

SIX SIGMA STRATEGY IN FINANCIAL SERVICES

March 29-30, 2004
SF Marriott Fisherman's Wharf, San Francisco

ACHIEVING STRATEGIC GOALS THROUGH THE USE OF SIX SIGMA AND RELATED
QUALITY AND OPERATIONS MANAGEMENT METHODOLOGIES

Case Studies and Expert Commentary from:

Alexis Goncalves
Global Director, Quality Intelligence
CITIGROUP - GLOBAL CONSUMER BANK

Ann Diver
Senior Project Champion
MERRILL LYNCH GLOBAL PRIVATE CLIENT SIX
SIGMA PROGRAM

Tom Aukskalnis
Senior Vice President
BANK OF AMERICA

Sam Kasmanoff
Quality Leader
DEPOSITORY TRUST & CLEARING CORPORATION

BK Johnson
Lean/Six Sigma Master Black Belt
FIDELITY INVESTMENTS

Tonja Summett
Performance Excellence Leader
WACHOVIA CORPORATION

Dick Smith, Partner
Strategic Change Solutions
IBM BUSINESS CONSULTING SERVICES

THIS EVENT WILL FEATURE SOLUTIONS, BEST PRACTICES, AND CASE STUDIES PROVIDING SPECIFIC INSIGHT INTO:

- Using Six Sigma strategically to achieve corporate objectives and revolutionize corporate culture
- Winning strategies to dramatically increase productivity by applying Six Sigma to labor intensive processes
- Implementation of Six Sigma methodologies in the financial services to improve performance at front, middle and back-office processes
- Ways to quantify and reduce defects in the financial services value-chain thus increasing efficiency and reducing cost
- Determination if your organization is ready for the cultural change dimension to Six Sigma
- Discussion of alternatives to start your own journey to Six Sigma

INCLUDING AUDIENCE-DEFINED BREAKOUT SESSIONS

EARLY REGISTRATION DISCOUNT - See inside for details...

To Register Call 1-888-666-8514 / 646-336-7030 or Visit www.srinstitute.com/cg110

Dear Professional Colleague,

The Financial Services industry has gone through unprecedented change over the last decade. The leading players have redirected their focus from products to customers, developed new consumer-friendly channels, and extended geographic reach through numerous mergers. Investors have reacted very positively to the changes, resulting in Financial Services companies significantly outperforming the S&P 500 index.

However, a by-product of these changes is that Financial Services companies are now grappling with very complex business models. Duplicated processes and redundant systems have slowed decision-making speed and impeded the capture of scale advantages. This increased complexity has largely nullified the benefits of the constant waves of cost reduction that Financial Services companies have gone through. In fact, data from the U.S. Bureau of Labor and Statistics shows that Financial Services companies are now less efficient than they were three years ago.

Clearly, this trend can't continue without hurting the Financial Services industry's market performance and creating openings for nimble market entrants. With the uncertain economic outlook over the coming year, improving cost efficiency will play a large part in Financial Services companies' ability to achieve earnings forecasts.

Comparing the performance of Financial Services companies with Manufacturers, however, suggests that there is a path for achieving a fundamentally lower and sustainable cost position. Over the past few decades, the gap in productivity between Financial Services and Manufacturing industries has widened by over 60%, according to data from the U.S. Bureau of Labor and Statistics. Moreover, market leaders in the Manufacturing sector have also demonstrated the capability to lower unit costs by 4% to 9% per year - a target which, if achieved in the Financial Services industry, would clearly position whoever did it with an unassailable cost advantage. The questions therefore, are: How do Manufacturers do what Financial Services companies have not - and what lessons can be learned and applied?

A review of best-practices in the Manufacturing industry suggests that the source of differential productivity resides in the application of Six Sigma philosophy and techniques. These techniques are currently being applied by leading Financial Services organizations which are achieving significant improvement in productivity, quality and financial performance.

With the objective to share how Six Sigma philosophy and techniques can be applied to obtain competitive advantage in the Financial Services industry, the Strategic Research Institute presents its "Six Sigma Strategy for Financial Services" conference to be held on March 29-30, 2004 at The San Francisco Marriott Fisherman's Wharf.

