



# sas® forum

BRATISLAVA 2008 hotel bonbon

## Agenda of SAS FORUM 2008

**09:00 – 09:45 Registration**

**09:45 – 10:00 Opening**

10:00 – 10:30 Successful market management - from product focused to customer focused company  
*Miroslav Kočan, Allianz - Slovenská poisťovňa, a.s.*

10:30 – 11:00 Sustainability and its role in company management  
*Thomas Spiller, SAS*

**11:00 – 11:30 coffee break**

11:30 – 11:45 From information to intelligence



11:45 – 12:15 Comprehensive campaign management in Česká spořitelna  
*Michal Seifert, Česká spořitelna*

12:15 – 12:45 Behavioral scoring – next step in retail risk management process  
*Alexei Kordichev, Rosbank*

**12:45 – 14:00 lunch**

### CUSTOMER INTELLIGENCE



14:00 – 14:30 Campaign management in financial institutions  
*Karl Reindl, CapGemini*

14:30 – 15:00 Customer Portfolio Management  
*Dr. Doris Zuba-Stark, Allianz Elementar Versicherung*

15:00 – 15:30 Effective use of promotion tools and client segmentation  
*Margarethe Überwimmer, Quelle*

**15:30 – 16:00 coffee break powered by**  

16:00 – 16:30 Title of presentation TBC  
*Wouter Buckinx, Python Predictions*

16:30 – 17:00 Segmentation as a transition from product to customer focused approach  
*Jiří Sklenička, Homecredit*

17:00 – 17:30 Analysis of online customer behaviour with SAS® Web Analytics  
*Martin Robl, ÖMV*

**18:00 – 21:00 Banquet**

### ENTERPRISE PERFORMANCE/ RISK INTELLIGENCE



Challenges at credit risk management  
*Luboš Prchal, Ernst & Young*

Assets and liabilities management  
*David Kemp, Finalyse*

Battle against fraud in insurance  
*Pavel Východský, Czech national association of insurance companies*

Integrated audit and control system in national health insurance company  
*Vladimír Šolc, Česká národní zdravotná pojišťovna*

Implementation of SAS OpRisk Tool  
*Dr. Gerald Brandstätter, Raiffeisenlandesbank NÖ-Wien AG*

Enterprise Risk Management and Solvency II  
*Thorsten Hein and Jiří Kubálek, SAS*

### TECHNOLOGY/ BUSINESS INTELLIGENCE



Holistic view on data quality  
*Peter Skalka, Accenture*

Warranty Analysis v Gorenje  
*Aleš Brglez, Gorenje*

SAS® Data Quality  
*Vladimír Kyjonka, SAS*

Data Quality and CESUG in Kooperativa pojišťovna  
*David Pejčoch, Kooperativa pojišťovna*

Using SAS for research in the area of steel production  
*Dagmar Fedáková, U. S. Steel Košice*

How to ensure the bank stability after a change of banking system with the help of SAS DataWarehouse  
*Sergey Anokhin, MDM Bank*