

CONTENTS

SUMMER 2011

News 06

We report on the biggest news from Convergence 2011, explain what's on the agenda at Microsoft's CRM360 Virtual Summit and find out more about the launch of Temenos Insight Risk, Temenos's new risk management platform for the industry

Viewpoints 14

Thought leadership from Sam Vassa at Figlo on building an effective client engagement strategy, plus insight from Thomas Senger at Kofax on how his company is helping financial services organisations thrive in a challenging world

Cover story

A personal approach 16

Michele Witthaus reports on how Keytrade Bank is succeeding in creating a truly personal experience for its customers using Microsoft Dynamics CRM

Features

Putting risk in the limelight 20

Why banks need a flexible and scalable IT infrastructure to analyse financial and operational risk

Always on 28

Jasmine Yalds reports on how financial organisations must transform the online experience to serve today's always-connected customers

Closing the gap 38

Rebecca Lambert speaks to financial technology industry leaders about the significance of cloud computing for microfinance institutions

Focus 42

Capital markets

Stockbrokers are asking themselves, are the reasons they moved to outsourcing now the reasons to leave? Alex Foley at peterevans finds out more

In practice 44

The latest success stories from the industry, including how Rackspace took Openwork, the UK's leading multi-tie network, into the cloud, why Ashburton (Jersey) selected a data warehouse management solution from C5 Alliance, and how Fennia Asset Management is benefiting from its new asset management and CRM system from Model IT

Signing out

Making social networking work 48

We look at some of the main issues banks need to consider if they want to develop an effective social networking strategy



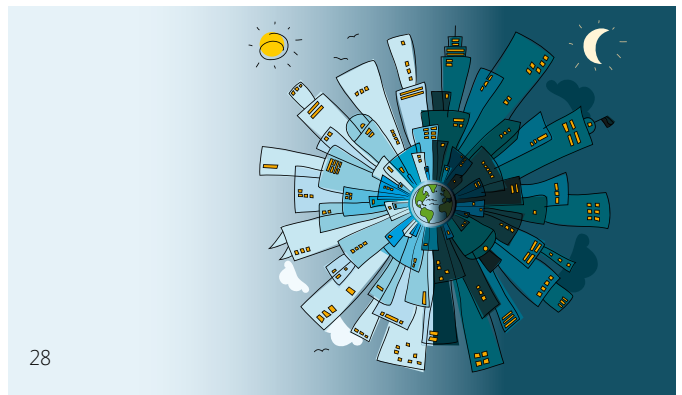
16



20



06



28

Published by Tudor Rose
Tudor House
6 Friar Lane, Leicester
LE1 5RA, England
Tel: +44 116 222 9900
Fax: +44 116 222 9901
info@tudor-rose.co.uk
www.tudor-rose.co.uk
Managing Director: Jon Ingleton

Follow us: twitter.com/onwindows
Become a fan on Facebook
Connect on LinkedIn



ISSN 1473-2173
Finance on Windows is Microsoft's quarterly enterprise customer magazine for the financial services industry. For further information and to subscribe, please visit:
www.onwindows.com/financeonwindows

Printed in Great Britain by The Manson Group.

© 2011 Tudor Rose Holdings Ltd. All rights reserved. No part of this publication may be stored or transmitted or reproduced in any form or by any means, including whether by photocopying, scanning, downloading onto computer or otherwise without the prior written permission from Tudor Rose Holdings Ltd.

Active Directory, BizTalk, Microsoft, Outlook, SharePoint, Visual Studio and Windows are either registered trademarks or trademarks of Microsoft in the US and/or other countries. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

Views expressed in this magazine are not necessarily those of Microsoft or the publishers. Acceptance of advertisements does not imply official endorsement of the products or services concerned. While every care has been taken to ensure accuracy of content, no responsibility can be taken for any errors and/or omissions. Readers should take appropriate professional advice before acting on any issue raised herein.

The publisher reserves the right to accept or reject advertising material and editorial contributions. The publisher assumes no liability for the return or safety of unsolicited art, photography or manuscripts.

