

Organised jointly by:

ATMIA
ATM INDUSTRY ASSOCIATION

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Conference & Expo

2010 European ATMs

Park Plaza Victoria Hotel, London
10th and 11th June 2010



8:00	Coffee & registration
9:00	Welcome & opening remarks Panel Discussion: The future of the ATM Perspectives from senior executives of leading ATM manufacturers

10:15	Coffee & exhibits open
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11:00	Stream 1: Bank Case Studies Using automated deposit in self-service to its full potential As automated deposit becomes more established, banks are discovering ways of optimising their deployment to improve branch processes, enhance customer service and reduce costs. Erste Bank shares its perspective on how to embrace the technology to its full potential. <i>Peter Michael Seitz, Channel Manager, Branch and Self-Service, Erste Bank (Austria)</i> Complete ATM outsourcing and the union of ATM and web services Länsförsäkringar Bank has optimised the availability of its ATMs through outsourcing many functions to an ATM manufacturer. Furthermore, the bank has implemented deposit functionality by reusing web services built for its internet bank, optimising implementation and extending its reach. <i>Per-Olof Skarstedt, Head of Cards & Payments, Länsförsäkringar Bank (Sweden)</i> ATM service integration – moving to a single outsourced supplier In recent years, Bank of Ireland has developed several ATM networks throughout the Republic of Ireland and the UK. Although in the past these networks were supported by different suppliers, the bank recently went to tender to find a single supplier of outsourced ATM services. There are a number of benefits such a tender can bring. <i>John O'Connell, Commercial Manager & Account Manager Post Office ATM Business, Bank of Ireland (UK)</i>
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12:30	Lunch
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14:00	Stream 1: Bank Case Studies continued The ATM as a marketing platform The recession has driven many marketing teams to prioritise one-to-one marketing opportunities over mass media approaches. How can an ATM network complement the marketing mix? <i>Simon Blissett, Head of Agencies & ATM Strategy, Nationwide (UK)</i> ATMs at la Caixa: building a relationship with the customer This overview of la Caixa's customer-oriented ATM strategy will discuss the bank's views on value-added transactions, customisation, usability and accessibility, and introduce its 'Punt Groc' (Yellow Dot) concept ATMs. <i>Ramiro Sánchez-Crespo, ATM Channel Director, La Caixa (Spain)</i> Self-service as part of a multi-channel strategy Uruguay's largest ATM deployer, Banco República, will give an overview of its service strategy, examining the mindset and demands of its customers, the systems it utilises to serve them, and the principal goals it has in utilising a multi-channel approach to service. <i>Favio Calabuig, Manager of Direct Banking, Banco República (Uruguay)</i>
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15:30	Coffee & exhibits open
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16:15	Stream 1: Bank Case Studies continued The ATM outsourcing model that works best for BZWBK This session will compare the various ATM outsourcing models used in Poland, and explain how to determine which is most appropriate for your institution. It will go on to present the solution that BZWBK has chosen, and why. <i>Boguslaw Sobala, Deputy Director ATM Services, and Filip Wyszomirski, Financial Services Director, BZWBK (Poland)</i> Achieving a smooth currency transition at your ATMs Explore the challenges involved in the conversion of the largest ATM fleet in Slovakia to euro-dispensing at the end of 2008, the implementation of its anti-skimming measures and its plans for extended functionality. <i>Peter Šmíd, Head of Card Department, Slovenská sporitelna (Slovakia)</i>
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17:45	Drinks reception
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8:00	Coffee & registration
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9:00	Stream 1: ATM Software Going Green with remote power switching Institutions face the challenge of maintaining service levels whilst striving to reduce energy output and embrace corporate responsibility. One solution which will be showcased is the ability to use monitoring software which can be used remotely to control the power used by an ATM. <i>Wolfgang Braunwieser, Managing Director, SBS Software (Austria), and customer bank</i> New problems, old tools This presentation will examine several issues facing the industry today, including: why the industry tries to solve tomorrow's problems with yesterday's tools, why behaviour is more important than technology, why we are all too old to understand, and where we can look for tools for solving tomorrow's problems. <i>Jim Tomaney, ATM Industry Consultant (UK)</i>	Stream 2: IAD Case Studies Extended functionality at the ATM Poland still lies in the era of cash payments, due to low growth in the number of payment card acceptance points, and increasing numbers of ATMs. As new facilities allow ATM deployers to achieve additional revenue and operational savings, extended ATM functionality is an important current trend in the Polish IAD market. <i>Ewa Beresiewicz-Kozłowska, President of the Board, eCard (Poland)</i> The German ATM market and the opportunities for IADs Based on the experience building four independent deployment companies in different European markets, this session will discuss the challenges and rewards that the German market offers to IADs. <i>Andrew Martin, CEO, Currency Machine (Germany)</i> The challenge for ATM operators: how to maintain the public's preference for cash Cash is hard to beat in its ability to offer the public both confidence and convenience as a payment method. This session argues why 'plastic money' will struggle to replace 'cash money', even in the long term. <i>Ron Delvevo, Managing Director, Bank Machine (UK)</i>
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10:30	Coffee & exhibits open
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11:15	Stream 1: ATMs in China Managing global payment network expansion Since 2004, China UnionPay has pursued a strategy of international expansion, giving Chinese cardholders access to ATMs and POS terminals abroad, and allowing foreign cardholders access to the rapidly growing payments networks in China. What is the rationale for this rapid growth, and how has it been achieved? <i>Roger Lee, Head of Marketing Department, China UnionPay</i> High functionality as a differentiator in the Chinese ATM market Bank of China is the smallest of China's 'big four' banks. It has traditionally been more focused on the branch than many of its competitors, but has been growing its ATM network strongly in recent years, following a strategy of high functionality. <i>Ya Wang, Senior Manager, Personal Financial Department, Bank of China (China)</i> Mainland China, a growing ATM market with further potential... and restrictions China has a unique business and regulatory environment. This session will give an overview of the Chinese ATM market, explain the fundamental business principles behind ATM deployment, and suggest how to create a new business model to fit China's specific environment. <i>Jane Fu, Vice GM of President Office, ATMU (China)</i>	Stream 2: The Future for International ATM Networks EAPS – the new European card solution for ATM and POS The Euro Alliance of Payment Schemes is committed to improving card usage for consumers in Europe. This session will examine how EAPS has increased European ATM acceptance, why standardisation throughout the region is important, and explain how card issuers and ATM acquirers can benefit from EAPS. <i>Peter Blasche, Vice Chairman, EAPS (Germany)</i> Assessing the risks and benefits of domestic and regional options MasterCard Worldwide as a global payments company will compare and contrast the virtues of being part of a global structure versus the alternative options that are available for issuers and acquirers, domestically and on a regional basis. <i>Helen Bradley, Debit Channel Management, MasterCard Worldwide (UK)</i> Combating cross-border ATM fraud – a Visa Europe perspective Penetration of EMV Chip and PIN across Europe has led to increasing cross-border fraud, typically through 'skimming' and subsequent counterfeit usage through non-EMV capable devices. Visa Europe has developed an ATM profiling and reporting service to assist both issuers and acquirers in tackling this issue. <i>John W. Smith, Senior Risk Product Manager, Visa Europe (UK)</i>
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12:45	Lunch
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14:00	Cash, Payments and the Branch Banknotes: meeting demand This session will examine trends in the distribution and denominational mix of banknotes in the UK, including insights into the interaction between the Bank of England and the cash industry. <i>Victoria Cleland, Head of Notes Division, Bank of England (UK)</i>
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	Consumer payment behaviour – where will cash go in the future? Drawing on IACA's 'Global Payment Survey Project', a study in the payment behaviour of consumers, this session will give an overview of the factors that will be most influential in the future of cash. It will examine the outcome of recent research and also look what studies will be undertaken in the future. <i>Gerben van Wijk, Membership Director, International Association of Currency Affairs (Netherlands)</i>
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	Branch banking strategy – best practice The branch continues to be seen as the lead delivery channel for retail bankers across the World. This session uses a range of case studies to illustrate the critical success factors for retail branch strategy and the increasingly important role played by self service. <i>David Cavell, Adviser to the Financial Services Industry (UK)</i>
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15:30	Coffee & exhibits open
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16:00	Industry Perspectives Cash use in a post-recessionary economy This session will provide an analysis of current key demand drivers for cash and how these may change over time, and predict the long-term prospects for cash. <i>Mike Lee, CEO, ATMIA (South Africa)</i>
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	Latest trends and forecasts for Europe's ATM markets This session will summarise the main trends and developments in the European ATM market, and highlight other key insights from RBR's global ATM research. <i>Richard Cummings, Senior Research Analyst, Retail Banking Research (UK)</i>
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17:30	Closing remarks
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10th and 11th June 2010

