

# Dreamforce 2018 – Banking Industry Session

25  
TUE

**Backup & Restore Best Practices for Large Data Volumes** 08:30- 09:10  
Palace Hotel | Telegraph Hill

## Description

Large Enterprises need to backup their data to comply with regulations such as GDPR or HIPAA. They face numerous challenges when backing-up and restoring their Salesforce data in a Large Data Volume context.

[More Information](#)

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WED

**Banking on the Future: Evolve Banking with Emerging Technology** 08:00 - 08:40  
Moscone West | Room 2008

## Description

Join us to learn how Banking IT is driving the future with innovation on the Lightning Platform. From Low Code Development, Dynamic Mobile Apps, IoT and blockchain, learn how banks and financial institutions are innovating to ensure customer success.

[More Information](#)

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TUE

**Easy and Free: Ten Ways to Secure Your Salesforce Org Today** 09:00 - 09:40  
Moscone West | Room 2004

## Description

Are you looking for free and easy ways to improve the security of your org? Are you interested in leveraging your users and customers to help you create a more secure environment?

[More Information](#)

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WED

**Insurance: Salesforce & Guidewire Empower Service Reps and Agents** 09:30 - 10:10  
InterContinental Hotel | Grand Ballroom A-B

## Description

Amica, founded in 1907, is the oldest mutual insurer of automobiles in the U.S. They've been recognized by JD Power for customer satisfaction a whopping 45 times since 2000. How did Amica do it?

[More Information](#)

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25  
TUE

**Activating Insurance: A Holistic Approach to the Future of Insurance** 13:00 - 13:40  
Metreon AMC Theatres | Level 3, Theater 12

## Description

The 4th Industrial Revolution brings both great opportunities and challenges for insurers. Who will control the consumers' data? Join us as we share why we believe that by putting a focus on consumer control of their data, expanding the notion of insurance to include active asset advisory, monitoring and protection.

[More Information](#)

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26  
WED

**Driving Digital Transformation in the Mortgage Industry** 11:00 - 11:40  
Park Central | Olympic

## Description

Join Cognizant and their Customer in this interactive session to learn about Digital Transformation shaping up in the Mortgage industry and customer's journey to #1 Rank in JD Power ratings for Customer Satisfaction.

[More Information](#)

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25  
TUE

**Partner Meetup: Financial Services Industry** 14:00 - 14:40  
Park Central | Franciscan I

## Description

Are you looking to find, network, engage and learn from colleagues at Dreamforce from the Financial Services Industry? Dreamforce Partner Meetup sessions are facilitated by Salesforce Alliances leadership focused on specific industries and geographies.

[More Information](#)

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26  
WED

**Getting Started with Artificial Intelligence** 13:00 - 13:40  
Marriott Marquis | Nob Hill A-D

## Description

If you've used Siri or Netflix, you've used Artificial Intelligence (AI). So how can you use the same time-saving elements to grow your business? Join us as we demystify AI, highlight how customers are using it to transform their businesses, and demonstrate how Einstein can make your data smarter.

[More Information](#)

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# Dreamforce 2018 – Banking Industry Session

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THU

## Guide to Building Customer Journeys in Financial Services

Palace Hotel, | Telegraph Hill

09:00- 09:40

### Description

Creating a connected customer journey can drive positive word of mouth and recommendations. However, Internal silos, disparate data sources, and regulatory pressures can make it feel overwhelming.

[More Information](#)

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FRI

## Creating Connected Customer Experiences Through Integration

Metreon AMC Theatres | Level 3, Theater 12

10:00 - 10:40

### Description

Success in the digital era is about being integrated, agile, and customer-centric.

[More Information](#)

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27  
THU

## Financial Services Cloud Roadmap : Accelerate Your Digital Transformation

InterContinental Hotel | Grand Ballroom A-B

10:30 - 11:10

### Description

In just three years, Financial Services Cloud has become the fastest growing product in Salesforce history. The world's #1 CRM reimagined for financial services is now used by the world's largest banks and insurance carriers, in addition to the wealth management firms who first adopted the platform.

[More Information](#)

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FRI

## Datorama + Universal Music: Empowering Marketers with Unified Data

InterContinental Hotel | Grand Ballroom A-B

12:00 - 12:40

### Description

Universal Music Group is the world's leading music company. In everything they do, they're committed to artisty, innovation and entrepreneurship to connect artists and fans.

[More Information](#)

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27  
THU

## Insurance for the Next Generation Playing Offense vs Defense

InterContinental Hotel | Union Square

12:00 - 12:40

### Description

The sharing/gig economy is a system based on the use of technology to share assets or services between individuals or organizations.

[More Information](#)

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db  
sync

## Join DBSync at Booth #1907

Moscone Centre | 747 Howard St, San Francisco

### Description

DBSync is a single integration and replication platform, which allows to eliminate the need of huge manpower or specialized software to do manual data entry. The platform can be configured as per business needs and extended when business overgrows a certain tool or wants to change one in a midway. DBSync platform offers the fastest way to integrate and replicate Salesforce with popular cloud apps.

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FRI

## Implement Intelligent Pricing with CPQ & AI

Marriott Marquis | Yerba Buena Salon 4-6

08:30 - 09:10

### Description

Sales and Pricing are part art and part science. With AI becoming more ubiquitous, smart sales organizations are looking to get ahead of the curve by mining their own deal data and operationalizing individualized pricing recommendations.

[More Information](#)

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[More Information](#)

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