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## CIO Finance Summit Announces Latest Agenda Details

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**July 29, 2011** – The CIO Finance Summit team announced today agenda details for the upcoming technology event, August 21-24, 2011 at The Phoenician Resort in Scottsdale, Arizona.

The CIO Finance Summit brings together IT executives, analysts, and solution providers to make new business contacts and discuss technology topics and trends in an exclusive and focused business setting. Agenda sessions are designed to encourage in-depth conversations among the event's attendees and include think tanks, roundtables, panel discussions, and analyst Q&As.

Featured agenda sessions at the 2011 CIO Finance Summit:

- The Value Destroyers - Lessons Learned from the Recent Crisis
- Driving Business with Enterprise Architecture
- Achieving Transformation For the New Tomorrow
- Device Security - The Next Frontier in Encryption and Authentication
- The Role of Technology in Managing Cost and Complexity

In addition, Joe DeFranco, Regional VP, Enterprise Sales, North Region, CommScope, will present the CIO Thought Leadership session, "Wireless Indoor-Networks Impact on the Macro Network" during the first full day of the event. Roundtable participants will discuss how macro wireless network speeds and continuous connectivity are driving new social behaviors as well as how macro networks interact with indoor networks.

Representatives from SAS will present two CIO Roundtables at the event. The session "Re-envisioning Customer Value in Financial Services" will outline how customer analytics can be used to attract, grow and keep customers. The second CIO Roundtable, "Digging Out or Digging Deeper? Managing Data for Risk and Regulation," will discuss data management, integration and quality in light of increasing compliance and risk management rules. SAS helps customers make better, fact-based decisions faster through business analytics software and services.

If you are interested in attending the CIO Finance Summit, contact Mark Southam, Event Director, CIO Finance Summit at [mark.southam@cdmmedia.com](mailto:mark.southam@cdmmedia.com) or 312-374-0842. For more information about the event, visit the website, [www.ciofinancesummit.com](http://www.ciofinancesummit.com).

### **About the CIO Finance Summit**

CDM Media brings together CIOs and technology executives from North America's Fortune 1000 organizations to develop business ideas and build lasting relationships with peers and colleagues. The CIO Finance Summit, to be held August 21-24, 2011 in Scottsdale, Arizona, allows IT executives to discuss the latest business technology issues and learn about current technology solutions. For more information, please visit <http://www.ciofinancesummit.com/>.

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