

# BANCA EUROMOBILIARE: TELEKURS iD, A PRACTICAL TOOL IN PRIVATE BANKING

Based in Lugano, Banca Euromobiliare (Suisse) SA belongs to the leading Italian banking group Credito Emiliano S.p.A. This year, the bank decided to replace its existing display system with the Telekurs iD financial information product. Now in place, Banca Euromobiliare's staff have quickly got to grips with Telekurs iD. Initial feedback informs us that the broader data coverage provided, notably in the area of securities analysis and financial news, is proving extremely popular amongst their end-users.



The Swiss bank Banca Euromobiliare (Suisse) SA (Banca Euromobiliare) was founded in 1999 by the Credito Emiliano S.p.A. (CREDEM), which is regarded as one of Italy's leading banking groups. Banca Euromobiliare specialises in private banking and offers its clients bespoke investment solutions, focusing specifically on strategies optimised for high performance. Banca Euromobiliare has been a subscriber to Telekurs Financial's global data offering ever since it was founded. Banca Euromobiliare's IT manager Roberto Palladino explains: "As Switzerland's leading data provider, Telekurs Financial was able to meet our high standards. Obviously another major advantage for our bank was that Telekurs Financial has its own branch in the Ticino financial centre and has been established there for some years." Indeed, Banca Euromobiliare's staff, most of whom come from Italy, appreciate having a contact who is not only located in their immediate vicinity, but who also speaks their native language.

## A display solution for the private banking sector

This year, Banca Euromobiliare decided to extend its use of Telekurs Financial's product range to our financial information display solution, Telekurs iD. The bank was looking for a new display solution for its private banking operations. Top of their list of priorities was a solution in the mid-range segment with user-friendly functions and global data coverage. Telekurs iD fitted the bill perfectly. The display product successfully replaced its forerunner and is now being used as an easy-to-use, practical working tool for client advice sessions.

## Dynamic data export

Banca Euromobiliare's staff can already see a number of advantages compared with the previous solution. Roberto Palladino explains: "Our users have confirmed that Telekurs iD offers much broader data coverage, particularly in the area of securities analysis and financial news." Its many practical features help client advisors enormously with their administrative tasks, especially the dynamic data export feature. This means they're able to deliver up-to-date financial data to their investment clients in a useable format and that is a major advantage." So does Telekurs iD offer any other benefits?

– Financial data from Telekurs **iD** provides Euromobiliare’s relationship managers with essential background information in order for them to give sound investment advice. The intelligent linking of the financial data means that you only have to click on a quote once to get to the extensive context menu which refers users to corporate analysis, corporate actions, news and so forth.

**“Obviously another major advantage for our bank was that Telekurs Financial has its own branch in the Ticino financial centre and has been established there for some years.”**

Roberto Palladino, IT manager at Banca Euromobiliare

– In addition to the range of data and functions, Telekurs **iD** users in Ticino also have access to a tailor-made selection of training sessions as well as maintenance and support assistance from the staff at Telekurs’s Lugano office. Roberto Palladino says: “Telekurs Financial really has an efficiently developed service philosophy. In most cases, all we have to do is ring them and an hour later the Telekurs’ technician is here on our premises to help us solve the problem.”

– Finally, Euromobiliare is finding that using Telekurs **iD** in combination with our processing product Valordata Feed (VDF) is an added advantage towards data consistency. Euromobiliare now has plans to extend the use of VDF. Roberto Palladino says: “For about three months now we’ve been using VDF for our internal securities database and for the automated input of descriptive data.”

### The strengths of Telekurs **iD**

- The various navigation options permit individual, intuitive use of the financial information display system.
- Telekurs **iD** helps users to efficiently research new investment opportunities with its advanced search options (quick search, advanced search or shortcuts).
- Intelligent linking of financial data: relevant news, corporate actions and historical or current Time & Sales data can be accessed rapidly and directly from a quote.
- The support services offered by Telekurs **iD** include regular free training updates as well as a 24-hour help desk for user queries relating to technical issues or data content.

Euromobiliare’s verdict on the use of Telekurs **iD** is very positive. Thanks to a combination of real-time quotes, news and detailed information made available through the display product, users can quickly find out what is happening in the global markets at all times. In addition, the special features (limits, data export, analyses) of Telekurs **iD** mean that the client advisors can quickly respond to short-term changes in the markets and demonstrate new investment opportunities to clients.

### Telekurs Lugano: finger on the pulse of Ticino's financial centre for more than 25 years

Telekurs set up its Lugano branch in 1980 and its offices are now located within a few minutes walk from the city centre. Renato Bianchetti, Maria Dadò Silvàn (sales support and training) and three Telekurs Services technicians (Rainer Hunziker, Martino Fey and Alvaro Pagnamenta) together serve Ticino’s customers.

Ticino is Switzerland's third most important financial centre after Zurich and Geneva. The largest Telekurs clients in this region include BSI, Banca del Gottardo, Corner Banca, PKB Privatbank and Banca dello Stato del Canton Ticino.

### Contact

Austria +43 1 532 45 71 0  
 Belgium +32 2 7900-500  
 France +33 1 55 35 11 55  
 Germany +49 69 717 00-0  
 Ireland +353 1 477 3146  
 Italy +39 02 76 45 631  
 Japan +81 3 3808 22 71

Luxembourg +352 261 16-1  
 Netherlands +31 20 3012 888  
 Singapore/ +65 6338 3808  
 Hong Kong  
 UK +44 20 7550 5000  
 USA +1 203 353 8100

#### Telekurs Financial Information Ltd.

Hardturmstrasse 201, P.O. Box  
 CH-8021 Zurich  
 Phone +41 44 279 51 11  
 Fax +41 44 279 51 12  
 e-mail: sales.tkf@telekurs.com  
 www.telekurs-financial.com