JUNE 6 | NEW YORK | 8AM-6PM

Financial Services Symposium 2024

Rethink intelligence

Agenda   Sessions   Contact

Agenda

8:00AM–9:00AM | GROUND FLOOR LOBBY

Arrival, badge collection, and breakfast

9:00AM–10:00AM | KEYNOTE/BREAKOUT ROOM 3 (2nd FL)

Opening remarks from Scott Mullins, GM Financial Services, AWS `Session info`

10:00AM–10:45AM | KEYNOTE/BREAKOUT ROOM 3 (2nd FL)

Responsible AI Panel `Panel info`

10:45AM–11:30AM | EXPO (1st FL)

Networking break and sponsor expo

11:00AM–4:15PM | AWS PARTNER THEATER (2nd FL)

AWS Partner Theater sessions

15-minute open theater sessions featuring customer stories and AWS Partner offerings `Learn more`

11:30AM–12:00PM PLATINUM AWS PARTNER SPONSOR SESSIONS

BREAKOUT ROOM 3 (2nd FL)	BREAKOUT ROOM 2 (2nd FL)	BREAKOUT ROOM 1 (1st FL)
NVIDIA's AI Factory on AWS: Enabling generative AI innovation `Session info`	**Deloitte**: From generative AI POC to implementation `Session info`	**Splunk** Observability: Unifying data and increasing reliability `Session info`

12:00PM–1:00PM | EXPO (1st FL)

Networking lunch break and sponsor expo

AFTER LUNCH

BREAKOUT ROOM 3 (2nd FL)	BREAKOUT ROOM 2 (2nd FL)	BREAKOUT ROOM 1 (1st FL)
Transform the Customer Experience `Track info`	**Improve Decision Making** `Track info`	**Fortify Critical Applications** `Track info`

1:00PM–1:30PM

Vanguard's journey from ML to generative AI at scale	**Nasdaq**: Driving transformation with AI/ML and generative AI	How **Discover** is reducing risk with generative AI capabilities

1:40PM–2:10PM

J.P. Morgan Payments: Democratizing innovation with scalable data infrastructure	The evolution of **Freddie Mac**'s petabyte-scale data platform	**Bloomberg**: Lessons learned training LLMs in the cloud

2:20PM–2:50PM

How **Prudential**'s RAG framework mitigates LLM hallucination	**Fidelity Investments**' journey to build a generative AI platform	How **NYSE** is using generative AI to enhance market surveillance

2:50PM–3:20PM | EXPO (1st FL)

Coffee break and sponsor expo

3:20PM–3:50PM

Connect and protect: How **HSB** predicts and prevents loss	**Sun Life**: Boosting productivity and innovation with generative AI	How **Jefferies** is reducing derivative settlements risk with AI/ML and IDP

4:00PM–4:30PM

FICO – Session details TBA	**Resolution Life**: Creating an AI-accelerated Insurance platform	**Sheltered Harbor**: Cyber-resilient platforms on AWS

4:30PM–6:00PM | EXPO (1st FL)

Networking reception

aws

Main sessions

9:00AM–10:00AM

Opening remarks

Scott Mullins, GM, Financial Services, AWS

Join Scott Mullins, General Manager of Financial Services at **AWS**, who will introduce the event's theme: "rethink intelligence." Scott will be joined by executives from leading AWS customers – **Visa**, **S&P Global**, and **Bloomberg** - as they share how they are leveraging AWS technology to innovate, transform their businesses, and better serve customers.

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10:00AM–10:45AM

Responsible AI Panel

Michael Kearns, Amazon Scholar, Machine Learning, AWS and Professor, University of Pennsylvania
Sunayna Tuteja, Chief Innovation Officer, The Federal Reserve System
Johnna Powell, Managing Director, Technology Research and Innovation, The Depository Trust & Clearing Corporation
Michael Gerstenhaber, VP of Product, Anthropic

Join an Amazon Scholar and speakers from **The Federal Reserve**, **DTCC**, and **Anthropic** as they host a panel discussion on the challenges and opportunities in deploying artificial intelligence responsibly in Financial Services.

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Platinum AWS Partner Sponsor Sessions

11:30AM–12:00PM | BREAKOUT 3 ROOM (2ⁿᵈ FL)

NVIDIA's AI Factory: Enabling generative AI innovation with AWS

Malcolm deMayo, VP, Financial Services, NVIDIA

Join this session to explore how **AWS** and **NVIDIA** are collaborating to provide an AI Factory that enables rapid innovation with generative AI. Financial Services companies can leverage the AI Factory to unlock value, improve productivity, and drive cost efficiencies. Hear real world challenges to applying generative AI in Financial Services and pragmatic approaches to overcoming these challenges by focusing on data quality, model accuracy, and cost management in the rapidly evolving AI landscape.

