



CSO Interchange
Benelux Chapter

Welcome to

CSO Interchange Benelux Dinner

Amsterdam, 1 October 2009



CSO Interchange

Benelux Chapter

Today's Keynote

“Social Vulnerabilities or Social Opportunities?”

Arie Linsen, CISO, Stater N.V.

Stater N.V.



Stater is the end-to-end service provider for the European mortgage market. In its fulfilment of this role, Stater focuses on support for mortgage financiers in the sale, processing and financing of mortgage portfolios. Stater was founded in January 1997 as an independent service provider in the mortgage market, after starting life as part of Bouwfonds Hypotheken. Stater has since grown to become an international force in the market with over 600 employees, a head office in Amersfoort and branches in Bonn, Germany and Brussels, Belgium. Stater is a wholly owned subsidiary of ABNAMRO.



Background information

- **Portfolio (#):** 1 million mortgage loans
- **Portfolio (€):** 170 billion

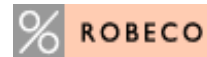
- **Clients:** 40

- **Personal (FTE):** ± 600

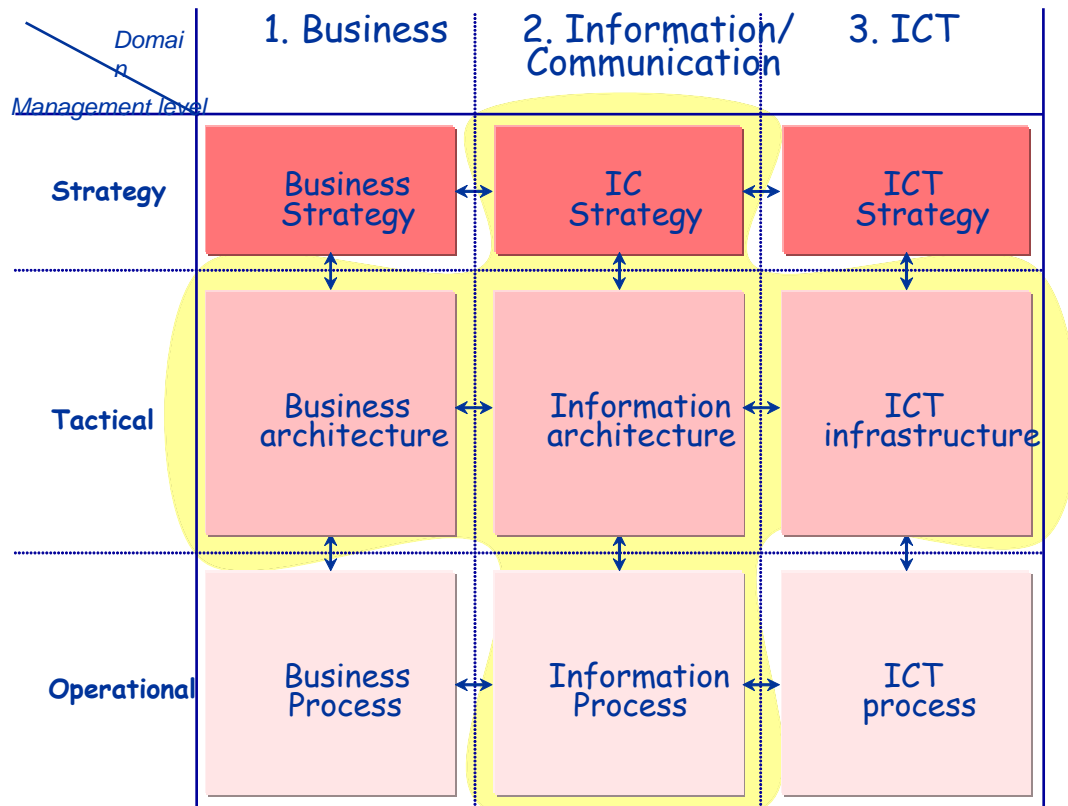
- **Presence:** Amersfoort (Main office)
Brussels
Bonn



Clients



Starting point – Information Management



Community

- The word community is derived from the Old French *communauté* which is derived from the Latin *communitas*, a broad term for *fellowship* or *organized society*.
- The word is often used to refer to a group that is organized around common values and social cohesion within a shared geographical location, generally in social units larger than a household.
- Since the advent of the Internet, the concept of community no longer has geographical limitations, as people can now virtually gather in an online community and share common interest regardless of physical location.



Social networks



Newsletter by e-mail

Nieuwsbrief



ITinFinance.nl

September 2009

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Van de redactie

'Nederland staat in de top vijf van ICT-landen. Ons land presteert het best op het gebied van IT-infrastructuur. Ook wat betreft onderzoek en ontwikkeling doet Nederland goed mee', **dat blijkt** uit een jaarlijkse analyse van de Economist Intelligence Unit (EIU).

