



# SPARK!

## Special Report

SAS Financial Services Executive Summit

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May 17-18, 2011



THE  
POWER  
TO KNOW®



**SPARK.** When an elite circle of banking and insurance executives gathered in Cary, North Carolina, to discuss and debate their business challenges, they knew to expect the unexpected.

They knew that before long, sparks would begin to fly.

Set in a uniquely collaborative workspace and fueled by collective brainpower, flickers and flashes did indeed come together in these two dynamic days. What followed can only be described as a virtual power surge.

## Welcome

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SAS CEO Jim Goodnight welcomed attendees to the Summit, delivering a brief preview of key SAS initiatives in financial services. Highlighting high-performance computing and social network analysis capabilities, Goodnight shared surprising parallels SAS has discovered in seemingly disparate industries.

“ The solutions we’re working on will allow you to use all of your data a lot faster.

**Jim Goodnight**  
CEO of SAS

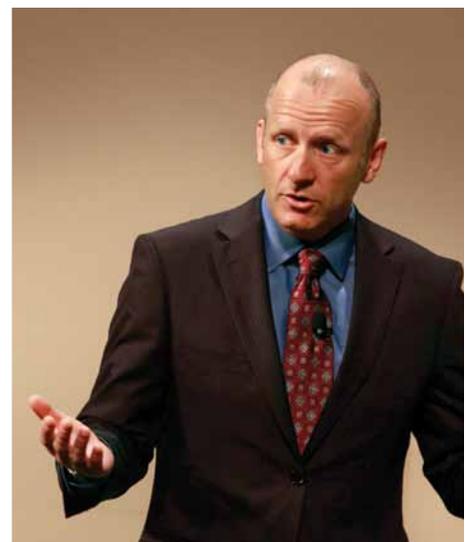
## Opening Remarks

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In his opening remarks, Summit host David Macdonald offered a broad perspective on the threats and opportunities facing the financial services industry today.

“ This is the time to collaborate and take an unorthodox approach to our business challenges. We come together to make the industry rise and shine, rather than diminish and deflate.

**David Macdonald**  
Vice President and General Manager  
Financial Services Business Unit  
SAS United States



## Tangled Webs

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Chief Conversation Catalyst James B. Stewart kicked off the day with a provocative discussion of his new book, *Tangled Webs: How False Statements Are Undermining America*.

Over the course of his lengthy career as a financial journalist, Stewart became intimately familiar with the inner workings of America's most notorious corporate scandals. One common thread in all of them – false statements made by people who knew better than to lie on the stand and risk it all, but did it anyway – formed the basis for *Tangled Webs*.

Pulling back the curtain on several sensational trials, Stewart described what he calls the perjury epidemic sweeping the US and explored its implications for society at large.



“ It's not just about the main characters – it's about what happens to the people who are swept up by it. None of these lies happened in a vacuum.

**James B. Stewart**

Best-selling author and  
Pulitzer Prize-winning reporter



## Connecting the Dots with Customer Analytics

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In a lively panel discussion, professionals from the banking, insurance and retail industries shared their ideas about the critical role of customer data in business today.

**Susan Faulkner**, Deposit and Card Products Executive at Bank of America, described the evolution of the customer-centric strategy at her organization as a long journey and a “paradigm shift.”

**Mark Gorman**, CEO and founder of the Gorman Group Insurance Consultancy, expressed great enthusiasm for noted insurers’ nascent move toward a customer focus, emphasizing distribution channels and brand awareness.

**Eric Williams**, Executive Vice President and CIO of Catalina Marketing, drew on his experience in the retail sector to explain the importance of not only building customer relationships, but also using the data gleaned from those customer interactions to drive business decisions.

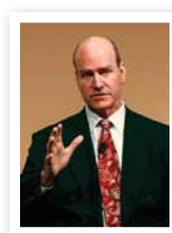


“Are we taking care of our customers? Are we serving them right, deepening relationships? Are we giving them what they want?”

**Susan Faulkner**

“Our entire company is based on building relationships with consumers. Everything we do is targeted based on you and your behaviors. We’ve been doing this for years – and now it’s becoming commonplace.”

**Eric Williams**



“Historically, the customer for [the property and casualty] insurance company has been the agent. All of that is changing.”

