

A seminar for banking, brokerage and insurance executives



## Why is it so difficult for customers to become customers?



**An executive breakfast seminar sponsored by Adobe and IBM.**

Today's banks and insurance companies must deliver profits and cut operational costs while still finding ways to attract and keep new customers. Every transaction is associated to revenue and impacts the bottom line...the faster a sale is closed, the quicker the revenue impact. So streamlining account enrollment processes have become vital.

### What if you could...

- Automate and streamline data capture across channels
- Pre-populate applications and documents for greater personalization
- Support compliance with digital signatures, access controls, and persistent document integrity
- Minimize data re-keying costs and improve data accuracy
- Dynamically generate and assemble personalized welcome kits and product information packages

### Let us show you how...

The Adobe and IBM solution for account enrollment allows you to establish streamlined, efficient workflows that leverage the strengths of IBM middleware and Adobe Intelligent Documents. Keep the customers you work so hard to attract – with Adobe and IBM.

Reserve your seat today for this breakfast seminar by [clicking here.](#)



**REGISTER NOW FOR THIS FREE EVENT**

### WHEN:

Tuesday  
July 12, 2005  
9:00 AM - 12:00 PM

### WHERE:

Millennium Hilton  
55 Church Street  
New York, NY 10007  
Phone: 212-693-2001

Breakfast will be served

### AGENDA:

- |          |   |
|----------|---|
| 8:30 AM  | Breakfast and Registration  |
| 9:00 AM  | Welcome and Introduction  |
|          | Challenges: Facing the Financial industry                                     |
|          | Overview of Adobe Intelligent Document Platform                               |
| 9:45 AM  | Break   |
| 10:00 AM | Demonstration: Integrating Secure eForms and IBM's Portal and Content Manager |
| 10:45 AM | Summary   |
| 11:00 AM | Networking and Q&A  |

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