Een mooie score maar uit hetzelfde onderzoek blijkt dat de aanwezigheid van hoogwaardige ICT-kennis in Nederland achterblijft. Er valt op dat gebied nog veel te bereiken voor het hoger opgeleid IT-kader. Een organisatie waar je je als IT'er volop kan ontwikkelen is ING. In deze nieuwsbrief lees je waarom.



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Trends for social networks

- Networks are coming to you
- More privacy
- Open source social networks
- Online virtual reality is not dead
- More video and multi media online
- Free WiFi, Internet in train and airplane
- Group power in social networks
- Revenue based social networks
- Mobile marketing



IT driven



Unified Communication and collaboration



Stater position on Social Networking

- Conservative
- Small pilots
- Clients have no demands (yet)
- New business opportunities



Sign of the times..

“Today’s students are no longer the people our educational system was designed to teach.”

M. Prensky

What about the workplace
and the business?



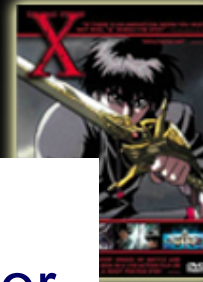
Millennials

- Always connected
- Their own language
- Skeptical to authority
- Influence each other
- Searching for recognition and fame
- Enjoy foolishness and have their own humor
- Made about different subcultures
- Scan text and information
- Quickly bored
- Expressive and digital creative



Frame of reference of the Millennial

- Digital and multimedia oriented



a creative problem solver
an experienced communicator
a self studying person
a digital thinker

- Menu, ref



- Challenging, creative and self assurance



Tips for Millennial Management

- Provide structure
- Provide leadership and guidance
- Encourage the millennial self-assuredness, “can-do” attitude, and positive personal self image
- Take advantage of millennial’s comfort level with teams. Encourage them to join

- Listen to the millennial employee
- Millennial employees are up for a challenge and change
- Millennial employees are multi-taskers
- Take advantage of your millennial employee’s computer, cell phone, and electronic literacy
- Capitalize on the millennial’s affinity for networking
- Provide a life-work balanced workplace
- Provide a fun, employee-centered workplace



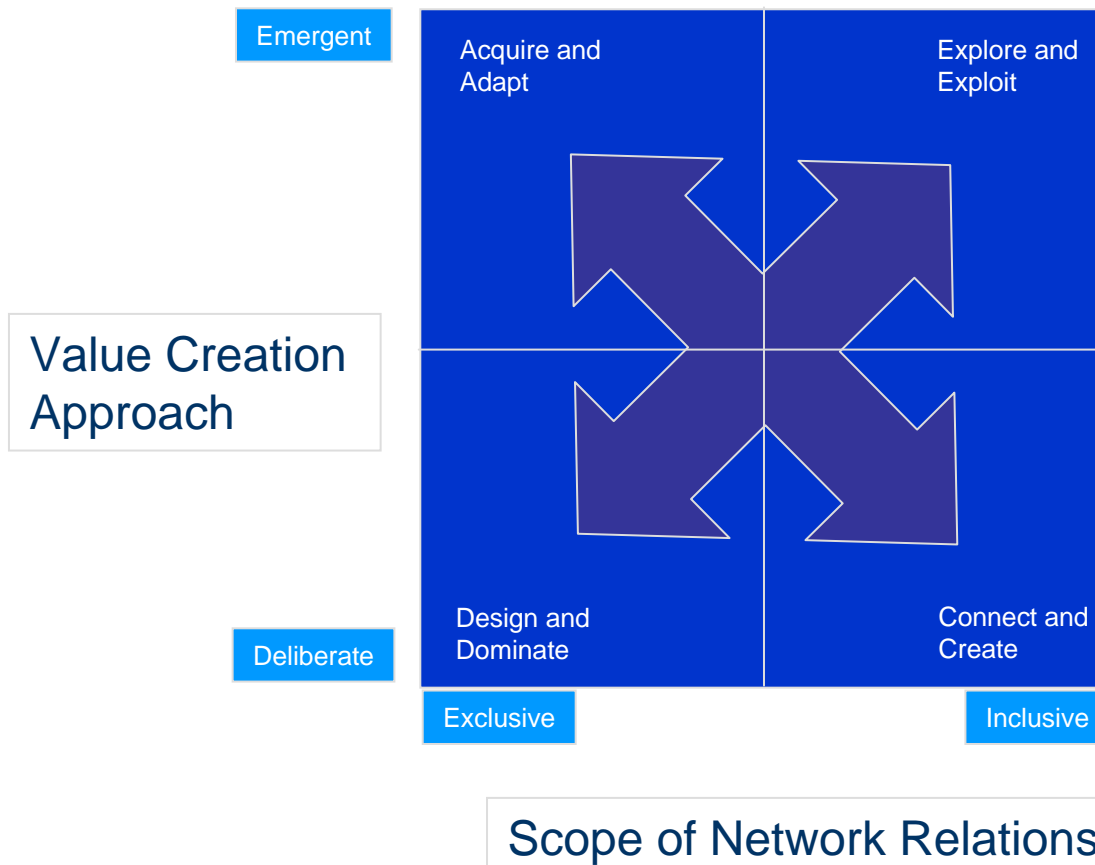
Opportunities

- Networking
- New business
- Marketing
- Collaboration
- New work processing
- No boundaries
- Mobile communicating



