautions and questions to ensure that you are who you say you are, are going and becoming more complicated. I am not sure about you, but remembering the numerous passwords and answers to questions like "What was your favorite movie growing up?" slip from my mind almost right after I put in the answer "The Wizard of Oz".

The benefits of implementing biometrics into the banking sector are clear: cost saving for call centers, fraud prevention, avoiding loss of customers and the big one, improving security. What is not clear is what needs to be done, step by step, to implement the technology and gain customer acceptance without putting a dent in the overall cost of implementation. What are the adoption stages that occur before implementation?

1. Building the Business Case
2. Design Stage
3. Rollout Stage or Pilot Projects

Many banks and financial service institutions around the world have conducted pilot projects and have the experience to share with the rest of the world. What better place to learn about these findings than this summit!

The Biometrics for Banking and Financial Services Summit will be addressing the implications of integrating these technologies into mobile, online, ATM and all avenues in the banking sector for the customers. Through case studies, panels and workshops, we will discuss past and future implications for the industry. Join us on **June 27-29, 2016** in **New York City**, the finance capital of the United States, to discuss the future of banking at the Biometrics for Banking and Financial Services Summit.

I look forward to meeting you all there in June!

Kind Regards,

Erin Butler
Program Director
IQPC

*P.S. Make sure to join us for our Meet & Greet
Cocktail Reception at the end of Day One!*

Why New York in June?

- ☒ Financial Capital of the United States
- ☒ Unbeatable sites: Statue of Liberty, Brooklyn Bridge, Empire State Building, Freedom Tower
- ☒ Walk around Central Park and stop at the vendors for a true New York Experience
- ☒ Unlimited Museums and Art Exhibits to visit
- ☒ Sun, Sun, Sun

*Even if you think you know
Manhattan's world-class
museums, fine dining and
unforgettable views, the
borough always has something
new and exciting in store.*





Tech Accelerator Workshop Day

MONDAY, JUNE 27, 2016

7:30AM **Registration and Coffee**

8:45AM **Opening Remarks of the Chairman**

9:00AM **WORKSHOP A: A to Z Guide to Successful Pilot Projects: Lessons Learned from Other Industries that Have Incorporated Biometrics**

Determining costs and benefits of incorporating biometrics into your system might be the most challenging thing to determine when contemplating the integration of the technology. While the bank sector is beginning to implement biometrics, other industries have been using this security precaution for some time. During this workshop, you will hear from the International Center for Biometric Research on the research they have invested in with the government about including biometrics into security measures could help the financial industry from future issues.



Kevin O'Connor
Managing Director of the International Center for Biometric Research
Purdue University

10:30AM **Networking Break**

10:45AM **WORKSHOP B: What Solution is Right For You? Comprehensive Approach to Selecting From a Short List of Vendors to Pursue**

While there might only be a few different types of biometrics technologies to invest in, finding the right solution for your business and customers should be the first decision that is made. Voice, vein, fingerprint and eye scanners are the go to technologies for most institutions but first step is classifying their success and overall cost to a corporation. Loren Moss from Finance Colombia works closely with the vendors in this space and has determined the base information on the solutions. Join this workshop to learn about the different vendors that could help you protect your customers while understanding solution will benefit the company.



Loren Moss
Editor in Chief
Finance Colombia

12:15PM **Lunch**

1:20PM **WORKSHOP C: Bridging The Gap: Successfully Integrating Biometrics into Consumer Mobile Devices for the Financial Service Applications**

People are constantly on the move and typically want results right then and there. With the increase of use in mobile devices and mobile applications used by the bank sector to connect with their customers, there is a slight pressure to ensure that the data is secure and that customer's information will not be hacked. Developing a successful, easy to use and uncomplicated solution to guarantee that customers are who they say they are while using their phones. This workshop will dive deep into the success and failures of integrating the future technology to keep customers happy while protecting their assets.



Dr. Bojan Cukic
Professor and Chair of the Department of Computer Science
University of North Carolina at Charlotte

3:30PM **Closing Remarks**



Main Day One

TUESDAY, JUNE 28, 2016

8:00AM **Registration and Coffee**

8:45AM **Chairperson Opening Remarks**



Loren Moss
Editor in Chief
Finance Colombia

9:00AM **KEYNOTE PANEL DISCUSSION: Building a Business Case for the C-Suite: Complete Breakdown of the Biometrics for Customer Facing Applications Initiative**

Convincing your boss could be the most difficult process when wanting to spend money on a new product. What do they need? Evidence. This panel will go over the next steps and overall preparation that is needed when approaching the boss about integrating biometrics into the multiple avenues for the company.