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11:30AM–12:00PM | BREAKOUT ROOM 2 (2ⁿᵈ FL)

Deloitte: From generative AI POC to implementation

Niraj Juneja, AI/ML Specialist Leader for Financial Services, Deloitte

Join **Deloitte** for a discussion on how generative AI is creating measurable impact in the Financial Services industry. Explore the challenges and successes of integrating generative AI into the value chain, illustrated by real-world examples of production deployments of Amazon Bedrock using Claude models and other AWS services like Amazon DynamoDB, AWS Lambda, Amazon SQS, Amazon EventBridge, and more. All of this involving heavy AI engineering and concepts such as LLMOps, defensive user interfaces, model evaluations, and guardrails. Attendees will walk away with concrete examples of how to create compelling business cases for the latest generative AI use cases that are driving value across the industry.

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11:30AM–12:00PM | BREAKOUT ROOM 1 (1ˢᵗ FL)

Splunk Observability: Unifying data and increasing reliability

Dan Holmes, Director, Observability, Splunk (a Cisco company)
Nimish Doshi, Director, Technical Advisory - Financial Services, Splunk (a Cisco company)

In shifting both its products and internal operations to a SaaS model, Nasdaq turned to **Splunk**'s Observability platform to support its cloud journey. Join this session to learn how Splunk's Observability platform helped **Nasdaq** to unify data to quicken the company's speed of innovation. Hear how the platform accelerated Nasdaq's time to market with real-time insights into customer usage, enabling the company to make fast, data-driven decisions even during periods of historic volume, ensuring reliability for its main trading platform and thousands of Nasdaq-listed companies.

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Transform the Customer Experience

1:00PM–1:30PM

Vanguard's journey from ML to generative AI at scale

Ritesh Shah, Chief Architect - AI/ML, Information Technology and Security, Chief Data Analytics Office, Vanguard

In this session, learn how The Vanguard Group is using Amazon SageMaker to power their machine learning platform and prepare data for generative AI use cases. Vanguard is leveraging a value-based use case prioritization for generative AI and streamlined use case governance processes while providing polyglot LLM and FM solutions that help accelerate innovation from evaluation to rollout. Discover how Vanguard scales data preparation in production and accelerates the time from data to business value while mitigating risks with automated controls and responsible AI practices within a CI/CD pipeline for ML and generative AI.

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1:40PM–2:10PM

J.P. Morgan Payments: Democratizing innovation with scalable data infrastructure

Narayan Raj, Managing Director, Chief Data Officer - Payments, Head of Data & Analytics, Sales and Marketing Technology, J.P. Morgan

Oleg Uris, Senior Executive Director, J.P. Morgan

Learn how the data and analytics team at J.P. Morgan Payments built a scalable lakehouse on AWS to deliver self-service capabilities to both internal and external users while ensuring compliance with stringent data localization laws. The team built this platform to support a range of use cases that simplify the complexity of a heavily regulated industry. This session will walk you through the core architecture the team built before exploring the different analytics this single platform enables.

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2:20PM–2:50PM

How Prudential's RAG framework mitigates LLM hallucination

Subir Das, Director of Technology, Prudential Financial

Hasan Shojaei, Senior Data Scientist, AWS

Prudential Financial worked with AWS to create an AI/ML platform that enables teams to build and serve ML and generative AI solutions for complex, knowledge-intensive use cases across more than 10 lines of business globally. The framework allows data scientists and ML engineers to provision RAG solutions in a self-serve manner, with a choice between a fully customizable or a fully managed pattern. Join this session to learn about Prudential's RAG framework built on AWS, which helps mitigate LLM hallucination and improve the reliability of AI-generated responses. Attendees will hear how the platform's design ensures security, compliance, and scalability.

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3:20PM–3:50PM

Connect and protect: How HSB predicts and prevents loss

John Riggs, CTO and SVP Applied Technology Solutions, HSB (a Munich Re company)

To increase profitability, P&C insurers are embracing new data-enabled insights to help policyholders predict and prevent losses. HSB (a Munich Re company) is a leader in this revolution through its Meshify IoT solution, built with AWS services including data lakes, AWS IoT Core, and Amazon Sidewalk. Meshify enables policyholders to remotely monitor businesses and homes for early indicators of perils such as water leaks, frozen pipes, and equipment breakdown, leading to cost savings and improved property resilience. HSB will share how they are managing and analyzing increasing volumes of disparate data and leveraging AI responsibly to mitigate risk and improve customer outcomes.

