

Briefing Book 2008

Name:	Hans Cobben
Title:	Group Vice President, Global Payments and Messaging
Business Segment:	Banks & Corporations
Phone:	+32 (0)15 743 000
Email:	hans.cobben@sungard.com
Keywords: (approx 10)	Payments – Payment Processing, Messaging – Multi-network Gateways, – cash/liquidity management, corporate to bank, SEPA, SWIFT, Sarbanes Oxley
Short Biography: (50 words max)	Hans Cobben is group vice president of global payments and messaging solutions in SunGard's banks and corporations business. He is responsible for the strategic direction and management of these solutions, as well as for partnerships, acquisitions and business development. Mr. Cobben joined SunGard in 2006, following the acquisition of Trax, where he was chief executive officer. Prior to Trax, Mr. Cobben was chief executive officer of The E-Corporation, an Internet services subsidiary of Alcatel Belgium.
Key Message Context: (75 words)	Hans Cobben has more than 15 years of experience in payments and messaging technology, and has led the development of payments solutions for a number of top tier banks and corporations across Europe. He is a recognized commentator on the evolving corporate to bank relationship and on industry challenges such as the Single Euro Payments Area (SEPA) and ePayments. He believes that the need to optimize payment flows and its impact on working capital has now reached a critical point.
Key Message Commentary: (75 words)	<p>Internal pressures, increased competition, and industry initiatives such as SEPA or the move away from checks towards ePayments are driving both corporations and financial institutions to search for tools and tactics they can use to shorten transaction processing time, better manage financial information and improve the efficiency and security of their payments processing.</p> <p>Focus area's for financial institutions are</p> <ul style="list-style-type: none"> - payment processing, channel consolidation, improving services and shortening time to market for new initiatives towards their corporate customers - scalable and performing messaging infrastructure, allowing for consolidated operations across networks, standards, and market infrastructures. <p>Focus area's for corporations are</p> <ul style="list-style-type: none"> - implementing a unified approach of payment and payables processes to meet security and compliance regulations - company-wide centralization of payment processing for increased visibility on cash and advanced cost optimization. - embracing new bank connectivity initiatives such as SWIFT