

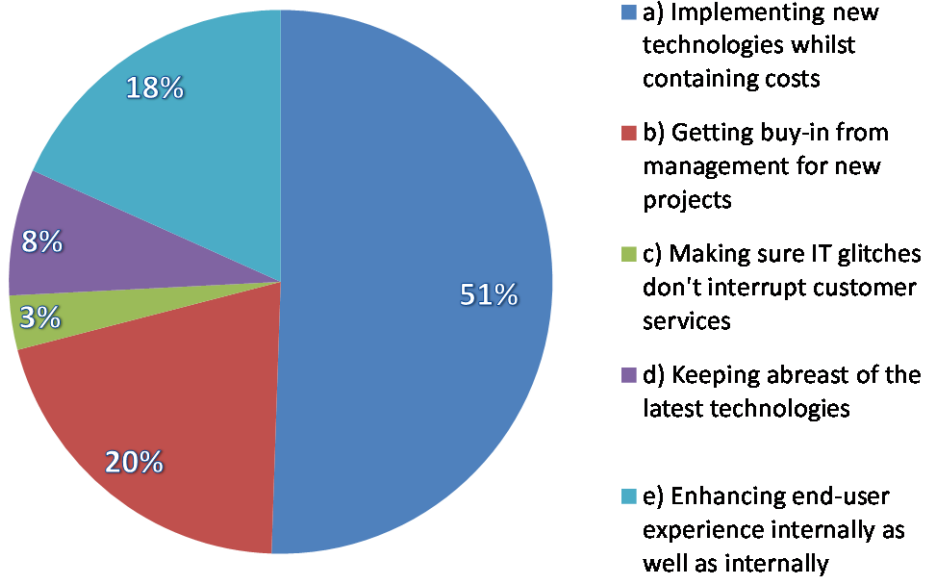
FST Media's Financial Services Executive Poll

Question 1:

What is the biggest challenge facing IT professionals in financial services today?

- a) Implementing new technologies whilst containing costs
- b) Getting buy-in from management for new projects
- c) Making sure IT glitches don't interrupt customer services
- d) Keeping abreast of the latest technologies
- e) Enhancing end-user experience internally as well as externally

Results:

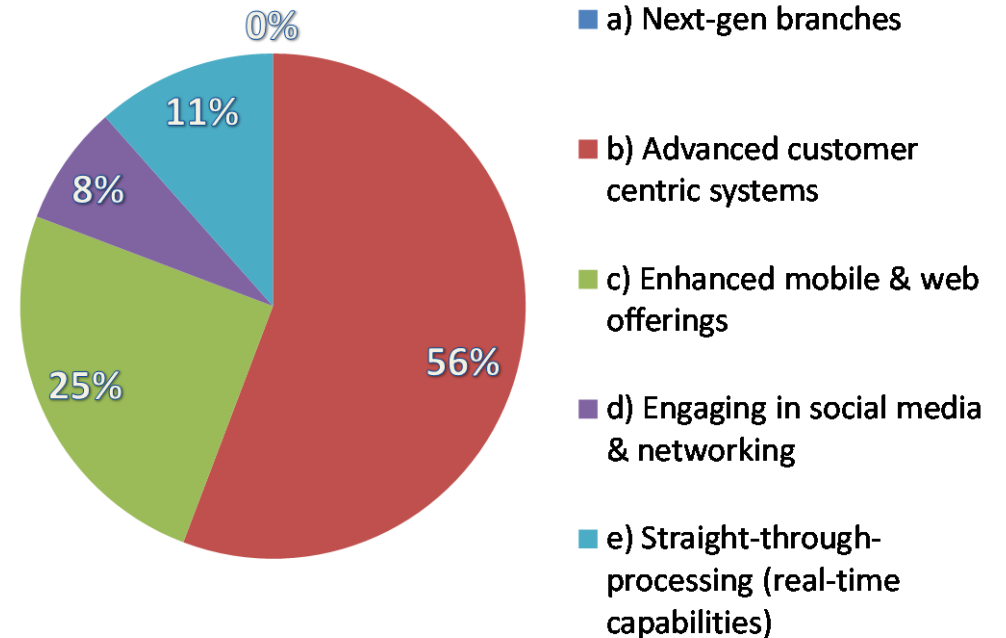


Question 2:

What innovation/IT strategy is most critical to improving customer retention and acquisition?