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4:00PM–4:30PM

FICO – Session details TBA

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Improve Decision Making

1:00PM–1:30PM

Nasdaq: Driving transformation with AI/ML and generative AI

Tony Sio, Head of Regulatory Strategy and Innovation, Anti-Financial Crime, Nasdaq

In this session, hear how Nasdaq is transforming the Capital Markets of tomorrow with practical applications of generative AI and AI/ML. From dynamic order types and market surveillance to peer analysis and market intelligence, Nasdaq is deploying AI technology to drive business efficiencies and offer clients new opportunities. Learn how Nasdaq is using Amazon Bedrock to improve anti-money laundering and fraud prevention processes, enhancing their anti-financial crime capabilities. Also hear about Nasdaq's Dynamic M-ELO, the first exchange AI-powered order type approved by the SEC and Nasdaq's Sustainable Lens, a serverless AI-powered ESG solution that analyzes tens of thousands of documents.

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1:40PM–2:10PM

The evolution of Freddie Mac's petabyte-scale data platform

Shiva Gannavaram, Architecture Lead, Freddie Mac

Shu Zhang, Data Architect, Enterprise Operations & Technology, Freddie Mac

As one of the largest financial institutions in the world, Freddie Mac provides hundreds of billions of dollars in liquidity to the U.S. housing market to ensure American families have access to affordable home financing. To enable this massive operation, the Freddie Data Platform (FDP) operates at petabyte-scale on AWS. FDP big data pipelines process terabytes of data every day to support enterprise analytics and data science applications of ever-growing scale and complexity. Explore how Freddie Mac is optimizing the platform for continued growth by modernizing the data pipeline architecture to leverage AWS for increased resilience.

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2:20PM–2:50PM

Fidelity Investments' journey to build a generative AI platform

Pavan Pemmaraju, Head of AI Platform Engineering, Fidelity Investments

The Financial Services industry is at a tipping point in the widespread application of machine learning (ML), with the emergence of generative AI. Join this session to explore the evolution of Fidelity Investments' Data & AI platform, from traditional AI/ML to exploring the dynamic landscape of generative AI use cases. Attendees will hear about the challenges and opportunities Fidelity has addressed as part of this journey, and learn best practices in crafting generative AI solutions that deliver measurable business impact.

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3:20PM–3:50PM

Sun Life: Boosting productivity and innovation with generative AI

Janet Weldon, AVP, Data Strategy & Enablement, Sun Life

Sun Life has created Sun Life Asks, a generative AI internal chatbot, to support their global workforce's everyday tasks and increase internal productivity. Join this session to hear about lessons learned and the business impacts of the chatbot. Attendees will also hear how Sun Life has increased their agility to address over a hundred generative AI use cases across their lines of business by pivoting to a scalable, product-oriented operating model. Explore how Sun Life is innovating next with Amazon Q to democratize the ability for employees across the enterprise to create generative AI applications.

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4:00PM–4:30PM

Resolution Life: Creating an AI-accelerated Insurance platform

David Simmons, Head of Strategy and Data Science, Resolution Life US

Over the past three years, Resolution Life US (RLUS) has undergone a transformative journey, evolving from on-premises, AI-based use cases to a dynamic, cloud-driven acceleration of AI capabilities. Join this session to hear how RLUS has strategically deployed a scalable foundation, enhancing the functional abilities of its Finance, Actuarial, Investment, and Risk (FAIR) teams by working backwards from desired capabilities. These advancements have streamlined financial close processes, enriched modeling, and fostered efficient straight-through processing capabilities. Explore how RLUS's AI/ML-enabled platform has not only expedited internal processes but also established a unified source of truth, fostering data and technology democratization across the organization.

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Fortify Critical Applications

1:00PM–1:30PM

How Discover is reducing risk with generative AI capabilities

Will Hinton, Director, Data Platforms Engineering, Discover Financial Services

Rahul Gupta, Expert, AI/ML Platform Specialist, Discover Financial Services

Discover Financial Services has developed a data science platform for machine learning and generative AI workloads, powered by Amazon EC2, which enables the company's data scientists to efficiently process their own large datasets with high-performance computing power and memory capacity. Discover is reducing decisioning runtime while improving compliance and mitigating risk. Learn how the company has reduced the time to embed features and improved decisioning run time from hours to minutes, while running parallel model trainings at speed.

