opentext™

AI in Financial Services Executive Summit
New York City

September 27, 2018

Event Agenda

Breakfast session: AI-powered recommendations: Learn how personalized experiences improve customer retention, brand loyalty and sales by leveraging AI-powered recommendation engines.

- **8:00 am-8:30 am:** Registration and breakfast

- **8:30 am-8:45 am:** Welcome and opening remarks

- **8:45 am-9:30 am:** AI-powered recommendations: The game changer for financial services that delivers breakthrough value

    - Factors shaping industry, risks and how to get ahead
    - Data challenges and what's needed to overcome them
    - Benefits AI-augmented recommendations have on customer retention, brand loyalty and sales, and key questions answered

- **9:30 am-10:15 am:** Live demo and walkthrough of AI-augmented recommendations in practice

- **10:15 am-10:30 am:** Q&A and discussion: How to align your operations to succeed with AI-augmented recommendations

- **10:45 am-11:00 am:** Break, networking and next steps for success

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Lunch and immersive lab session: Bring your laptop and our experts will show you how you can successfully deploy OpenText™ Magellan™.

- **11:00 am-12:45 pm:** Hands-on lab: Using your very own laptop, our experts will equip you with everything you need to know to deploy AI-augmented recommendations, machine learning and predictive analytics at your organization

- **12:45 pm-1:00 pm:** Wrap-up, close and next steps for success

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