This event will feature strategies, solutions and best practices, providing specific insight into:

- ▶ Implementation of Six Sigma methodologies in the Financial Services to improve performance at front, middle and back-office processes
- ▶ Ways to quantify and reduce defects in the Financial Services value-chain thus increasing efficiency and reducing cost
- ▶ Winning strategies to dramatically increase productivity by applying Six Sigma to labor intensive processes
- ▶ Determination if your organization is ready for the culture change dimension to Six Sigma
- ▶ Discussion of alternatives to start your own journey to Six Sigma

This conference will present practical applications and live experience that will help participants understand how Six Sigma can drive performance in Financial Services organizations. Such results are important to individual firms as they seek to build high-performance workplaces and gain competitive advantage in the market.

We urge you to read the agenda and to join us in becoming a proactive part of this event as we explore the remarkable potential of Six Sigma. To reserve your place, simply click on the registration button at www.srinstitute.com/cg110, or you may register by phone at (646) 336-7030 or (888) 666-8514; or contact us via email at info@srinstitute.com.

We look forward to seeing you in San Francisco in March.

Sincerely,



Alexis Goncalves
Global Director, Quality Intelligence
CITIGROUP - GLOBAL CONSUMER BANK

Conference Organizers: Strategic Research Institute
333 Seventh Avenue, Ninth Floor, New York, N.Y. 10001-5004 • (212) 967-0095 or (800) 599-4950



To Register Call 1-888-666-8514 or 646-336-7030 or Visit www.srinstitute.com/cg110

8:00-9:00

Continental Breakfast for Speakers and Delegates

9:00-9:15

CHAIRPERSON'S OPENING AND WELCOMING REMARKS

Alexis Goncalves

Global Director, Quality Intelligence

Global Consumer Bank

CITIGROUP

9:15-10:15

UNDERSTANDING CUSTOMER NEEDS: ALIGNING SIX SIGMA WITH THE VOICE OF THE CUSTOMER

When working in a customer driven area, there is often a disconnect between what you think your services are providing and what your customer is actually experiencing. Hear how Citigroup has aligned key indicators with customer satisfaction and linked them with Voice of the Customer to ensure they have an increased understanding of customer needs and to further competitive advantage.

Alexis Goncalves

Global Director, Quality Intelligence

Global Consumer Bank

CITIGROUP

10:15-11:15

SIX SIGMA FROM AN END-TO-END PERSPECTIVE

Tanja Summett of Wachovia will discuss methodologies to linking Voice of the Customer, Voice of Business, Voice of Teammate, and Economic Value Added with project selection. She will discuss deployment of Six Sigma from an End-to-End perspective, and how Wachovia developed partnership, teamwork, and buy-in across lines of business. Ms. Summett will also reveal hurdles to Wachovia's Six Sigma development, and how those hurdles were overcome.

Tanja Summett

Performance Excellence Leader

WACHOVIA CORPORATION

11:15-11:45

Networking and Refreshment Break

11:45-12:45

LEADERSHIP FACTORS CRITICAL TO SIX SIGMA DEPLOYMENT SUCCESS: BEST PRACTICES FROM THE EXECUTIVE SUITE

To ensure a successful Six Sigma implementation, it is critical to understand the organizational challenges inherent in such a revolutionary management process. Mr. Smith will discuss the key drivers of Strategic Six Sigma and the critical leadership factors that propel, rather than paralyze, successful deployments. He will also share his experience in the financial services sector. This session will feature exclusive interviews conducted with leading executives who have implemented Six Sigma, such as, Dan Burnham, CEO of Raytheon, Mike Joyce, VP of Lockheed Martin, and Kathleen Bader, Vice President of Dow.

Richard C. Smith

Partner

Strategic Change Solutions - Six Sigma

IBM BUSINESS CONSULTING SERVICES

12:45-2:00

Luncheon for Speakers and Delegates

2:00-3:00

ENHANCING THE TOOLKIT:

DRIVING BUSINESS RESULTS THROUGH STRATEGIC SIX SIGMA

Ms. Diver will describe how Merrill Lynch has been able to generate dramatic value from Six Sigma. Specifically, the presentation will address how Merrill Lynch has successfully launched a business-unit-owned deployment with centralized support.

Topics will include:

- ▶ Intellectual capital: Employee development through Six Sigma
- ▶ Business acceptance: Alignment of projects with strategic goals
- ▶ Project selection and coordination across business units

Ann Diver

Senior Deployment Champion

Global Private Client Six Sigma

MERRILL LYNCH

3:00-4:00

MEETING STATED TARGETS BY MASTERING THE CONTROL FUNCTION

Control is perhaps the most important phase of DMAIC. How does a firm with a growing network of Black Belts and Green Belts assure that all projects have met and continue to meet their stated targets? How do we confirm that all interim (i.e., system automation) deliverables remain on track?

