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## HP Enterprise Executive Summit 2006

Venice, Italy - May 14th-15th, 2006

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### Exclusive Invitation

Dear Delegate,

Welcome to the **HP Enterprise Executive Summit 2006** and to the beautiful city of Venice.

In what has become custom, the Summit brings together leaders, decision makers and experts from the Telecommunications, Financial and Manufacturing industries as well as from the Public Sector.

We have the pleasure to host a group of valued speakers for the plenary and breakout sessions that will address the challenges we face on the journey to building the next generation Enterprise which ultimately leads to an Adaptive Enterprise. In this Enterprise, IT processes are tightly aligned with the business and highly integrated across the company value chain. It can adapt and dynamically respond to customer needs, market opportunities, or even external threats.

HP executives will be available for 1:1 meetings, and there will be ample opportunity to network with other industry leaders.

On behalf of the entire HP team, welcome to the Enterprise Executive Summit.

I look forward to meeting you during your time here with us.

Best regards,

[Olaf Swantee](#)

Senior Vice President, Sales  
Technology Solutions Group, EMEA  
Hewlett-Packard

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## Agenda Overview

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#### Sunday, May 14th

- 09:00 – 12:00      Arrival at airport
- 12:00 – 14:00      Lunch
- 13:30 – 18:15      Sightseeing in Venice – 3 options available:
  - [Tour of Venice & Gondola ride](#)
  - [Murano & Burano](#)
  - [Tour of Venice including Grand Canal & San Marco Square](#)
- 19:00                Meet up in the hotel lobby and depart for dinner
- Until 23.30         Dinner

#### » [Sightseeing Programme](#)

#### Monday, May 15th

- 08:45 – 09:00      Welcome: [Olaf Swantee](#), HP
- 09:00 – 09:20      Keynote: [Francesco Serafini](#), HP
- 09:20 – 10:00      Keynote: [Steve Smith](#), HP
- 10:00 – 10:40      HP Announcement: Non-disclosure presentation
- 10:40 – 11:10      Coffee Break
- 11:10 – 12:40      Vertical Sessions
  - [Financial Services Industry - Banking](#)
  - [Financial Services Industry - Insurance](#)
  - [Manufacturing and Distribution Industry](#)
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- 12:40 – 14:00      Lunch
- 14:00 – 16:00      Vertical Sessions
  - [Financial Services Industry - Banking](#)
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- 16:30 – 17:15      Keynote: John Manley, HP Labs
- 17:15 – 17:30      Closing: [Olaf Swantee](#), HP
- 17:30 – 18:00      Coffee Break
- 18:00 – 19:30      1:1 Meetings

19:30 Departure for Dinner  
20:00 – 23:30 Gala Dinner

Spouses of all attendees have the opportunity to choose from two different day programs.  
» [Spouse Programme](#)

**Tuesday, May 16th**

09:00 - 12:30 Departure to the airport

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## Financial Services Industry - Insurance

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### Financial Services Industry - Insurance:

#### Building the next generation Enterprise with IT "Insurance: the next step forward"

New dynamics in the insurance business together with new regulation requirements from supervisory boards are demanding and challenging. Insurance companies are faced with the need to improve business processes, to create innovative products that will generate new growth and to enhance the management of their business portfolio. The right balance requires innovation and a new way of looking at the insurance business.

#### » Monday, May 15th

#### 11:10 - 11:25 Welcome and Agenda

**Petra Wildemann**  
Actuary SAV/DAV, HP EMEA Insurance Director

#### 11:25 - 12:40 An innovative approach to support new products and multi-channel distribution

**Didier Beck**  
CEO, ecenter solutions, (a company of the Helvetia Patria Insurance Group)

**Nick Stefania**  
Director Business Development, ecenter solutions, (a company of the Helvetia Patria Insurance Group)

Energizing the Life Insurance Market with hot new technology. Prior to investing in the eBusiness Platform, Helvetia Patria (HPV) was spending a significant amount of money and time to maintain multiple regional systems and connection points to communicate with its partners. Each system had different characteristics, processes, data, availability, timeliness. The architecture and processes lacked standards which prevented collaboration and synergies between groups and countries. Most of the work was accomplished manually through telephone, fax, post mail etc. The old architecture and systems' limitations forced the sales force and support staff into spending an inordinate amount of time on non-sales and back-office activities. This impacted overall performance and severely limited HPV's ability to scale.

**12:40 - 14:00 Lunch****14:00 - 14:45 Utilize and Adapt an Innovative Process Model as Technology Emerges**

**Klaus Hackbarth**  
**Member of the Board, WGV-Versicherungen**

The continuous evolution of technologies creates opportunities for insurance companies to innovate and gain competitive advantage. WGV-Versicherungen has always been an early adapter of new technologies. It has recently revised its processes and developed new applications to support the evolution of its business. The result is ICIS, a modern and proven application that has enabled new business processes.

**14:45 - 15:30 Innovative Life Insurance Products of the Future**

**Joachim Schaller**  
**General Manager and Head of Direct Markets, Revios Reinsurance**

Change in legislation and in taxation of life insurance as well as demographic development are drivers for a new generation of products. Products that take into consideration the needs of long term care, retirement and chances and risks of the financial markets. Also family care becomes more important and life cycles lead to variable products. A variety of products addressed to cover the needs of long term care occupational disability, retirement and family care will be discussed.

**15:30 - 16:00 HP Vision and Strategy on Insurance**

**Petra Wildemann**  
**Insurance Director, HP EMEA**

The session will focus on key trends in the insurance business arising from legacy changes and challenges from the business and technological requirements. HP has developed innovative answers to the trends and identified their strategy to support the insurance industry. References and best practices in this area will be outlined. The focus will be on business enablement such as new business models, enhanced legacy systems and smart ways to use today's and tomorrow's technology to meet regulations in an effective way while lowering costs.

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