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KESDEE: Financial Wizard

KESDEE Inc., the world-renowned developer of e-learning and reference solutions for banks and financial institutions, plans to offer niche solutions for finance professionals worldwide. Associate Editor **Robert Jacob** reports.

KESDEE INC. WITH SEVEN YEARS' experience in developing customised e-learning and reference solutions for leading banks and financial institutions worldwide, embodies the themes of Knowledge Economy, Skills Development and E-Learning Excellence.

Based on a sound two-decade plus heritage of successful instructor-led training, KESDEE effectively leverages the academic rigour and real working knowledge to develop its e-learning solutions. KESDEE was incorporated in 1996 at San Diego, California, US. It set up a state-of-the-art software development centre in 2000 at Bangalore, India and also has a representative office in Kuala Lumpur, Malaysia. The company's servers are located in Santa Clara, California, and uses the services of Cable & Wireless, a large British telecommunications firm.

KESDEE develops e-learning solutions based on its own in-house domain expertise, while the training programmes and consultancy services to banks, financial institutions and regulatory/supervisory agencies are provided by Global Financial Training and Technology (GFTT, a division of KESDEE Inc.). GFTT has been committed to providing innovative, blended training solutions for finance professionals across the globe.

Says Dr. Sam L. Srinivasulu, president, KESDEE Inc.: "Across 40 countries, we have conducted both in-house and public enrollment programmes on balance sheet management, global treasury management, capital markets and risk management, for executives from corporates and financial institutions. With a clear understanding of the challenges of the global financial services industry, we are uniquely positioned to deliver a suite of dynamic and effective training solutions. The knowledge and experience from these

programmes have been leveraged to develop our comprehensive suite of e-learning and reference solutions."

The solutions provided by the two business units, KESDEE and GFTT, are complementary and symbiotic. The combination brings a unique perspective and experience to the training programmes. "Our e-learning solutions are used in all seminars conducted by GFTT. Participants have found our solutions to be highly

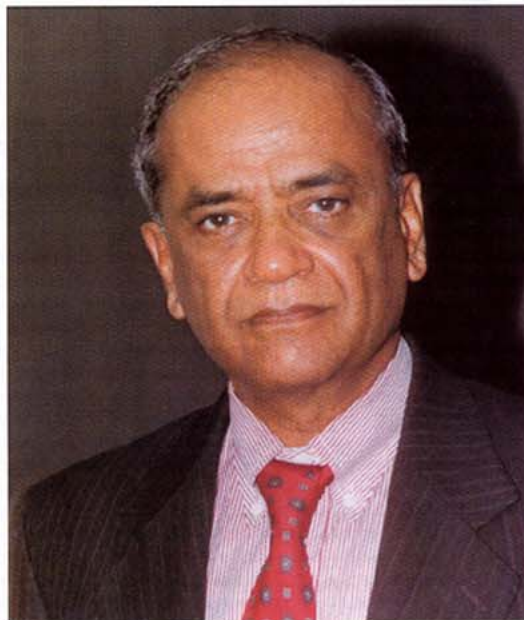
for today's finance practitioner, able to address all the financial training needs of large institutions today. It is in the process of further developing 7,500 hours, 1,300 courses and 115 course libraries over the next five years. The financial topics that are being covered include the following:

- Bank balance sheet management
- Structured finance
- Market risk management
- Credit risk management
- Derivatives
- Operational risk management
- Corporate treasury management
- Insurance
- Regulation and compliance

Says Dr. Srinivasulu: "KESDEE's success story can be ascertained from the fact that its e-learning and reference solutions have benefited more than 10,000 finance professionals worldwide and has a clientele of around 120 global banks and financial institutions."

Some of KESDEE's key clients include ICICI Bank Ltd., State Bank of India, Indian Bank, Royal Bank of Canada, ING Insurance, Commercial Capital Bank, AllianceBG, ABN AMRO, Ameritas Life Insurance Corp., Banco Finantia, Barclays Bank, Central American Bank, Citicorp Investment Bank, Daimler Chrysler, Desdner Bank, Deutsche Bank, PricewaterhouseCoopers Consulting, Federal Reserve Bank of Chicago,

Toyota Motor Credit Corporation and Zurich Insurance. Besides, it has other clients like UBS and Office of the Superintendent of Financial Institutions (OSFI) in Canada. The Securities Commission and Cagamas have also utilised KESDEE's services in design and content customisation. KESDEE has recently entered into strategic partnerships with a few organisations to offer its products and services to the global finance community.



