

Bankers' challenges in electronic banking, management perspectives

ORGANISATION SHEET

Objective	<p>Banking on the Internet and on mobile devices (electronic banking) is nowadays already an everyday tool for millions of persons. Operating direct on the stock exchanges is no more limited to experts. Even wallets are turning out to be used more electronically.</p> <p>Banking over the mobile phone (mobile banking) starts to be nowadays a usual tool for many persons. Getting your account balance via alerts, making micro-payments in shops or to friends, creating savings for the unbanked customers, ... A lot is moving fast for financial (e.g. banks) and nonfinancial agents (e.g. telecoms) in these new channels.</p> <p>This can generate a lot of questions:</p> <ul style="list-style-type: none">- What are the risks of these new developments and how to tackle them?- What type of new legislation do regulators create?- Who are these online banking clients?- What are the commercial and technical challenges for the future?- What about the security of electronic banking? <p>This seminar aims at highlighting important issues in banking on the Internet. Factual cases will be studied and discussed.</p>
Methodology	<p>The seminar is interactive including presentations and transfer of information, exchange of views and experience, working on practical cases.</p>
Target group	<p>All bank executives; Central Bankers, Bank and finance Supervision Departments, Financial Markets Authorities, other Financial Regulatory authorities, Audit firms and departments; Bank Association and other professional bodies related to the financial markets. Executives of financial departments of companies linked to the banking world.</p>
Language	<p>English</p>
Knowledge	<p>Practical experience with many aspects of financial markets. A good knowledge of the Internet and its use could be an asset.</p>
Participants	<p>Up to 25 participants</p>
Duration	<p>3 days</p>

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CONTENT

Day 1

Introduction

What is electronic banking about?
The IT role in the banking industry
Examples and demo cases

Channels in turmoil

From web 2.0 to web 3.0 internet banking
From e-banking to social media (payments and banking)

- Possibilities
- Services
- Costs

Web 3.0 without banking intervention

- Disintermediation
- Challenges
- Benefits and dangers

Upgraded ATM's
Possibilities
Services
Costs

Payment tools in shops (Point of Sales)
Existing and new cards
No cash anymore?

Challenges and pitfalls

How to challenge and handle the technical limits

- evolution of the technology
- acceptance by the end users

The internet community helping to develop services

- social media offering financial services
- scale effect and viral evolution

Multichannel optimization

Advice in branches
Operations and brokerage in web banking
Information in m-banking
Synchronisation between the channels

New payment methods

Card based payments

Network money
Mobile payments
 Possibilities
 Services
 Costs
 Demo
Peer to peer payments
 Possibilities
 Services
 Costs
 Demo
Friends to family payments

Day 2

Compliance and risk management in e-banking

Risk management
- typical internet risk
- influence on the global banking risk
Fourteen principles for a sound risk management
- examples from the BIS
Risk policy
- how to establish a risk policy
- international examples and cases
Laws and legislation
- in Europe and USA
- worldwide legislation
- legislation or self-regulation?
Balance between risk and user-friendliness
- acceptable risk
- the Y generation
Compliance
- E-banking
- Integration into global bank approach

The client and the marketplace

New model of competition
- who are the new competitors
- what exceptional services do they offer
New clients: convert members into clients
- from visitors to members
- from members to clients
New Products: buying all types of insurances on the Internet
- aggregators to present information
- offers through the internet channel through banks
New Promotion/ Communication:
Using SMS as promotional tools
- combine transactions and promotions
The screens network as communication channel
- revolutionary communication tools in branches and on hot spots

Day 3

Hold back the invisible enemy

Threads

- types of dangers
- identify the loopholes
- phishing, spoofing and whaling

Safeguards

- for every thread there is a safeguard

Security policy

- define a security policy
- examples of models of security policies

Case study and Hand over

From banking back office towards back office 2.0

Transactions

Cost of operation

Corporate e-banking (marketplaces)

• Electronic banking, IT and mainframe

Interfacing

Release management New

mobile tools

Sharing/specialising content

The future: mobile banking

Which services to specialise in?

- step 1: getting information
- step 2: transactions execution
- step 3
- : savings and investments
- new services

Interaction with the other banking channels

Macro and micro payments

Smartphone or Tablet?

General summary

- Sources of information
- Conclusion