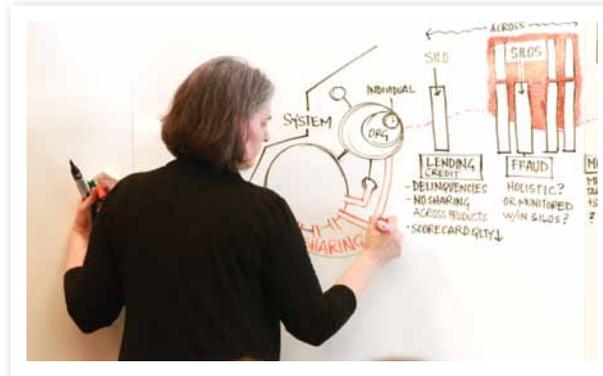
**Mark Gorman**



# Power Sessions

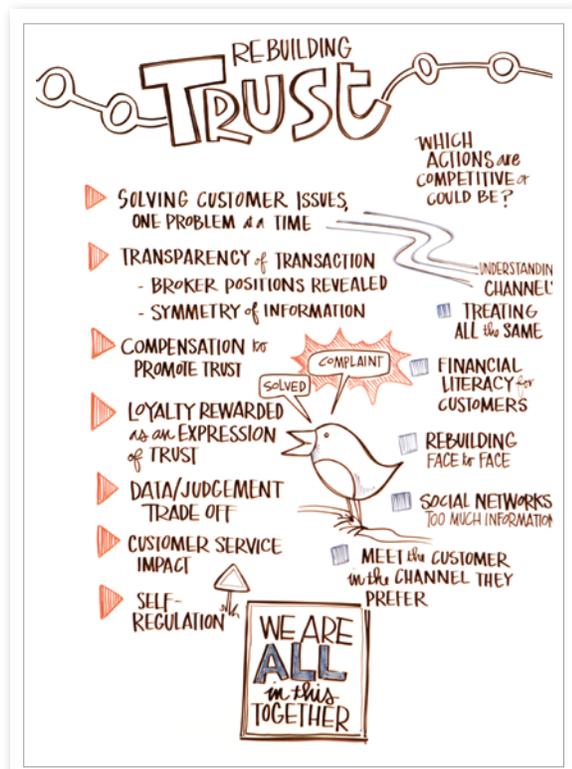
In a departure from the more traditional presenter-led format, Power Sessions put attendees firmly in the driver's seat for the bulk of the day.

Guided by professional facilitators, small groups worked side by side on proposed scenarios, then shared their outcomes with the larger group. Scribes combined key points with whimsical illustrations, creating real-time visual records of each group's conversation and conclusions.



## All-Hands Power Session: In Good Standing

Challenged with elevating public trust and repairing the reputation of the US financial services system, small groups set to work on solutions.



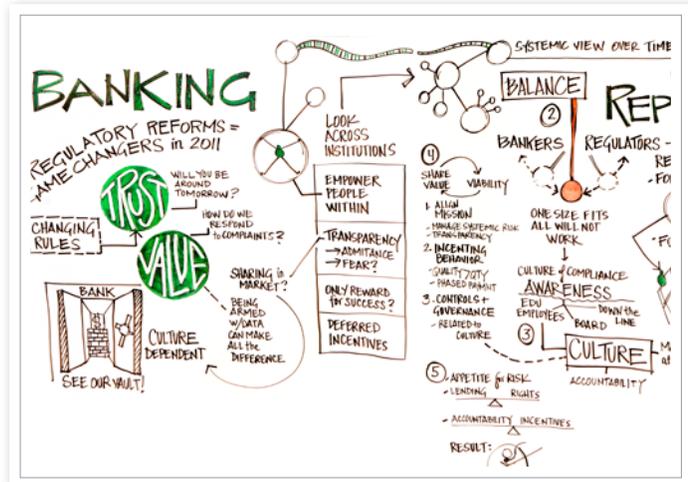
“ I found the small-group format to be very effective in stimulating discussion and brainstorming.



## Banking Power Sessions

Impending regulatory reforms are too restrictive, bankers agreed, but they noted that more proactive collaboration with industry regulators – and better information sharing across their own organizations – will help balance risk and reward.

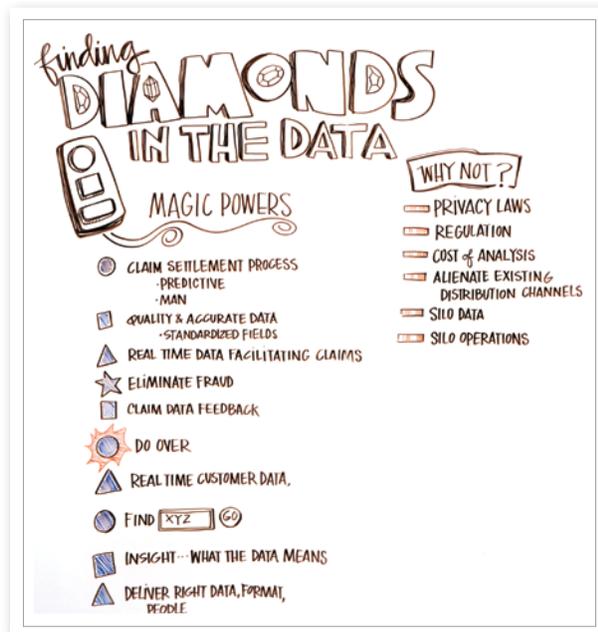
“It far exceeded my expectations. I’d like to have someone from my company attend every year!”



## Insurance Power Sessions

Time-traveling to the year 2030, insurers cited online distribution, trustworthy agents and data-driven, highly personalized service as the keys to success. Add a predictive claims settlement process and improved fraud-fighting solutions, and the sky just might be the limit.

“Excellent and informative ... thank you for the opportunity to attend.”



## Legendary Southern Hospitality

Warmth and welcoming come naturally in Cary, North Carolina – just ask our Summit attendees who arrived a day early to enjoy complimentary hospitality activities.

Fresh air and bright Southern sunshine greeted golfers at Prestonwood Country Club, home to 54 holes of championship-caliber golf. Against a backdrop of mirrored ponds and manicured greens, guests embraced the opportunity to relax and unwind.



Meanwhile, others mixed, mingled and sipped during a private tutored wine-tasting session at the renowned Umstead Hotel and Spa. Led by sommelier Justin Tilley, attendees experienced a thoughtful selection of estate-bottled wines and enjoyed the property's serene woodland setting.

Later that evening, a discussion about the unique corporate culture at SAS took center stage during a gala dinner reception at The Umstead. Senior Vice President and Chief Marketing Officer Jim Davis and Vice President of Human Resources Jenn Mann offered insight on why SAS continues to honor its longstanding tradition of remarkable employee benefits and perks.

“ The facilities were exceptional and world-class ... SAS made me feel very welcome.