- a) Next-gen branches
- b) Advanced customer centric systems
- c) Enhanced mobile & web offerings
- d) Engaging in social media & networking
- e) Straight-through-processing (real-time capabilities)
- f) A single view of the customer

Results:



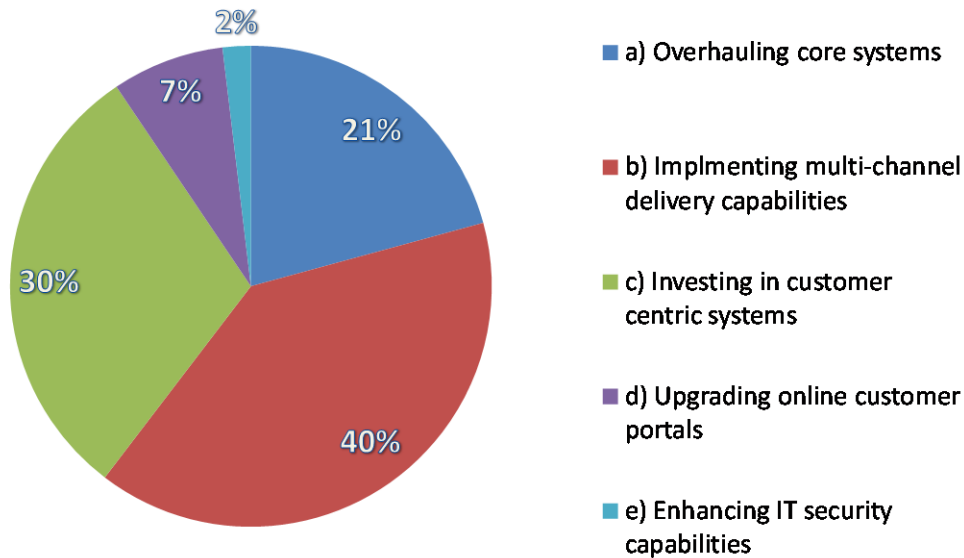
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Question 3:

What are your top IT priorities for 2012?

- a) Overhauling core systems
- b) Implementing multi-channel delivery capabilities
- c) Investing in customer centric systems
- d) Upgrading online customer portals
- e) Enhancing IT security capabilities

Results:

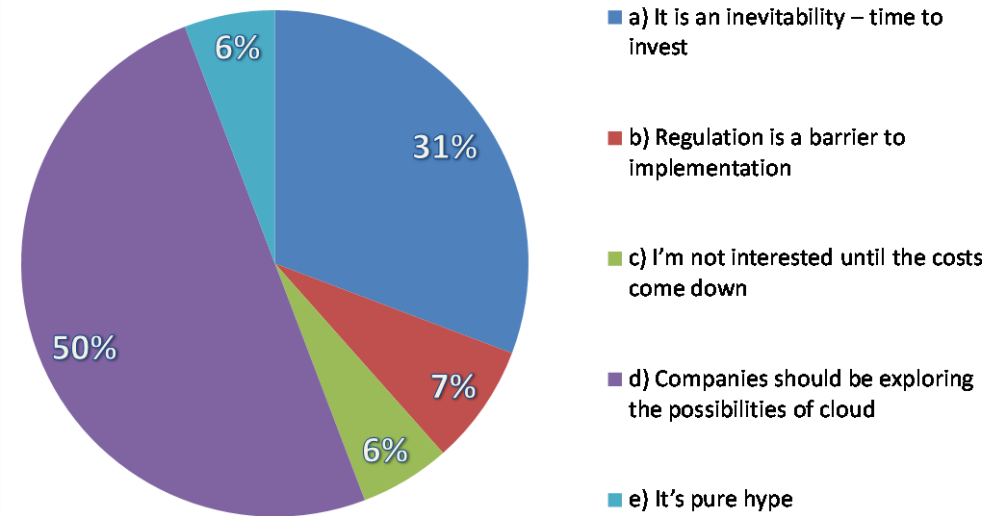


Question 4:

What are your views on the potential of cloud computing?

- a) It is an inevitability – time to invest
- b) Regulation is a barrier to implementation
- c) I'm not interested until the costs come down
- d) Companies should be exploring the possibilities of cloud
- e) It's pure hype

Results:



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Question 5:

What methodology do you employ to develop new services and products?

- a) Agile
- b) Scrum
- c) Waterfall
- d) V-model
- e) Other

Results:

