



# CaseStudy



One-on-One Meetings



Conference



Networking

## Deutsche Bank at THE CIO FORUM: Uncovering great ideas and leading-edge solutions

From architecture to outsourcing, business intelligence to grid computing, Deutsche Bank's Ira Lehrman relies on THE CIO FORUM to connect with today's best emerging solutions – and with the peers whose insights he respects most.

### EXCEPTIONAL NETWORKING, VENDOR MEETINGS, AND CONFERENCE

As Director of Debt Capital Markets at Deutsche Bank Securities Inc., Lehrman is a member of the firm's Business Management Group, where he oversees B2B e-commerce, client intelligence, relationship management, and IT-related business architecture initiatives worldwide. With those responsibilities, it's tough to spare three days for any event. But Lehrman makes time for THE CIO FORUM.

"It's an outstanding opportunity to meet with both a slew of vendors and at the same time, a slew of peers," says Lehrman.

"And THE FORUM's high-quality seminars, conferences, and keynotes add a whole new dimension to the work you're doing." Lehrman uses THE CIO FORUM to network widely with senior-level executives both inside and outside his industry. Among the topics he raises: "How far have they gone with their relationship management systems? What kinds of products have they chosen for business intelligence? This year, I'll be very interested in how they're performing with SOX and Basel II, as well as data integration and portals."

THE FORUM also represents an exceptional opportunity to "sit down informally and spend real quality time on direction" with top players like Business Objects and Cognos. Occasionally, it reconnects him with key vendors he's lost contact with. "I had not engaged with Borland's product base in quite

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Ira Lehrman, Director of Debt Capital Markets  
-Deutsche Bank Securities, Inc.

[www.richmondevents.com](http://www.richmondevents.com)

Richmond Events, Inc. 48 West 38th Street, 6th Floor, New York, NY 10018  
T 212.651.8700 F 212.651.8704 [www.cioforum.com](http://www.cioforum.com)





Mealtime Meetings



Round Table Meetings



Conference

awhile, and was very interested in their products for increasing developer productivity and integration between platforms.”

### SOLUTIONS TOP CIO'S WON'T FIND ELSEWHERE

Lehrman finds THE FORUM especially valuable for “introducing me to smaller and medium-size vendors I wouldn’t typically be aware of – including vendors whose products turn out to be very impressive.”

With both colleagues and suppliers, many of Lehrman’s conversations have turned to outsourcing. For instance, his key challenges include reducing the risks and increasing the value of application outsourcing. At THE CIO FORUM, Lehrman met iRise, a company focused on solving problems like these. The iRise platform allows business and IT analysts to quickly simulate and ‘test market’ business applications before they begin writing code, providing clear and unambiguous specifications to both developers and stakeholders.

“Using iRise’s simulation and analysis model before quoting outsourced projects looks to be very helpful to us,” says Lehrman, who’s referred the company to colleagues throughout his organization.

Few businesses rely as heavily on analytics as Deutsche Bank Securities, which provides corporations, financial institutions, supranationals, sovereigns and agencies with customized financial solutions through its integrated coverage of capital markets, forex and derivatives. While analytics often require “big iron,” individual departments have applications that might be served with

local computer power. At THE CIO FORUM, a leading grid computing solutions provider showed Lehrman “how to leverage existing infrastructure, even on a small scale within a department, so analytics or portfolios could be run overnight” without using data center resources.

### FROM ARCHITECTURE TO CONTRACT NEGOTIATIONS

Between vendor meetings, Lehrman found time to gain important insights from THE CIO FORUM Conference. He singled out last year’s featured seminar on enterprise architecture, and leading IT attorney Akiba Stern’s talk on negotiating large-scale outsourcing and IT contracts. “The content was great, the keynote speakers were fantastic, and the workgroup sessions I was in were exceptionally informative.”

THE CIO FORUM INDUSTRYWIDE and THE CIO FORUM FINANCIAL SERVICES are the premier events connecting senior IT executives at leading North American companies with the world’s leading suppliers of IT products and services. Senior enterprise technology executives who meet stringent qualification standards are invited to participate in a strategic conference program tailored to address their most urgent business challenges. They spend two days and three nights networking with executive-level colleagues in a luxurious, distraction-free environment. These executives also meet one-on-one with the suppliers of their choice, enabling them to access and rapidly evaluate the field’s highest value solutions.

THE CIO FORUMS will take place from May 6-9, 2007 onboard the Norwegian Dawn, sailing from New York City. To learn more about participating as a supplier, please contact GRACE LAMBERT 212.651.8749, glambert@richmondevents.com www.cioforum.com

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