Carron Oswald
Online Banking & Mobile Product Manager
Chevron Federal Credit Union



Kevin Nevias
Director, Information Security Risk Specialist
UBS

9:45AM **Addressing the Physical Limitations of Biometrics: How to Appease All Physical Traits**

Each person is unique! How many times have we heard that saying before? In biometrics, that statement not only holds true but is confirmed. While everybody's physical traits might be different, these traits can be altered or become unrecognizable even with advanced technology. What are some of the challenges? How can these issues be addressed? This session will highlight some of the technical and business options available to for ensuring a good user experience.



David Johnson
AVP, Principal Security Architect Information Security Services-Security Research and Development
US Bank



According to a prediction by MarketsandMarkets, the overall biometric market is increasing with a CAGR of 17.6 percent until 2020!

10:30AM **Technology Demo Drive**

Gain first hand experience and test out the biometric technology in the market today that could help protect your customer and company. This one hour break, will give the attendees the opportunity to rotate from solution provider to solution provider to hear about the multiple applications that can be installed.

11:30AM **Third Party Providers: Building Partnerships To Ensure Cohesiveness**

Relying on others is the backbone of the corporate world. Sometimes trusting a third party and depending on their product could be a difficult task but the outcome, when done right, will evolve the customer experience in the financial industry to a whole new light. This case study, lead by SunTrust, will go over the precautionary steps in working with a third party to protect the customer.

Sponsored by **Identazone**

12:15PM **Transitioning from Card Authentication to Biometrics for Employees**

Biometrics has started the discussion to be integrated within the financial institution, to further verify and keep customer protection safe. The companies themselves are no exception. During this session, you will hear how one of the largest commercial banks are trading their key cards to eye verification to ensure safety within their buildings for their employees.

1:00PM **Lunch**

2:00PM **Payment Grade - Trust - Banking**

Biometrics are the shiny new feature that many banks are turning to for increased convenience and security. In this session, we'll discuss what key factors need to be assessed (accuracy, spoof detection & privacy) and how to measure them. Consumers trust banks. Learn what banks are doing to ensure they can trust biometrics.



Toby Rush
CEO and Founder
EyeVerify



2:45PM **Mitigating Card-Not-Present Risk: Use of Biometrics for customer on-boarding and reducing transaction risk**

Banks hold copious amounts of sensitive and important information about their customers. From social security numbers, to birthday dates, leading up to home addresses. If this information was stolen, there is no reverse button. The old process was to ask the customer a number of, yet again, personal questions. Today, the industry is focusing efforts towards technology and how the new technology can ensure that their customer's personal life is left that way-personal. During this session, you will discuss the biggest mistakes that companies make when investing in a new safety precaution and how to overcome the problems.



Curt Haid
Director Risk Fraud & Payments, Ria Digital
Ria Financial

3:30PM **Networking Break**

4:00PM **European Perspective: Making the Case for Voice Biometrics in the Contact Centre and Accelerating Delivery of Customer Service**

Barclays contact center receives more than 400 calls a day from customers looking to receive updates on their account, change their passwords or simply access their account information. This case study, lead by the implementer of the solution to improve the call center, Matt Smallman, will go through the implementation process of voice biometrics and the overall outcome of integrating the technology and the success of the project.



Matt Smallman
Customer Service Transformation Leader
Former Barclays



"User names and passwords are basically 15 years old. They're at the end of their useful life. Something needs to take their place."

-Secil Watson, Head of Wholesale Internet Solutions-**Wells Fargo (Inquisitor)**

4:45PM **Detecting Fraud by Using Passive Biometrics Tactics To Monitor The User's Habits**

Sometimes the answer is not always in using a person's physical traits in order to confirm that they are in fact who they say they are. Passive biometrics has been incorporated by some companies to monitor a different type of biometrics use when authorizing the user. This panel will discuss the use of passive biometrics to detect fraud and prevent risk from utilizing this approach.



Darci Guirel
Professor Computer Information Technology
Northern Kentucky University

5:30PM **Closing Remarks - End of Day One**

5:40PM **Meet and Greet Cocktail Reception**

Why go back to your room? Enjoy a drink with your colleagues and peers that you spent the first day of the event with. Discuss the topics and the new advancements that the industry is working on to change the financial industry!





Main Day Two

WEDNESDAY, JUNE 29, 2016

8:00AM **Registration and Coffee**

8:45AM **Opening Remarks of Chairman**



Loren Moss
Editor in Chief
Finance Colombia

9:00AM **KEYNOTE PRESENTATION: What the Customer Wants, the Customer Gets: Integrate Biometrics into Everyday Transactions**

In business, the customer drives the decisions. What they want they get. The banking sector is no different. Mobile banking for customer use has increased from the past and securing these devices and the applications needs to happen in order to keep the customer's experience grade A. Join this keynote session led by Rob Cummings from Mountain America Credit Union to learn the lessons on incorporating the technology for the customer's everyday use.



