

PICTET & CIE: TELEKURS iD HTML LINK INTEGRATED IN AIM I AVALOQ INTERFACE

Pictet & Cie is one of Europe's leading independent private banks, and a specialist in asset management. The bank's ability to innovate is shown by its development of cutting-edge, efficient solutions to its financial information requirements. In the autumn of 2006, Pictet & Cie decided to extend its use of Telekurs iD by integrating Telekurs iD HTML Link with its securities administration system. The timing coincided with the launch of a new and modern IT platform that efficiently consolidates financial data from various sources to ensure a consistently high quality of information.



Founded in Geneva in 1805, Pictet & Cie is today one of Switzerland's largest private banks and one of the premier independent asset management specialists in Europe, with over CHF 295 billion in assets under management and custody as at end-December 2005. It is a partnership currently owned by eight general partners who have unlimited liability. The Pictet Group is an asset management specialist focusing mainly on the following areas of expertise: private and institutional asset management, fund administration and distribution, global custody and Family Office services. The Group employs over 2,000 people in the following locations: Geneva, London, Frankfurt, Madrid, Zurich, Lausanne, Luxembourg, Paris, Milan, Turin, Florence, Montreal, Nassau, Singapore, Hong Kong and Tokyo.

Both versions of Telekurs iD

Since autumn 2003, Pictet & Cie has used the Telekurs iD financial information product for its specialist client advisory and securities administration areas. Taking advantage of the well-targeted product range of Telekurs Financial, Pictet & Cie decided to implement both versions of Telekurs iD – Java and HTML. With its browser based on HTML technology, Telekurs iD html is particularly useful for staff whose main priority is obtaining detailed information on securities and their reference data, or on corporate actions. The Telekurs iD java functionality gives specialists a detailed real-time view of the financial markets, including analysis and graphics as well as real-time prices. Another major advantage of Telekurs iD java is that customized screens can be developed simply.

Extended use of Telekurs iD

In the autumn of 2006, Pictet & Cie decided to extend the use of the Telekurs iD service by incorporating Telekurs iD HTML Link into the securities administration system. The links to the Telekurs iD HTML version provide a new and effective access route to all the information available at Telekurs Financial – no longer exclusively via a Telekurs iD workstation, but also through the banking system, which manages and displays the full range of financial information within the bank. The addition of the Telekurs iD interface coincided with the launch of a new and modern IT platform that enables financial data from various sources to be efficiently combined so as to ensure the consistency and a high quality of financial information. As Denis Kunz, head of Securities Administration at Pictet & Cie, explains: "We decided to incorporate the AIM I AVALOQ Interface. This solution links the Avaloq banking software solution, which will be available to users in the bank for everyday consultation, with the GAIN Data Management of AIM."



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Integration in the AIM | AVALOQ Interface

What impact will this new system have on the securities administration function? Denis Kunz: "GAIN Data Management will provide us with a range of financial data feeds, in particular Telekurs Financial's Valordata Feed (VDF). This is the level at which we shall carry out the data scrubbing in order to produce a golden copy. This reference database will then be delivered to the bank's internal system, namely the Avaloq platform."

"When consolidating financial data in future, we will have rapid access to all the financial information in Telekurs iD html."

Denis Kunz, head of Securities Administration at Pictet & Cie

Telekurs **iD** HTML Link will be incorporated at both levels of the AIM | AVALOQ Interface. Initially, they will be added to the GAIN Data Management. Denis Kunz: "When consolidating financial data in the future, we will have rapid access to all the financial information in Telekurs **iD** html via the query screen." For example: if there is a doubt about some particular aspect of a share or bond, the user can click on it to open the "instrument details" window in Telekurs **iD** html, which connects to all specific information such as the market on which the stock is traded or the latest corporate actions.

In a subsequent phase, Telekurs **iD** HTML Link will be added to the Avaloq banking system. In other words, for everyday enquiries in the various modules of the system, Telekurs **iD** users will have direct and accelerated access to Telekurs **iD** financial information, which also means direct access to the Telekurs Financial global database. This represents a significant increase in efficiency, as users viewing a position in a portfolio simply need to right-click the name of a stock to display the main features of the instrument published in the html version of Telekurs **iD** – i.e. without having to log in for the second time.

The benefits of Telekurs iD HTML Link

- Telekurs **iD** has become even more user-friendly. All Telekurs **iD** users can now access financial information in Telekurs **iD** html directly from the screens in which they view securities reference data or client portfolio holdings.
- Easy to integrate, Telekurs **iD** HTML Link also interacts perfectly with proprietary systems and with the banking applications available in the marketplace.
- Direct access to Telekurs **iD** HTML provides a practical link between client data and financial information supplied by Telekurs Financial.
- Telekurs **iD** HTML Link assists in the process of consolidation and data scrubbing – in this case in GAIN Data Management of AIM.

With this project to integrate Telekurs **iD** HTML Link, Pictet & Cie is adopting an innovative solution for its requirements in the area of financial data management. Apart from the Telekurs **iD** display product, Pictet & Cie also uses other Telekurs Financial products and services: the Geneva-based private bank makes daily use of Valordata Feed (VDF) to obtain the financial information needed to update its own securities database. The range of products offered by Telekurs Financial therefore constitutes Pictet & Cie's basic financial information toolkit.

Contact

Austria	+43 1 532 45 71 0	Luxembourg	+352 261 16-1
Belgium	+32 2 7900-500	Netherlands	+31 20 3012 888
France	+33 1 55 35 11 55	Singapore/ Hong Kong	+65 6338 3808
Germany	+49 69 717 00-0	UK	+44 20 7550 5000
Ireland	+353 1 477 3146	USA	+1 203 353 8100
Italy	+39 02 76 45 631		
Japan	+81 3 3808 22 71		

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