

**7th New Banking Vision Conference to take place in Bucharest.
We make things Smarter.Faster.Digital!**

From this year onwards Asseco SEE has started to implement a new concept of New Banking Vision Conference – six local events are replacing one regional gathering with the event in Croatia already behind and the one in Turkey to take place on April 21st in Istanbul.

Bucharest, April 20th, 2016 –Romanian New Banking Vision Conference, the third one in the row of six local conferences, is going to take place in Bucharest, on May 17, 2016, in the Noblesse Palace.

New Banking Vision is the place to learn compelling digital banking stories – about experience, implementation and vision for the future. Today's demand of banking is: **anytime anywhere banking**. This requires innovative, robust, secure, optimized technologies ready to meet the expectations of empowered and tech-savvy customers. The most effective way to understand and bring organization from traditional banking to digital banking is on Omni-channel approach, **a multichannel way to address the customers, where all the channels are tightly integrated, keeping customer in the center of the integration.**

The goal of New Banking Vision is to inspire attendees to get the new spirit of banking and lead the way in addressing market changes by becoming more agile in day-to-day business. From **core banking to channels, business intelligence, payment and cards system**, Asseco SEE understands the banking business and processes.

The Digital Transformation of banks is encompassing all aspects of banking business and society too. Understanding these dynamics and making the necessary changes is the context for the digital transformation.

Banks face the challenge of:

- Moving the Digital Strategy Forward! Achieving double-digit growth across all digital channels with an omni-channel strategy. A digital banking strategy allows customers to bank at any time and from any device.
- Integrating Business Intelligence Platforms in their Digital Strategy. Technologies and methodologies, all working towards a single purpose of helping banks make better decisions faster. Identify and follow trends, behaviors by embracing the overall customer life cycle (and important changes in it), improve experiences and enable better customer service and experiences.
- Fully integrating Payments with all of banking channels and bringing added value transactions to alternative channels, generating business through personalized offers. Efficiency and optimization through the POS service process that can enable banks' clients to respond very fast to market demands, with a minimum effort invested in the operational part, but focusing on the business development. Saving time, money, and helping them increase the revenue.

The sponsors of local New Banking Vision Conference in Bucharest are Microsoft and SmartDisplayer.

For more information about the conference please visit:

<http://nbv.asseco.com/romania/>

About New Banking Vision conference

One of today's biggest regional banking conferences New Banking Vision was organized for the first time 13 years ago. 6 conferences organized so far were a good opportunity for their participants to learn about the latest trends in the banking industry, however New Banking Vision has also become an important meeting point for the exchange of knowledge and experience. Each new conference was better than the previous one, not only in terms of the number of participants, but also owing to the variety of topics discussed. The latest conference, 6th New Banking Vision held in Rovinj in 2013, brought together more than 300 people from 22 countries. Among them there were representatives of more than 70 banks and other financial institutions.

From this year onwards the concept of the conference is changing – instead of one regional conference Asseco SEE is organizing 6 local events.

- Zagreb, Croatia, April 7th, 2016
 - Istanbul, Turkey, April 21st, 2016
 - Bucharest, Romania, May 17th, 2016
 - Ohrid, Macedonia, September 15/16th, 2016
 - Belgrade, Serbia, October 4th 2016
- Sofia, Bulgaria, October 2016