

PRESS RELEASE

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GFT takes premier spot at Google Cloud Next in London

London, 26 September 2018 – [GFT](#), the global provider of business, IT and software services to the financial services community, is delighted to be a premier sponsor at Google Cloud Next 2018. The event is taking place at ExCeL in London Docklands on Wednesday 10th and Thursday 11th of October 2018. The two-day conference will see GFT, in conjunction with Digital Asset (DA) and GCP, launching an innovative new offering designed for the motor insurance industry. In addition to this, the firm will be showcasing its deep domain expertise across cloud and micro services, blockchain, machine learning and enhanced data management capabilities.

- Ground breaking tripartite ecosystem for the motor insurance sector
- On stand 'GFT Genius' pop up briefing sessions to present innovations within financial services
- Creating a 1,000 strong Google talent pool to accelerate technology estate transformation capabilities

David Collins, Managing Director, GFT UK said: "This is the first time we have sponsored Google Next and we are excited to be involved in such a high profile event. The timing is perfect as we believe it will help to further consolidate our position as the financial service industry's 'go to partner' to support their technology estate transformation objectives. To this end we are using the event to announce a ground-breaking tripartite initiative with DA and GCP which is designed to revolutionise data management in the motor insurance sector.

We are calling the offering Flexible Personalised Insurance which exploits the power of DA's distributed ledger technology to ingest and process advanced vehicle IOT trip data. We believe this will vastly improve the overall claims management experience and will transform the relationship between the insurers, their staff and customers. This real-life partnership combines GFT's deep industry domain knowledge and technical know-how with DA's unique DLT offering to deliver innovative, yet highly practical solutions that will make a real difference to a business sector crying out for change."

Over 8,000 delegates are expected to attend Google Cloud Next and GFT's financial services subject matter experts will also be out in force. The GFT exhibition stand (number P4) located in the main conference hall is where the GFT Genius team will be hosting 30 minute 'pop up' interactive sessions to share expertise and experiences across a number of business critical areas. These include: cloud migration strategy, the application of micro services, improved data management, blockchain and leveraging the power of AI and machine learning techniques. All of the GFT Genius sessions are free to attend.

David Collins concluded: "There is a lot happening within the global financial services and we believe GFT is perfectly positioned to support the diverse and changing needs of this important industry. Our Flexible Personalised Insurance offering using DLT is just the first in a number of high profile initiatives we will be announcing alongside DA over the coming months. Google Next in London will also enable

us to deepen our growing relationship with Google, as we become an integral partner in their drive to penetrate the global financial services arena. GFT is fully committed to this programme and is in the process of recruiting an ever-growing talent pool of up to 1,000 Google trained professionals. This invaluable resource will enable GFT to fully support the needs of our banking customers in areas such as native cloud implementation, application development post migration and application evolution in the cloud to name a few. We are very excited about the opportunities all these activities represent for our respective businesses and are looking forward to being part of a very successful Google Next event.”

GFT's presence at Google Next London is a great example of how GFT's new approach for our clients; delivering collaborative teams that drive enhanced customer value, utilising new [technology and innovation](#).”

About GFT:

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About GFT:

As an experienced technology partner, GFT Technologies SE (GFT) is committed to driving the digital transformation of the financial services industry. Drawing on our extensive knowledge of the sector, we advise the world's leading financial institutions and develop bespoke IT solutions – from banking applications and trading systems to the implementation and support of complete platforms, and the modernisation of core banking systems. Our global innovation team also develops new business models, focusing on topics such as blockchain, cloud engineering, artificial intelligence and the internet of things across all sectors.

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