



Spring gathering at Ušće with news from the world of IBM WebSphere technology
June 3, 2011

Restaurant ADA
Bulevar Nikole Tesle BB
Belgrade
www.restoranada.co.rs

Dear Madams and Sirs,

We are pleased to invite you to a **"Spring gathering at Ušće with news from the world of IBM WebSphere technology"** that will take place in the restaurant, ADA, Bulevar Nikole Tesle BB, on June 3, 2011 at 09:30 am.

With breathtaking surroundings and offer restaurant ADA, and professional and interesting presentations from the world of IBM WebSphere, performed by experienced and relevant experts, learn the latest trends and examples of using IBM WebSphere technologies.

CROZ, as a relatively young company at Serbian IT market, wishes to present itself briefly in welcoming note.

We are pleased to have Paul McKay as the keynote speaker at the event, one of the most wanted presenters from the field **IBM WebSphere Decision Server**. Paul will talk about recently popular theme of Fraud Detection and Risk Management. You may find out more about how to use existing 'hidden' information in your systems in order to make decisions when creating your proposals, promotions, on the basis of already existing data of your customer (from the Web, call centers, branches ...). In short, utilize the existing information in your marketing and sales activities, and enable yourself an advantage over competitors. The presentation will be followed by examples from actual implementation projects.

CROZ experts will talk about the experiences and make recommendations about the optimal selection of BPM (Business Process Management) solution, without which it is now increasingly difficult to imagine a sustainable and flexible Enterprise IT development, and consequently the ability of companies to respond to rapidly growing market demands.

This gathering is intended primarily for managers and directors of IT departments, marketing directors and directors of business units who most frequently require IT support (credit sectors, managers of sales channels, product managers). Presentations are tailored to all types of industries that need IT support the most (financial sector, public sector, telecommunications ...).

Participation at the event is free of charge, but the number of participants is limited.

Please confirm your event participation by sending an email at the address websphere_event@croz.net.

We hope that you will accept our invitation, and that this morning will be interesting and useful to you.

Sincerely,

Miloš Kržić
Director
CROZ d.o.o.

Agenda:

09:30 am - 10:00 am **Welcoming coffee and registration**

10:00 am - 10:10 am **Welcoming note** - Miloš Kržić, Director, CROZ

10:10 am - 10:40 am **How to select the right BPM solution?**

Selection of the right tool is an important step in implementation of business processes. The presentation will show which BPM solution is suitable for particular type of a business task, and on what to pay attention in selection and implementation process.

Davor Čengija, CROZ

10:40 am - 11:20 am **WebSphere Decision Server as combination of business rules management and business event processing technology**

Combining these technologies enables companies to create flexible solutions that use event-based data patterns to initiate automated decisions and responses to problems such as definition of risks, discovery of fraud (fraud detection), creation of promotional activities and setting priorities. This presentation will demonstrate how to effectively and flexibly detect events in many different applications and systems, as well as how, on the basis of these events, to make the right decisions in the field of marketing, sales and introducing new products on the market.

Paul McKay, IBM World Wide Sales Leader WebSphere Business Events and WebSphere Decision Server

11:20 am - 11:40 am **Coffee break and small talk with presenters**

11:40 am - 12:10 pm **Case Study: IBM BPM (Lombardi) in the process of credit cards issuing**

12:10 pm - 02:00 pm **Socializing at afternoon brunch**



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