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1:40PM–2:10PM

Bloomberg: Lessons learned training LLMs in the cloud

Dr. David Rosenberg, Head of Machine Learning Strategy, CTO Office, Bloomberg

For more than 15 years, Bloomberg has been a trailblazer in its application of AI, machine learning, and NLP in finance. Join this session to explore the challenges related to training large language models using AWS and Amazon SageMaker. Bloomberg will dive into their lessons learned managing various phases of the model development lifecycle (MDLC) and share best practices for preparing, managing, and securing data for training and evaluating LLMs in the cloud.

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2:20PM–2:50PM

How NYSE is using generative AI to enhance market surveillance

Anand Pradhan, Senior Director, Head of Regulatory and NMS Technology, New York Stock Exchange

The New York Stock Exchange (NYSE) has embarked on a journey to transform all aspects of its business using artificial intelligence and generative AI. Join this session to hear how NYSE's AI Center of Excellence promotes innovation at speed with governance and best practices for new AI initiatives. Explore how NYSE is improving market surveillance with a news summarization tool built using Amazon Bedrock to deliver deeper, more relevant insights to surveillance analysts. The generative AI-enabled tool helps NYSE teams reduce the time spent on symbol research and analysis, enabling improved identification of trading patterns that violate rules.

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3:20PM–3:50PM

How Jefferies is reducing derivative settlements risk with AI/ML and IDP

Amrutha Ravichandran, SVP, Corporate Division, Jefferies

Vipul Parekh, Sr. Customer Solutions Manager, AWS

Capital Markets operation teams often face challenges throughout the post-trade lifecycle, including delays in trade settlements, booking errors, and inaccurate regulatory reporting. Jefferies automated its end-to-end derivatives automation workflow using AWS services such as Amazon Textract to overcome these common issues. Attendees will learn about implementation best practices as well as the business impacts of Jefferies' post-trade lifecycle solutions, which leverage AWS AI/ML, Intelligent Document Processing, and serverless technologies to reduce risk in derivatives settlements.

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4:00PM–4:30PM

Sheltered Harbor: Cyber-resilient platforms on AWS

Carlos Recalde, President & CEO, Sheltered Harbor

Danny Johnston, Data & AI Storage Technologies, Global Financial Services, AWS

Pradeep Dhananjaya, Banking Tech Lead, AWS

Cyberattacks can be extremely damaging to financial institutions, causing irreparable damage and loss of customer trust. To help the financial sector pro-actively plan and prepare for a crisis that renders traditional disaster recovery and business continuity plans insufficient, Sheltered Harbor established the industry standards for data protection and resilience. Join this session to learn how financial institutions are working with AWS to develop cyber-resilient platforms that comply with industry standards. These platforms involve regularly backing up critical data into your isolated cyber-resilient Sheltered Harbor defined vault, enabling robust protection as well as efficient and timely recovery.

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AWS Partner Theater sessions

11:00AM–11:15AM

HCL Tech: Getting off the starting line: Launching AI governance

Lakshmanan Nagarajan, Sales Director and Client Partner, HCL Tech

Scott Reister, AVP, IT Data & Analytics, Amerisure

As artificial intelligence (AI) permeates various segments of the Financial Services industry, the need for robust AI governance becomes paramount. AI governance involves ensuring that AI systems align with human values, adhere to ethical principles, and comply with regulations. In this presentation, we explore the challenges faced by Insurance organizations in implementing effective AI governance. We will discuss strategies for starting the journey, emphasizing the critical initial steps. By launching AI governance thoughtfully, companies can pave the way for successful and responsible AI adoption.

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11:30AM–11:45AM

Databricks: Surviving and thriving in the generative AI era

Junta Nakai, VP and Global Head of Financial Services, Cyber Security and Sustainability GTM, Databricks

In Financial Services, the battle for relevance and survival is heating up. Generative AI has the potential to transform the industry, enabling companies to develop solutions to longstanding challenges. But with unprecedented opportunity comes unprecedented risk. Join this session to hear about how data intelligence is changing business and learn how your organization can develop strategies to drive business results and cost efficiencies using generative AI.

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12:00PM–12:15PM

EPAM: How S&P Global Commodity Insights built an advanced analytics platform on AWS

Aleksandr Epelbaum, VP, Data Analytics Consulting, EPAM

Andrea Anderson, Executive Director, Real Time Analytics and High-Performance Compute Platform Capabilities, S&P Global Commodity Insights

Explore the collaborative development and delivery of an advanced analytics platform on AWS, Energy Studio: Impact, a platform that transforms big data into real-time energy analytics, enabling teams to make commercial decisions faster. Hear about the market demand for the platform, how **S&P Global Commodity Insights** overcame architectural challenges, and key advantages of using AWS services. Discover how Energy Studio: Impact has increased client retention, expanded market reach, and enhanced client decision making at S&P Global Commodity Insights.

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12:30PM–12:45PM

Genesys: Build lasting customer relationships with empathy at scale

David Porter, Managing Director, Financial Services Industry, Genesys

Studies indicate that Banking organizations are delivering a new level of customer experience by incorporating empathy with conversational AI technologies. Attend this session to learn about how the **Genesys** Experience Orchestration story board enables financial institutions to create long-lasting customer relationships with transparent communication, empathy, and understanding at scale.

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1:00PM–1:15PM

Smarsh: Data foundations for generative AI and communications intelligence

Brandon Carl, EVP, Product Strategy, Smarsh

Financial Services firms are building with generative AI, and they need to establish a foundational communications data infrastructure to ensure they stay complaint and secure. Join this session to hear **Smarsh** discuss how Financial Services firms can set themselves up for long-term success, and how compliance teams are at the center of that strategy.

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1:30PM–1:45PM

Trustworthy AI: Deloitte's approach to AI risk management

Arthur Ilyasovo, AI/Model Governance Leader, Deloitte

Join us to discover how **Deloitte** is leading the way in enabling trustworthy AI in the Banking industry. Hear about Deloitte's work with a Tier 1 global bank to design a strategic AI risk management program which transformed the bank's approach to processing novel AI uses cases. This session will provide valuable insights into industry trends, the challenges and solutions in AI risk management, and practical tips for building effective governance.

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2:00PM–2:15PM

Splunk Observability: Unifying data and increasing reliability

Nimish Doshi, Director, Technical Advisory - Financial Services, Splunk (a Cisco company)

In shifting both its products and internal operations to a SaaS model, **Nasdaq** turned to **Splunk**'s Observability platform to support its cloud journey. Join this session to learn how Splunk's Observability platform helped Nasdaq to unify data to quicken the company's speed of innovation. Hear how the platform accelerated Nasdaq's time to market with real-time insights into customer usage. This enabled the company to make fast, data-driven decisions even during periods of historic volume, ensuring reliability for its main trading platform and thousands of Nasdaq-listed companies.

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3:00PM–3:15PM

NVIDIA & KX: Fueling frontier AI in Capital Markets: Trade ideation, execution and risk management

Malcolm deMayo, VP, Financial Services, NVIDIA

Ashok Reddy, Chief Executive Officer, KX

In the rapidly evolving landscape of Capital Markets, leveraging advanced data analytics and AI has become a cornerstone for front office innovation. **NVIDIA** and **KX** are empowering financial institutions to optimize quant research, accelerate alpha, refine trading, and streamline risk management by building a cost-effective "AI factory", powered by AWS. Explore how investment professionals, portfolio managers, quants, and research analysts are harnessing their data assets. Techniques like retrieval augmented generation (RAG) with vector embeddings, fine-tuned hybrid language models, and temporal inferencing reduce hallucinations and allow institutions to enhance insight reliability and significantly lower costs. Learn how generative AI is revolutionizing front office operations with a focus on practical, high-impact use cases.

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3:30PM–3:45PM

MongoDB Atlas: Real-time AI for the Financial Services industry

Shiv Pullepu, Principal, Financial Services Industry Solutions, MongoDB

From shifts in the market to changes in the regulatory landscape and aging legacy systems, the pressure is on for financial institutions to invest in new cloud-based technologies. At the heart of it all lies software and data. To revolutionize customer experiences, learn how **MongoDB** Atlas enables organizations to unify operational, analytical, and AI data services to streamline building AI-enriched applications. Discover key MongoDB Atlas use cases with Amazon SageMaker Canvas for AI-powered fraud detection, as well as Amazon Q Developer to increase developer productivity.

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4:00PM–4:15PM

Informatica: Drive business value with fit for use data in generative AI

Peter Ku, VP & Chief Industry Strategist – Banking, Capital Markets, and Financial Services, Informatica
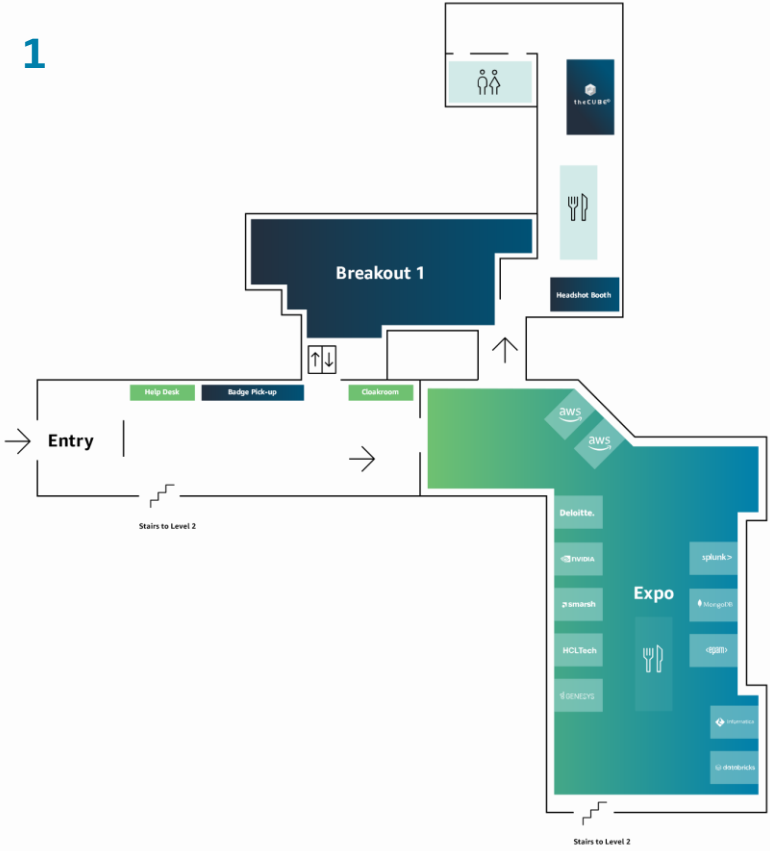
Financial Services companies globally are embracing generative AI to improve customer experience, grow revenue, combat fraud, and reduce the cost of doing business. Though generative AI brings new opportunities to increase business success, the data required to build, train, and execute AI models and algorithms is not always fit for generative AI use. Join this session to explore how **Informatica** and **AWS** can enable firms to make data secure, accessible, trustworthy, authoritative, transparent, and governed to get the most value from investments in generative AI.
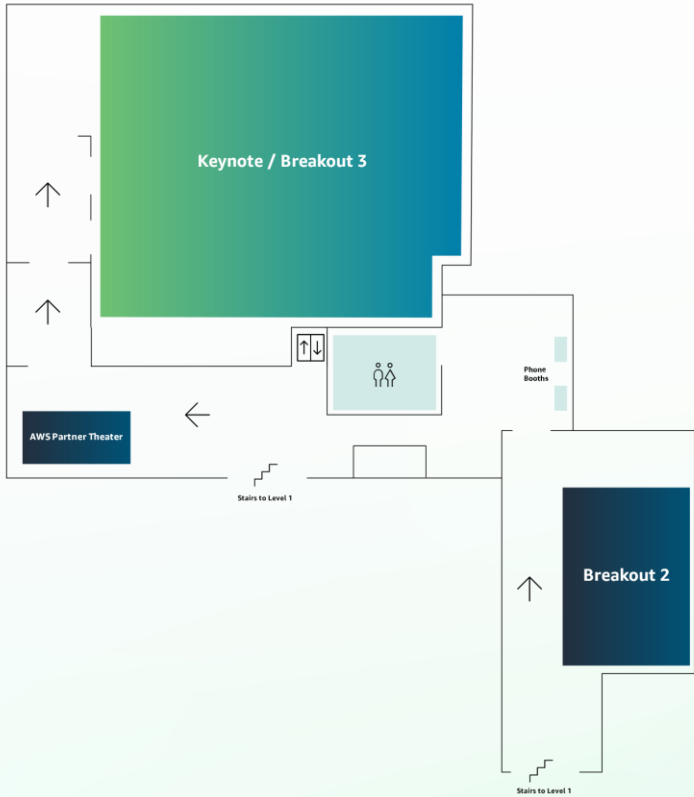
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  - Deloitte.
  - NVIDIA
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- Stairs to Level 2

LEVEL 2

- Keynote / Breakout 3
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Let's keep talking.

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