

## **CrossTech Forums Announces 'Best of Awards' From Financial Technology Insight Summit in Boston, MA**

CANTON, Mass., October 15, 2009 -- CrossTech Forums LLC ([www.crosstechforums.com](http://www.crosstechforums.com)) a leader in the hosted executive conference market today announced the winners of the 2009 Financial Insight Summit Awards ([www.FinancialTechnologyInsight.com](http://www.FinancialTechnologyInsight.com)). The nominations for these awards are made by the participating technology buyers and end users, primarily director-level and above in technology management positions at top global banks and other financial institutions - the ultimate in Customer Choice Awards. The Financial Technology Insight conference program agenda is developed in conjunction with IDC Financial Insights, the global advisory services and market research firm.

Financial Technology Insight Summit is a two-day, invitation-only educational and networking program with structured attendee/sponsor interaction. Participants are guided through the program with case study presentations, one-on-one vendor and industry analyst meetings, solutions panels, and World Premiere Keynotes. The voting takes place on the final day of the program and is based on solutions and product knowledge gained throughout the various educational programs.

### **Best Market Solution -**

Nominees: Continuity Engines, Fiserv, Lexmark International, Virtual Banking Systems

Winner: Virtual Banking Systems

### **Best New Technology:**

Nominees: Continuity Engines, PROMT, UCS Group - Romania, Fiserv, Virtual Banking Systems

Winner: PROMT

### **Best Value for Money/ROI:**

Nominees: CPM Braxis, Continuity Engines, ECCOX Software, IBM, Kaplan Compliance, Tata Consulting Services

Winner: Continuity Engines

### **Most Innovative Case Study Presentation:**

Nominees: Fiserv, Harland Financial Solutions, IBM, Infosys Technologies Limited, Virtual Banking Systems, UCS Group - Romania

Winner: Fiserv

Best Overall Vendor:

Nominees: Brazil IT, Continuity Engines, ECCOX, Fiserv, Harland Financial Solutions, IBM, PROMT, Virtual Banking Systems

Winner: IBM

Financial Technology Insight Summit 2010 will take place October 3-5, 2010 in Boston, Mass. For information on the Summit please email Lori Spendley at [lspendley@crosstechforums.com](mailto:lspendley@crosstechforums.com) or call (781) 821-6742.

#### About CrossTech Forums

CrossTech Forums is a leading producer of highly focused business events that bring C-level executives together with leading and emerging vendors in private boardroom appointments to form strategic partnerships and secure new business in the technology sector. Additional information about CrossTech Forums can be found at [www.crosstechforums.com](http://www.crosstechforums.com)

#### About CrossTech Media

A division of CrossTech Group, a first of its kind of two complementary business units in one organization. As parent company of CrossTech Media and CrossTech Partners, the Group provides unique leverage and an advantage in knowledge, market research, customer acquisition, and brand development. We focus our products and services on Second Circle Technology(TM).

Simply defined, Second Circle Technologies are the technologies that are driving innovation today. In the mid-1990's the Internet was the new driving force for innovation. Today, these technologies include New Media Strategies and Implementation, Mashups and Composite Apps, Virtualization, Enterprise Collaboration (social media), Web Oriented Architecture (SaaS), Fabric Computing (virtualization plus networking), and Unified Communications.

Second Circle Technologies are distinctly different from Third Circle technologies which are new to market and are ahead of their time. Likewise, they differ from First Circle technologies which are stable, established technologies which - while important to an organization - are mature, implemented and well understood. Innovation and competitive advantage is driven by the effective adoption of Second Circle Technologies(TM).

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