Sam Kasmanoff

Quality Leader

DEPOSITORY TRUST & CLEARING CORPORATION

4:00-4:30

Networking and Refreshment Break

4:30-5:45

PANEL DISCUSSION: SUCCESSFUL LARGE-SCALE SIX SIGMA DEPLOYMENT IN FINANCIAL SERVICES

The panel will focus on critical issues that are key to the success of a sustainable and large-scale deployment. Leaders from financial services firms who are successfully deploying Six Sigma will share their approaches to some of the challenges they have faced. The discussion will cover several topics including but not limited to:

- ▶ Six Sigma target setting and progress tracking
- ▶ Using Six Sigma in the front-office
- ▶ Six Sigma resource management strategies within a financial services environment

DISCUSSION LEADER

Tom Aukskalnis

Senior Vice President

Six Sigma Master Black Belt

BANK OF AMERICA

PANEL PARTICIPANTS

Alexis Goncalves - CITIBANK

Ann Diver - MERRILL LYNCH

BK Johnson - FIDELITY INVESTMENTS

Sam Kasmanoff - DEPOSITORY TRUST & CLEARING CORPORATION

Tanja Summett - WACHOVIA CORPORATION

Richard C. Smith - IBM BUSINESS CONSULTING SERVICES

5:45

Close of Day One

5:45-7:00

Networking Cocktail Reception

8:00-9:00

Continental Breakfast for Speakers and Delegates

9:00-9:15

CHAIRPERSON'S RECAP OF DAY ONE

Alexis Goncalves
Global Director, Quality Intelligence
Global Consumer Bank
CITIGROUP

9:15-10:15

LINKING BREAKTHROUGH IMPROVEMENT TO KEY BUSINESS OBJECTIVES: FROM STRATEGY TO PROBLEM SOLVING IN FINANCIAL SERVICES

The deployment of the Six Sigma improvement methodology in financial services faces unique challenges. Six Sigma tools and techniques must be properly deployed for maximum benefit in these businesses. This session will focus on how to successfully deploy the Six Sigma methodology in order to deliver breakthrough improvement and emphasize the importance of linking these improvement activities to the key business objectives.

Tom Aukskalnis
Senior Vice President
Six Sigma Master Black Belt
BANK OF AMERICA

10:15-11:15

BUILDING EXCELLENCE IN A TRANSACTIONAL ENVIRONMENT

BK Johnson will share the Lean/Six Sigma experience at Fidelity. He will discuss synergies between Lean and Six Sigma, and touch upon the impact of culture change to an organization. He will expand on building centers of excellence through the development of process-centered teams that use Six Sigma tools to isolate and reduce process variability. He will also provide examples of how teams at Fidelity have used Lean/Six Sigma tools to recognize performance variability as a result of variation in demand flow and process methods.

BK Johnson
Lean/Six Sigma Master Black Belt
FIDELITY INVESTMENTS

11:15-11:45

Networking and Refreshment Break

11:45-2:45

ROUNDTABLE BREAKOUT SESSION

SESSION FACILITATOR

Richard C. Smith
Partner
Strategic Change Solutions - Six Sigma
IBM BUSINESS CONSULTING SERVICES

At the close of the first day, delegates and speakers will submit key questions for further discussion during the second day's breakout session.

During the breakout session, speakers and delegates will split into 8-10 round table groups. Each table group will discuss a pre-defined question determined by the main themes from the first day's submissions. Delegates will choose which issue/group interests them most and participate accordingly.

After 45 minutes of discussion, each table will assign a captain. The captain will present the top three solutions to the issue in question, and entertain questions from the audience.

2:45

CHAIRPERSON'S CLOSING REMARKS

3:00

CLOSE OF CONFERENCE

STRATEGIC RESEARCH INSTITUTE SIX SIGMA STRATEGY SERIES CONFERENCES:

2004:

SIX SIGMA STRATEGY IN FINANCIAL SERVICES

San Francisco, CA
March 29-30, 2004

SIX SIGMA STRATEGY FOR PHARMACEUTICALS

Philadelphia, PA
May 5-6, 2004

SIX SIGMA STRATEGY FOR HEALTHCARE

Chicago, IL
April 28-29, 2004

SIX SIGMA STRATEGY FOR MID-SIZED FINANCIAL SERVICES COMPANIES

3rd Quarter, 2004

THANK YOU TO OUR MEDIA PARTNER:



Don't miss the opportunity to join the only organization, The International Society of Six Sigma Professionals (ISSSP), committed to promoting the adoption, advancement and integration of Six Sigma in business.

