THE ASIAN BANKER®

STRATEGIC BUSINESS INTELLIGENCE FOR THE FINANCIAL SERVICES COMMUNITY

• Established since 2007 • More than 15 Asia Pacific countries and 13 Awards •

THE ASIAN BANKER

Technology Implementation
Awards 2011

| Application Deadline | **14 January 2011** |

Dear Members of Technology Implementation Awards Programme,

The Asian Banker is opening the application process for the 5th Technology Implementation Awards, a programme designed to determine and award best practices of technological innovation in banking operations. With more than 100 submissions in 13 categories the programme has been rapidly growing over the last five years, indicating the relevance of Technology Implementations for today's banking industry.

The Programme is meant to assist decision makers by allowing them to draw from a pool of information on technology solutions through case studies and industry benchmarks, assessed by an independent panel of industry experts combined with The Asian Banker's expertise in technology and operations. The winners will be honoured in April 2011 at The Asian Banker Summit in Hong Kong the most prestigious gathering of senior bankers in the region, featuring amongst others the Technology and Operations Advisory Council, which is a unique annual forum for decision makers to share, benchmark and learn from one another's experiences in the selection, implementation and execution of technology and operations.
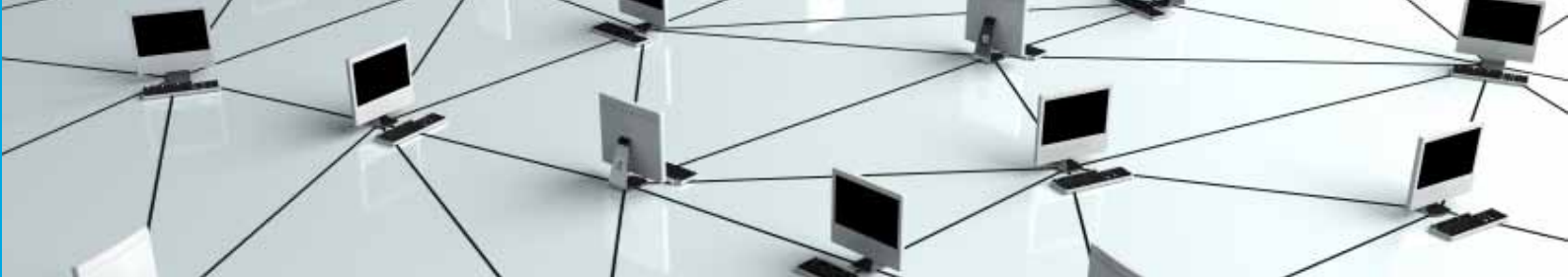
Submissions must be made jointly by banks in the Asia Pacific region and their IT partners, as it is necessary for a thoroughly evaluation to understand the views of both partners. As IT projects often take years for completion, only projects that were completed or made fully functional in 2010 will be considered for the Awards.

Banks and IT partners who have made significant IT changes in their institutions in Asia Pacific are encouraged to apply for these awards. The evaluation criteria will be rigorous and the final selection will be done by a panel of industry experts.

The following pages contain all the information that you will need to make your submission today. We look forward to hearing from you!

Yours sincerely

Aldo Joson
Programme Coordinator
The Asian Banker
Email: ajoson@theasianbanker.com

THE ASIAN BANKER
Technology Implementation Awards 2011

Recognising the importance of
Technology in Financial Services

- Well respected and comprehensive assessment of Technology Implementation projects in the Financial Services Industry in Asia since 2006

- Identifies the best example of cooperation between banks and their strategic IT service providers

- Identifies emerging best practices that the rest of the industry can learn from

- More than 100 submissions for 13 awards in 2010

- The awards ceremony will be held during The Asian Banker Summit 2011 in Hong Kong, the most prestigious gathering of senior bankers in the region

Based on our evaluation process, we seek to identify and award projects that are outstanding in the following categories.

The Asian Banker Technology Implementation Awards

- **Best Core Banking Implementation Award**
- **Best Middleware Implementation Award**
- **Best Data & Analytics Project Award**
- **Best CRM Project Award**
- **Best Risk Analytics Project Award**
- **Best Banking Product Application (can specify the application according to the business it is intended for)**
- **Best Banking Security System Award**
- **Best ATM Installation and Management Solution Award**
- **Best Branch Automation and Networking Systems**
- **Best Call Centre Project Award**
- **Best e-banking Project Award**
- **Best Multi-channel Capability Project Award**
- **Best Retail Banking Payments Award**
- **Best Transaction Banking Payments Award**
- **Best Payments Engine Implementation Award**
- **Best Payments Application Implementation Award**
- **Best Payments Network Implementation Award**
- **Best Financial Supply Chain Project Award**
- **Best HR Systems Implementation Project Award**
- **Best Trading Floor Back-office System Award**
- **Best Trading Floor Middle-office System Award**
- **Best Trading Floor Front-office System Award**

Please note that not all awards are made every year for the categories that exist. Our choice of awards to be made in any one year depends on the quality of the submissions received and the benchmarks set by the submissions for the rest of the industry in that year.

We do modify the awards over the years to recognize the changing face of the industry and the new technology innovations as they evolve.

Please also note that awards are only made for COMPLETED PROJECTS, and not projects that are still under implementation. Actual, not projected, performance matrix are an important consideration for these awards.

2

MAKING YOUR SUBMISSION

2.1. Who is eligible?

Banks and their IT partners need to jointly apply for the award. All banks and non-bank financial institutions (including insurance companies, brokerages, credit companies and finance companies) with operations in Asia Pacific countries, which have completed Technology Implementations in 2010 are eligible for submission. Separate submission from banks and IT companies will not be entertained.

2.2. What documents do I need to submit?

You need to fill the questionnaires I and II and provide all relevant details of the implementation project. Your submission should be accompanied by one copy each of your institution and IT partner's latest annual report.

If you would like to apply for more than one category, please answer the questionnaires separately for each award's category applied for. One annual report is adequate for multiple category submissions.

2.3. Will institutions that do not make a submission be considered?

For IT projects of outstanding merit The Asian Banker may decide, at its own discretion and on a strictly case by case basis, to consider institutions that do not make a submission. However, institutions that do not make a submission may have a ranking that is not up to their expectations due to unavoidable difficulties in gathering full and accurate information when a submission has not been made.

2.4. Is the information submitted made available to the public?

All business sensitive information provided will not be published in any form whatsoever that could reveal the names of the institutions involved. The information selected for determining industry benchmarks will not refer to any institution by name.

2.5. What is the deadline for submissions?

To be considered for an Award, please make a complete submission to us no later than 14 January 2011, preferably in electronic format. Please keep in mind that only IT projects that were completed or made fully functional in 2010 are eligible for consideration.

2.6. Contact information

For more information on our Technology Implementation Awards 2011 Programme, please visit our website at http://asianbankerawards.com/ITimplementation or contact Mr. Aldo Joson at (65) 6236 6527 or ajoson@theasianbanker.com .

Please submit your application in softcopy to ITaward2011@theasianbanker.com

3
QUESTIONNAIRE PART I

3.1. Institution

Name of Institution:

Country:

Type of Institution:

3.2. IT partner

Name of partner:

Country:

3.3. IT implementation award category

Please indicate the award categories for which your institution would like to be considered.

[   ] Best Core Banking Implementation Award

[   ] Best Middleware Implementation Award

[   ] Best Data & Analytics Project Award

[   ] Best CRM Project Award

[   ] Best Risk Analytics Project Award

[   ] Best Banking Product Application (can specify the application according to the business it is intended for)

[   ] Best Banking Security System Award

[   ] Best ATM Installation and Management Solution Award

[   ] Best Branch Automation and Networking Systems

[   ] Best Call Centre Project Award

[   ] Best e-banking Project Award

[   ] Best Multi-channel Capability Project Award

[   ] Best Retail Banking Payments Award

[   ] Best Transaction Banking Payments Award

[   ] Best Payments Engine Implementation Award

[   ] Best Payments Application Implementation Award

[   ] Best Payments Network Implementation Award

[   ] Best Financial Supply Chain Project Award

[   ] Best HR Systems Implementation Project Award

[   ] Best Trading Floor Back-office System Award

[   ] Best Trading Floor Middle-office System Award

[   ] Best Trading Floor Front-office System Award

Please answer the following questions. Our panel of analysts and judges reserve the right to ask further questions should the need arise.

4.1. Provide project specifications and details (e.g. date of original contract, time to completion, estimated resources and man hours involved, etc).

4.2. Provide us with an outline and features of the project's technical design.

4.3. Provide a chart containing the functionalities of the solutions purchased listed against the business issues it was designed to solve.

4.4. Provide the business case cited for investment in this project. Also explain how the project implementation has improved (or will improve) the performance of the bank in specific and general functions of the overall banking business.

4.5. Explain how this project aligned with the organisation's business and IT strategies, and assured value delivery for the business process. Discuss how the risks that could have impeded the implementation were assessed and when they did occur, effectively managed.

4.6. Explain the distinguishing feature of this implementation, which you feel makes it worthy for the award.

4.7. What were the other solutions considered during the evaluation process in selection of the product? What is the methodology of your Project Management Processes including initiation, planning, execution, monitoring/controlling and closing?

4.8. Contact details:

Financial Institution	**IT Partner**
Salutation: Dr/Mr/Mrs/Ms	Salutation: Dr/Mr/Mrs/Ms
Name:	Name:
Title:	Title:
Department:	Department:
Address:	Address:
Phone:	Phone:
Fax:	Fax:
Email:	Email:

5OUR EVALUATION TIMEFRAME

Award Application *Deadline: 14 January 2011*	Complete submissions must reach us no later than the close of business in Singapore on 14 January 2011.
Stage I : **First Review** *4 February 2011*	Each complete submission is reviewed and scored by a team of analysts. Shortlisted teams are notified.
Stage II : **Interviews** *February-March 2011*	Based on the independent review, our team of analysts will interview short-listed teams in the respective categories. Interviews will be conducted with the relevant people involved in the project.
Stage III : **Selection and Notification of Award Winners** *15 March 2011*	Based on submissions and interviews our international panel of judges will select the winners for each category.
The Asian Banker Summit 2011 *6 - 8 April 2011*	The Asian Banker Summit will bring together leaders of the financial services sector across the Asian Pacific region. The Technology Implementation Awards Cocktails will be held on 7 April 2011.

6 CONTACT

For enquiries please contact:

AldoJoson
Programme Coordinator

The Asian Banker
10 Hoe Chiang Road, #14-06
Keppel Towers
Singapore 089315

Phone +65 6236 6527
Fax +65 6236 6530
E-mail: ajoson@theasianbanker.com
Website www.theasianbanker.com

Please submit your application in soft copy:

ITaward2011@theasianbanker.com

To submit your application in hard copy:

Technology Implementation Awards Programme 2011
The Asian Banker
10 Hoe Chiang Road, #14-06
Keppel Towers
Singapore 089315