



ASSOCIATION FOR
FINANCIAL
PROFESSIONALS

Western NY

The AFP of Western New York presents its
September 2020 Webinar Series

Sponsored By:

nsknox

September 30th, 2020

12:00pm to 1:30pm

VIRTUAL EVENT

WEBINAR ACCESS DETAILS TO BE PROVIDED SEPARATELY TO EVENT REGISTRANTS
(This event will be the third of three events in September 2020 in place of our Fall Half-Day Conference)

THE ASSOCIATION FOR FINANCIAL PROFESSIONALS OF WESTERN NY

The Association for Financial Professionals of Western New York is a non-profit, educationally oriented organization, which provides a forum for the active and open exchange of concepts and techniques related to the practice of cash and treasury management. Today's membership represents a wide cross section of local industry professionals. Membership is open to individuals from businesses and non-profit organizations, financial service vendors and banks. A free flow of ideas and information is encouraged and maintained among the Association's members.

Each year, the AFPWNY bases its education program decisions on participant response to the previous year's programs. This process ensures that topics addressed during each seminar reflect the most prevalent issues, and that the information provided is on leading edge technologies. Conference attendance continues to flourish resulting from feedback received from attendees.

AFPWNY encourages member participation in the National Association for Financial Professionals (AFP). In addition to offering a wide range of continuing education opportunities, professional certification and industry standards programs, the AFP has become an invaluable resource for disciplines represented in organizational and corporate treasury areas. Together with affiliate organizations, AFP works to increase professional skills and to enhance the recognition and credibility of the treasury management profession.

Presentation: 12:00 PM – 1:30 PM

Topic: The Three-layered Approach to Payment Fraud Prevention

Speaker: Allen Sheiber - CTO & Payment expert – nsKnox & Nithai Barzam - Chief Operating Officer - nsKnox

Organizations today are struggling to win the battle against payment-related cyberfraud.

Whether the attack is based on social engineering, driven by insiders, or targets the company's ERP system, it is clear that a new approach is required.

In this session we will cover:

- Why manual controls are not enough
- The principles of the integrated three-layered approach that prevents payment fraud
- The components of an optimized and modernized framework for stopping fraudsters in their tracks

Speaker Information:



Allen Sheiber - CTO & Payment expert – nsKnox

Allen is a recognized expert in the fields of virtualization, cloud computing, cybersecurity, and operating systems. He honed his management skills as Senior Development Manager at global companies including HP and Symantec.

Allen's combination of a deep technical proficiency and focused leadership experience are at the center of nsKnox's success in developing the most secure and effective payment protection solutions available today.

Allen began his career in cybersecurity within an elite technology unit of the Israel Defense Forces, and holds a BSc. in mathematics and computer science from Bar-Ilan University, having graduated with honors.



Nithai Barzam - Chief Operating Officer - nsKnox

Nithai is a seasoned executive with over three decades of proven management, international business development, and operational experience in both private and public companies.

Before joining nsKnox he served as the CEO of Muvix Media Networks, a technology startup that develops the next generation of live broadcasting. Prior to that he served as a senior executive at AGT International, a billion dollar leader in providing IoT, analytics, and social media solutions for smart cities, connected businesses, and media.

This Conference has been approved for up to 1.8 CTP/CCM and 1.8 FP&A recertification credits by the Association for Financial Professionals at the rate of one credit for each 50 minutes of attendance.