DR. SAM L. SRINIVASULU, PRESIDENT, KESDEE INC.

effective. Nearly 10,000 executives from as many as 40 countries have benefited from our programmes," observes Dr. Srinivasulu. The knowledge and experience from these programmes has been leveraged to develop KESDEE's comprehensive suite of web-based learning solutions on key financial topics. Since inception, the company has developed 30 course libraries with over 400 courses and 1,500 hours of e-learning. It is reckoned as the most comprehensive e-learning portal

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E-LEARNING

Dr. Srinivasulu has been the key force behind KESDEE for over 20 years. He is a specialist consultant and trainer in asset liability management, treasury management and risk management for leading financial institutions worldwide. For over 25 years, he has conducted several training programmes across the US, Canada, Europe, the Middle-East, Latin America, Australia and Asia for senior financial executives. He is an MBA from the Indian Institute of Management, Ahmedabad, and a Ph.D in international finance from the Graduate School of Business Administration, Michigan University, US.

Well-versed in the case study method of teaching, Dr. Srinivasulu has presented financial programmes to central banks, regulatory agencies and banking and financial institutions. During the past five years, he has been invited by the US Federal Reserve Board to conduct several in-house training programmes on asset liability management, liquidity management and capital adequacy for senior regulators, policymakers and examiners. Each of his programmes is of a five-day duration and has been presented 25 times to over 500 delegates.

Dr. Srinivasulu brings together a judicious blend of theory and practice, lecture and case discussion, and functional, technical and industry skills and perspectives of providers, users and regulators of new derivative products. He has authored the 'Self-Study Training Manual' on asset liability management, which was published by Euromoney in 1996.

As one KESDEE official put it, his programmes are rigorous but rewarding; conceptually sound and practical. He strongly believes learning should be "enjoyable, productive and relevant". The repeat invitations he has received to offer the programmes again and again are a testimony to their continued success.

He has worked with several reputed financial institutions and has received the Most Outstanding Faculty Achievement award from the US Federal Financial Institutions Examination Council. He has also received the Award of Excellence in Washington DC, for his programmes. In fact, he has been employed as adviser by several agencies of the US government in



DR. SRINIVASULU: BRINGING TOGETHER A JUDICIOUS BLEND OF THEORY AND PRACTICE.

FFIEC (Federal Reserve, Office of the Controller of Currency, Federal Deposit Insurance Corporation, and Office of Thrift Supervision).

A partial select list of his consulting and training projects include the following:

- US Federal Reserve Board — He completed a five-year assignment to provide executive development programmes to senior regulators, policy makers and examiners. Two one-week programmes on all aspects of risk management were presented 25 times to over 500 delegates.
- US Department of Treasury/Office of Thrift Supervision — In the last 15 years, Dr. Srinivasulu has conducted training programmes (over 35 times) on advanced capital markets (mortgage-backed securities, derivatives and risk management).
- Office of the Superintendent of Financial Institutions (OSFI) in Canada — Completed a project to design, develop and present programmes on ALM for insurance and asset securitisation. The programmes were presented several times in Toronto and Ottawa.

Says Dr. Srinivasulu: "KESDEE envisions empowering finance practitioners with benefits of unparalleled online training, cutting-edge knowledge, practical skills and economy of cost to succeed in the highly competitive world of banking and

financial services."

A recent IDC report shows that the e-learning industry outlook is bright, with the corporate e-learning market expected to exceed \$ 23.7 billion by 2006. According to IDC, the annual growth rate of e-learning is expected to be 40-50 per cent over the next five years. With growing e-learning prospects, KESDEE is set to cross many more milestones. Says Dr. Srinivasulu: "Currently, over 40 per cent of financial institutions worldwide use e-learning as the preferred mode for training their staff. The question for many companies today is no longer whether or not to implement a web-based training programme, but how to facilitate and develop courses in the way that would improve the skills of their employees."

Competition in the e-learning market has been evolving, though it has been highly fragmented. New large players have had a different approach, largely focusing on areas such as information technology and soft skills of elementary, secondary and higher level education. KESDEE, one of the few in the financial e-learning market aims to be a dominant player. Sums up Dr. Srinivasulu: "KESDEE's aim is to be the market leader in its chosen field. We plan to offer niche solutions specifically aimed at training finance professionals in banks and financial institutions worldwide." □