Four Vectors of Business Model Innovation (Venkatraman)

- 1 – New Strategic formula of BMI
- 2 – Put IT in the middle of BMI and implement
- 3 – Relation network centric, focused on value creation by collaboration



The new way of working

- Technology supports the job
- Physical working place
- Organization
- The new worker

***Dynamic infrastructure
flexible for
new developments***

***Technology is an important enabler,
working with information and collaboration,
any place anytime anywhere***



Vulnerabilities

- Social engineering
- Identity theft
- Data leakage
- Cyber bullying
- Discrimination
- Reputation damage
- Internet threats

All the changes

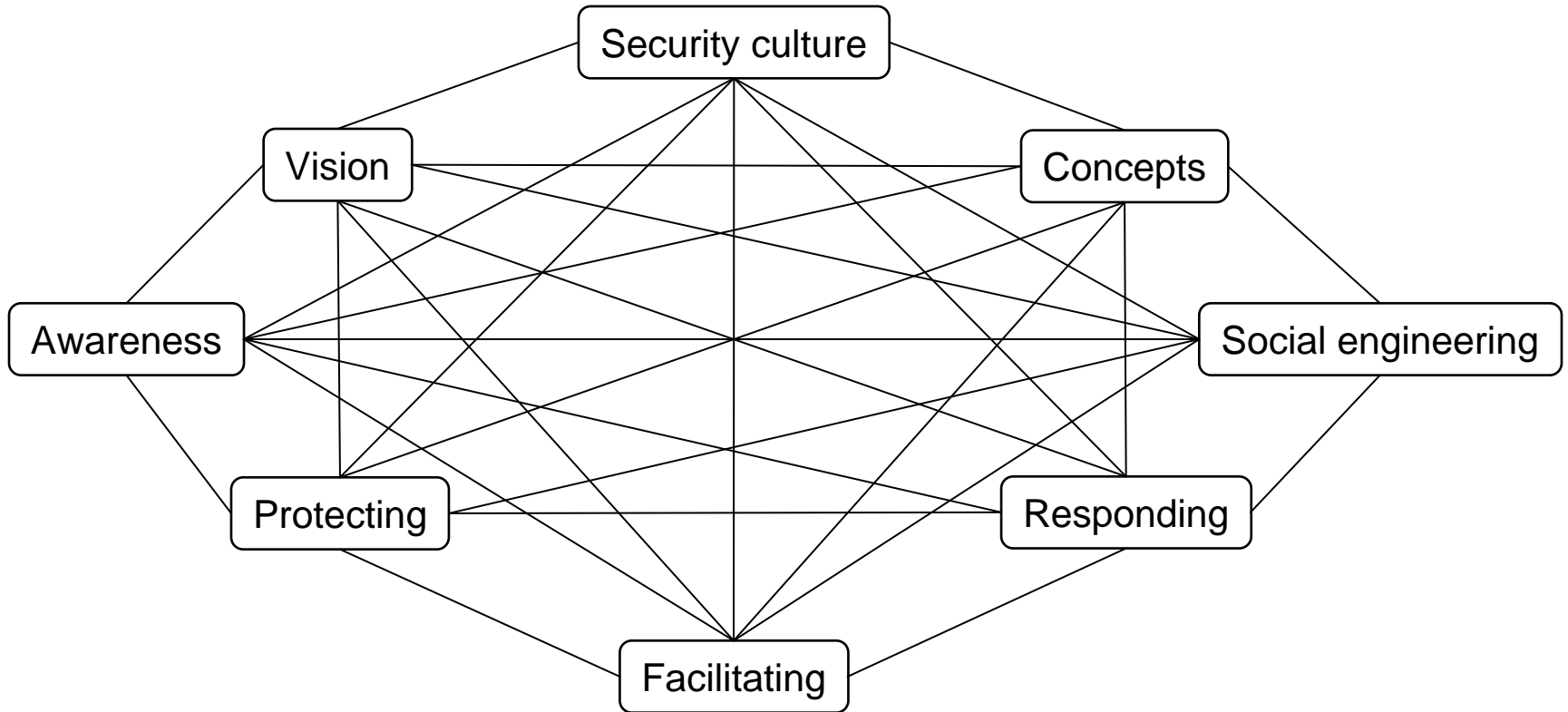
TechRepublic on *Social Networking in the enterprise*:

“Defending against the inevitable”

- *Block use of public social networking sites from the office*
- *Implement Data Leakage Prevention*



Our contribution



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