

# **technology**for**finance**

The online resource for financial technology

**Editorial Calendar & Guidelines**

**2004**

## About the Website

**Concise and easy-to-use, *Technology For Finance* provides in-depth information about technologies that address business issues in the financial services sector.**

Information technology is central to the financial services industry. Without it, the complex financial system on which the world depends would implode. That is why spending on financial services technology will reach almost \$500 billion in 2005. But technology has also created a new set of problems – huge maintenance costs and burgeoning infrastructure expenses devour a large proportion of even the biggest budget. And IT budgets in the financial sector are substantial – together they account for approximately 25% of all IT investment each year.

IT spending is set to increase at far smaller growth rates than those experienced in the 1990s. The squeeze on budgets comes at a time when the demands on IT in the financial services sector have never been greater. Understanding the technologies that support the key business initiatives is crucial. And that is where *Technology For Finance* plays its role. As the name implies, it is a Website that provides in-depth information on technology for the financial services sector. The site covers technologies relevant to retail and wholesale banking, securities and insurance, providing a global and integrated view of financial services with operations in both London and New York.

### **The content**

*Technology For Finance* offers:

- Up-to-date news about financial technology
- In-depth features written by industry experts
- Vendor directory of leading financial solution providers
- White papers on key industry topics

### **The audience**

Seamlessly relating technology and business issues, *Technology For Finance* is aimed at business managers, CIOs, and IT professionals working for:

- Retail banks and other providers of consumer-facing banking services
- Wholesale banks, exchanges, central banks, payments and clearing organizations
- Insurance companies and other providers of insurance services
- Professional trade organizations and user groups
- Business and technology consultants
- Systems integrators

## Editorial Calendar 2004

### Key focus areas

Four topics will be a constant focus throughout 2004:

- Managed services and outsourcing
- Risk management
- Transforming compliance into competitive advantage (e.g. Basel II, USA Patriot Act and Sarbanes-Oxley)
- Web services & integration

In addition, each quarter the editorial focus will have several broad themes<sup>1</sup>.

### Quarter one

- Internet & mobile banking
- Multi-channel banking
- PKI & Internet security
- Platform cost savings (e.g. reduced software licenses and hardware maintenance costs via Linux)
- Image & document management (e.g. Check 21)

### Quarter two

- Back-end re-engineering (including integration of legacy systems)
- Customer relationship management
- Rapid digitization of security markets
- STP in insurance
- XML and messaging following industry standards

### Quarter three

- Corporate actions
- Electronic bill presentment
- Knowledge management
- Smart cards & PIN (including EMV)
- STP in banking

### Quarter four

- Business activity monitoring (real-time integration/analysis)
- Call center automation
- Continuous linked settlement
- Networked connectivity (between financial services functions)
- Workflow & business process management

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<sup>1</sup> Submitted articles that follow the quarterly themes will be given editorial priority, although good articles about financial technology will be accepted and published at any time of the year.

## Writer Guidelines

To be considered for publication, text with diagrams should be sent softcopy. Each published article will have an About The Author section and every author, with photo and contact details, will also be placed in our writers' directory. Authors not previously published on the site should send 3-4 lines of biography (including position), a small photograph, an e-mail address, other contact details (as required) and the URL for the Website of the organization or company represented. Author profiles can be changed at any time by emailing the editor.

Submissions for online publication can be made at any time and, once accepted, will normally be published within 4-6 weeks.

### **Successful submissions follow three golden rules:**

- The copy must not include product or vendor specific information, i.e. no hype or 'pitching'
- The ideal word count is 1,500 to 2,500 words. However, articles are never accepted or rejected purely on the basis of word count. The best advice is "write enough on the subject matter to do it justice without losing the attention of the reader."
- Use diagrams and graphics whenever possible.

### **Submission procedure for a proposed article:**

- Submit a 4-5 sentence synopsis of the proposed article.
- The editor will accept, decline, or ask for more information.
- On acceptance of proposal, write and submit the article.
- Subject to a successful editorial review, the article will be published.

### **Submission Procedure for existing material:**

- Submit the article, stating clearly if the material has been published, or is under consideration for publication, elsewhere.
- The article will be reviewed and either accepted, declined, or amendments requested.

### **Required Information and accepted formats:**

1. Text – Word document (.doc) only.
2. Diagrams – PowerPoint slides, image formats (.jpg or .gif) or within the Word document.
3. Author photo (.jpg or .gif) – no more than 250kb.
4. Author bio, email address and company URL.

Please send copy to [editor@technologyforfinance.com](mailto:editor@technologyforfinance.com)