Rob Cummings
SVP Online and Mobile Banking
Mountain America Credit Union

9:45AM **CASE-STUDY: Does Your Bank Know Who You Are? Use of Biometrics for Mobile Login Security and Payment Authentication**

Voice biometrics, fingerprints, iris scans, and other authentication options are beginning to replace passwords as a means to verify a user's identity and simplify the login process when banking online or via a mobile device. The key is to provide enhanced security against hackers while improving the overall user experience. This case study from Carron Oswald, will go over her findings in ensuring user experience is maintained while keeping security and authentication.



Carron Oswald
Online Banking & Mobile Product Manager
Chevron Federal Credit Union



Estimated that over 1 billion smartphone users will be using biometrics on a daily basis by 2020.

10:30AM **But first, Coffee! Morning Network Break**

Collaborate with the expert speakers from the morning sessions to dig deeper into the key uses of biometrics for customers.

11:00AM **DON'T MISS OUT: Card Provider Perspective: Cutting Edge Technologies for Credit & Debit Cards**

With EMV having been implemented in most credit cards and debit cards starting last year, credit card companies are constantly investing time and money into guaranteeing that the information will not be stolen from a potential threat. Biometrics is the next step in ensuring the customer's card is constantly protected. This session will dive into a different perspective in the financials industry and what cutting edge technology credit card companies are implementing.

Sponsored by BehavioSec

11:45AM **Usability, Testing and Validating, Identification: The Big Three to Successfully Implement Biometrics**

After introducing a new type of technology into the market, one of the first steps is understanding how that technology will work. In particular to the bank sector, how that technology will work for customers, and the type of situations that might occur throughout the testing process. Dr. Stephen Elliott has conducted extensive research on biometrics and the standards that must be addressed before implementation. This session will focus on how to understand the progression of the technology and what that might mean for your customers and the industry.



Stephen Elliott, Ph.D.
Director at International Center for Biometric Research
Purdue University

12:30PM **Networking Lunch**

1:30PM **International Perspectives: Using Biometrics to Eliminate Fraud in Latin American Banking and Financial Services Sector**

Fighting against fraud, data theft and further security risks is one of the biggest challenges for financial institutions in Latin America. As a result this region has been far ahead of North America when it comes to the use of biometrics in their banking systems. What lessons could be learned? What hurdles did they have to overcome? Loren Moss will provide an overview of how Latin American financial sector is battling the fraud using advanced biometrics technology.



Loren Moss
Editor in Chief
Finance Colombia



2:15PM **Improving Customer Services by Using Biometrics in ATM Payment Services**

The rise of electronic transaction channels has transformed the banking industry, making smaller, less expensive branches a reality and sparking new opportunity for ATMs. Smaller institutions have the advantage of incorporating innovative technology into the ATMs to conduct tests and evaluate the consequences and benefits of the updated machines. Join this session to hear from a firm that has begun to implement biometrics into their ATM machines in order to improve customer services.



Stephen Wooters
EVP, Digital Banking and Payments
Fairfield County Bank

3:00PM **New and Upcoming Trends and Developments in the World of Biometrics for eBanking and Mobile Payment Applications**

As long as companies are investing and as long as customers want new advances in technology, there will always be an increase in technological improvements. Understanding what these new advancements are and how it will affect the industry should be taken into consideration when thinking of the customer. Chris Barlow from Webster Financial will focus on the upcoming trends and how to assess the developments of biometrics for mobile and online use.



Christopher Barlow
VP eBanking and Mobile Product
Webster Financial

3:45PM **End of Biometrics for Banking and Financial Services Summit**



Sponsorship & Exhibitor Opportunities

Sponsorships and exhibits are excellent opportunities for your company to showcase its products and services to high-level, targeted decision-makers attending the conference. For more information on sponsoring, or exhibiting, please contact Chris Ritchie at (212) 885-2799 or Chris.Ritchie@iqpc.com



More than two-thirds of U.S. respondents said that biometrics would be more secure and help reduce the risks of fraud.
- Telstra's survey





Pricing & Registration

Primary: Banks & Financial Institutions, Card Providers & Issuers, and Credit Unions	Register & Pay By June 3, 2016	Standard
Main Conference	\$2,295 Save \$200	\$2,495
All Access: Main Conference + Tech Accelerator Workshop Day	\$3,645 Save \$200	\$3,845
One Workshop	\$549	

Solution Providers	Register & Pay By June 3, 2016	Standard
Main Conference	\$2,795 Save \$200	\$2,995
All Access: Main Conference + Tech Accelerator Workshop Day	\$4,145 Save \$200	\$4,345
One Workshop	\$549	

Team Discounts*

Number of Attendees	Savings
3 to 4	10%
5 or more	15%

*Discounts apply to registrations submitted together, at the same time. Cannot be combined with any other discount

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