Park Plaza Victoria Hotel, London

Delegate Fees

Standard	€2,000 / £1,700 / \$2,800
ATMIA member	€1,400 / £1,450 / \$2,000
Retail bank employee	€650 / £600 / \$950

Registration includes access to the full conference, the exhibition hall, all food and beverages served during the two-day event, including the reception at the end of day one, and copies of presentations after the event.

Exhibition Booths

3m x 2m exhibition booth (includes 2 full delegate passes)

Standard	€5,600 / £5,400 / \$9,000
ATMIA member	€5,100 / £4,500 / \$7,500

6m x 2m exhibition booth (includes 4 full delegate passes)

Standard	€10,100 / £9,000 / \$15,000
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To register online: www.atmiakonferences.com/Events/EuropeanATMs.

Conference Presentations

If you are unable to attend the conference, but would like to receive the speakers' presentations, these can be purchased via the website.

Note: Conference fees will be charged in \$, € and £ amounts may vary

Also coming up:

ATM Security 2010

14th and 15th October 2010 • Radisson Blu Portman Hotel, London

- Europe's only dedicated ATM security conference
- Case studies by banks, IADs and networks from across the region

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Attendee Demographics

Over 300 senior executives representing 87 organisations from 41 countries attended European ATMs 2009.



Hotel

Park Plaza Victoria Hotel
239 Vauxhall Bridge Road, London SW1V 1EQ, United Kingdom
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A limited number of rooms have been reserved for the conference at a preferential rate of £155 per night including breakfast but excluding VAT. To make your reservation please call the above number and quote reference ATMN230510.

Conference Organisers

European ATMs 2010 is organised jointly by the ATM Industry Association (ATMIA) and Retail Banking Research (RBR).

ATMIA is an independent, non-profit trade association, whose mission is to promote ATM convenience, growth and usage worldwide; to protect the ATM industry's assets, interests, good name and public trust; and to provide education, best practices, political voice and networking opportunities for its members.

RBR is a leading research and consulting firm specialised in the areas of banking automation, cards and payments. Based in London, RBR serves clients across more than 100 countries through premium research reports, consulting, newsletters (*Banking Automation Bulletin*) and conferences.



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