The ISSSP Community supports this mission through advocacy and awareness efforts; professional recognition and development; and by serving as an information and referral source. Become a Professional Member of ISSSP for \$150.00 (a 25% discount) by registering online at www.issp.com and using the Discount Code: SRIEVENTS.

5 easy ways to register

Early Bird Discount: Register before February 25, 2004 - \$1395.

Group Discounts Available: If you send two delegates to this conference at the full registration fee, the third person is half price. If you send five or more a special group discount can be made available.

Frequency Program: If you personally attend three Strategic Research Institute conferences in 2004 as a fee-paying delegate, you will be credited 50% off the full registration fee of the third event. Please be sure to indicate that it is your third event when registering so that your invoice may be adjusted accordingly. Discounts cannot be combined.

PHONE 888-666-8514

646-336-7030
8:30 - 5:30, Eastern Time
Monday - Friday

FAX 646-336-5891

MAIL Return Registration Form to:
Strategic Research Institute
236 West 27th Street, 8th Floor
New York, NY 10001

EMAIL info@srinstitute.com

WEB www.srinstitute.com

PAYMENTS: The Standard Registration Fee for this conference is \$1595.

Payments may be made by company check, American Express, Visa, MasterCard or Diner's Club. Please make checks payable to: Strategic Research Institute LP and be sure to write the registrant's name(s) on the face of the check along with the conference code CG110. Payments are required fifteen (15) business days (MARCH 8, 2004) prior to attendance at the conference. If registering AFTER MARCH 8, 2004, a credit card payment will be required.

SUGGESTED DRESS: Business Casual

CANCELLATIONS: All cancellations will be subject to a \$227 administration fee. In order to receive a refund, your notice of cancellation must be received in writing (by letter or fax) no later than MARCH 8, 2004. We regret that refunds will not be issued after this date. The registration fee may be transferred to you or another member of your organization for any Strategic Research Institute conference during the next 12 months. If you plan on sending a substitution in your place, please notify us as soon as possible so that material and preparations can be made. In the event of a conference cancellation, Strategic Research Institute assumes no liability for non-refundable transportation costs, hotel accommodations or additional costs incurred by the registrants.

Venue: San Francisco Marriott Fisherman's Wharf
1250 Columbus Avenue San Francisco, CA, 94133, USA
Phone: 1 415-775-7555
Fax: 1 415-474-2099
Reservations by phone, call 1-800-228-9290
Web: www.marriott.com

HOTEL ACCOMMODATIONS: We have reserved a limited block of rooms with the resort at a special discounted rate for our attendees. To secure your accommodations, please contact the Marriott at least five weeks in advance and be sure to mention that you are a Strategic Research Institute delegate.

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Tor Holtan at tholtan@srinstitute.com

Sponsorship & Exhibition Opportunities

Exhibit tables are assigned on a first-come, first-serve basis. Please register early for best location.

Tabletop Exhibits- Offer you the perfect opportunity to show your target market what your products and services can do for their business. A limited number of exhibit tables are available and are strategically positioned to guarantee optimum exposure.

Sponsorship- Sponsoring a reception, luncheon, breakfast or special event will maximize your company's recognition and provide you the opportunity to network with targeted senior level executives.

If you are interested in showcasing your company to this target market, please call Don Buford at 212-967-0095 ext. 277 or e-mail: dbuford@srinstitute.com.

WHO SHOULD ATTEND?

Professionals within the financial services community whose firms have implemented or are thinking of implementing Six Sigma or other quality/efficiency initiatives.

- CEOs and CFOs
- Managing Directors and Division Heads
- Six Sigma Champions
- Six Sigma Program Leaders
- Vice Presidents and Directors of Operations
- Vice Presidents and Directors of Six Sigma
- Vice Presidents and Directors of Quality
- Black Belts and Master Black Belts



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SF Marriott Fisherman's Wharf, San Francisco

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- Please register the following delegate(s) for this conference at the Standard Rate - \$1595
- Early Bird Registration (before February 25, 2004) - \$1395
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