



Dallas Association for Financial Professionals
Presents
"Big D Financial Conference"
September 19, 2017
Marriott Las Colinas



Conference Level Sponsor **FIS**

2:50 PM – 3:40 PM

BROWN ROOM

Same Day Payments: What Practitioners Want and Need to Know (from their bankers)

Laurel Egan Kenny - Turningpoint Communications; Ray Vines - Dean Foods, Mario Millan – Dolex, Ginger Gidden-Weinzierl – Wells Fargo, Matt Roush – Pioneer Natural Resources

Same-day payments are finally here, but did anyone actually ask treasury professionals if they need them, want them or would pay for them? Treasury practitioners are not buying for several reasons:

1. Treasury professionals are practical. Do they NEED same-day payment capabilities? What for? Bankers are not able to sell same-day capabilities (with very few exceptions) to most industries or business types. Quite simply, if treasury professionals can make do with existing options that don't cost more, they will do so.
2. Treasury professionals are not risk takers. They will not buy something on "spec," because it is new and exciting or because their banker thinks it's cool. They want proof that it will add value to their environment and would like examples of how it could work for them.
3. Treasury professionals are rational. They want to see the business case for "Same-Day vs. Same-Way" and they would like to see it for their own environment.

Selling treasury solutions requires great skill and knowledge. Treasury salespeople have to dig deep to sell "Same-Day" when, quite honestly, the need is not there for the majority of payments. Large-scale investments are not going to be made if the feeling is that "Same-Day" payments are great to have for one-offs or to correct mistakes, unless treasury management officers (TMOs) can prove a value proposition.

This panel presentation, comprised of five industry practitioners with manufacturing, foreign exchange (FX), hotel, retail and energy experience, a 20-year TMO and relationship manager, and moderated by a treasury management marketing, business development and sales training consultant, will offer unique perspectives on how the industry can move forward with Same-Day payments by matching solutions to need (where there is need) and proving value through designing compelling business cases and value propositions.

BRITAIN ROOM

Criteria for Selecting Your Global Banking Providers

Dan Nolan - Bank of America Merrill Lynch; Kim Marceau - Freeman Co.

This presentation will cover criteria for selecting global banking providers, including:

- Local vs. regional vs. global banks
- On-boarding process considerations (KYC/AML, documentation management, local vs. centralized process)
- Relationship management and customer service considerations
- Client operational model considerations: centralized, decentralized, hybrid, SSCs
- Price/value considerations
- Complexity of technical requirements (ERP integration, SSCs, ROBO/POBO, cash pooling/netting)
- Visibility, control, reporting considerations
- Regulatory compliance, counter-party risk considerations

HUDSON ROOM

FX Netting and Hedging: The Benefits to Simplifying Currency Exposure and Intercompany Payments

Al Manbeian – GPS Capital Markets

Present the goals, challenges, and implementation of creating a best practice FX global balance sheet and intercompany netting system. Review case studies and interactive object lesson/class interaction.

KIT ROOM

The 5 Pillars of Consideration When Selecting and Implementing a Treasury Management System

Eric Reyhle – GTreasury, Paul Banks – Pioneer Natural Resources

As treasury departments select and implement a treasury management system (TMS), there are several key pillars they should keep in mind. The transition to a TMS can change a treasury department from a primarily supportive role into the role of strategic advisor and risk manager. Having the right technology in place is essential to the treasury department's success! The uses of and needs for a TMS have become abundantly clear over the years. Companies are looking for technology solutions to gain greater visibility into cash, streamline processes, and improve controls. However, once a TMS vendor is selected, the real journey has just begun. This session will discuss the pillars to be considered as a treasury team selects a TMS vendor, as well as the steps involved during the implementation process of a TMS. Selection and implementation are key elements in the TMS lifecycle, as they are the true groundwork to a successful project. This fast-paced session will emphasize all the components necessary to select and implement a TMS on time and within budget.

WILLIAMS ROOM

Trends in Technology: How Fintech is Disintermediating the Certificate of Deposit Market

John Cravenho - Saxon Securities

The acquisition method institutions use to invest in Certificates of Deposit (CDs) can significantly affect the levels of capital preservation, liquidity and yields they obtain. Financial technology (fintech) has added significant client value by disintermediating the CD market sector. This session will detail the advantages and disadvantages of investing in CDs through various providers—banks, broker dealers, portals and CDARS—compared to innovative fintech capabilities. The session will also explore the potential to apply a fintech strategy to provide an alternative investment solution for international “trapped cash.”