

AUSTRIA'S NUMBER ONE BANK RELIES ON FINANCIAL INFORMATION DISPLAYS FROM TELEKURS FINANCIAL

Bank Austria Creditanstalt (BA-CA) is one of the longest-standing clients of Telekurs (Deutschland) GmbH: the relationship goes back some 15 years. Since the opening of a subsidiary in Vienna in January 2000, a local and direct support has been provided for BA-CA. Over the years, BA-CA has successfully made the transition from Investdata, its initial Telekurs Financial display system, via the web-based product FinXS to Telekurs iD, the current global solution. BA-CA thus benefits from Telekurs Financial's global financial data, and the provider's market strength is proving to be a key advantage for reference data. Today, BA-CA and Asset Management GmbH (AMG), the investment management company that speaks on behalf of BA-CA, have very positive things to say about their experience with Telekurs iD. Moreover, they are convinced that Telekurs Financial has a lot of market potential in Austria.



**Bank Austria
Creditanstalt**

Member of UniCredit Group

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Bank Austria Creditanstalt (BA-CA) is the undisputed market leader in the Austrian banking sector and, as part of the UniCredit Group, operates the leading international banking network in fast-growing Central and Eastern Europe (CEE). In Austria, the bank has a network of about 400 offices with a total of 9 800 employees. BA-CA was the first western bank to gain a foothold in one of the former COMECON states. Since the opening of a representative office in Budapest in 1975, and in particular since the collapse of the communist regimes in 1989–90, the bank has pursued a consistent strategy of expansion in Central and Eastern Europe. BA-CA's early involvement has come to fruition: today, as part of the UniCredit Group, it operates the largest international banking network in the region, with over 2,900 branches. More than 60,000 employees look after a total of around 17 million customers.

The portfolio management company Asset Management GmbH (AMG) is one of the main pillars of the banking group. It is specialized in the provision of all the key financial services, including asset management, brokerage and research. Over and above this, AMG performs important corporate functions for the Group, such as securities product management and sales support, as well as providing technical backup for the securities business.

Long-standing customer relationship

Since 2005, Telekurs iD, the financial information display of Telekurs Financial, – has been used routinely by specialized departments, subsidiaries and branches at BA-CA. In fact, the banking group is one of the oldest clients of Telekurs (Deutschland) GmbH: their relationship goes back some 15 years. Over the years, it has successfully made the transition from Investdata, its initial Telekurs financial display system, via the web-based product FinXS, to Telekurs iD, the current cutting-edge global solution. Both technological versions of Telekurs iD – the HTML and the Java applet version – are used Group-wide, depending on the needs of the different companies and departments. With real-time market overviews and charts, Telekurs iD java is an attractive working instrument not only in asset management, but along the entire securities process chain as well as in the Group's private banking business. For BA-CA branches, on the other hand, Telekurs iD html offers the most practical solution: given the limited bandwidth available for transmitting financial information throughout a large branch network, this version achieves the widest distribution using the limited IT resources.

Global financial information

Telekurs Financial offers BA-CA comprehensive global financial information (real-time quotes, reference data, corporate actions and news). In the field of reference data, Telekurs Financial's international market strength gives the banking group a decisive advantage. Andreas Leeb, head of Securities Product Management at AMG, comments: "It is crucial that a leading provider of financial information uses consistent reference data. I must be sure that all actors in the securities business, from the customer advisor to the back office, have access to the same quality and consistency."

Nikolaus Hetfleisch, Managing Director of AMG, adds: "The quality of the data that Telekurs Financial has supplied us with through the years is unique."

At present, legal compliance is an equally important quality requirement, e.g. when implementing the European MiFID directive. Andreas Leeb explains: "MiFID poses a huge challenge in compiling a high-quality data package, not only for Telekurs Financial, but for all large data providers." By the beginning of 2005 Telekurs Financial had already recognized the significance of MiFID and the need for action. To clarify the relevant aspects of the directive concerning data standards and to identify the corresponding risks and opportunities, Telekurs Financial became an active member of the various subgroups of the MiFID Joint Working Groups and took part in discussions with the British FSA. For the benefit of its clients, Telekurs Financial will include MiFID-compliant financial information in its global product range in 2007.

"From my experience, I would say that Telekurs Financial fosters precisely the kind of collaboration that I seek."

Andreas Leeb, head of Securities Product Management at AMG, the asset management arm of Bank Austria Creditanstalt.

Telekurs iD's strengths

- The user-friendly Telekurs **iD** with its transparent design and intuitive functions provides quick and efficient access to real-time quotes, reference data, corporate actions and news.
- Thanks to the convenient navigation options (right-click context menu, drag & drop and the multiwindow function), Telekurs **iD** is an essential tool for all fields of banking.
- Telekurs **iD** gives users access to one of the largest financial databases in the world, covering some three million securities.
- Telekurs **iD** html is designed for limited IT resources and thus is particularly suitable for a large branch network.
- Telekurs **iD** support services include regular training and a 24-hour help desk for users with technical questions about applications or data content.
- Customers in Austria, whether in Vienna, Salzburg or Innsbruck, meet for an exchange of ideas at iD-Lunch events, a successful combination of business lunch and product presentation.
- In respect of MiFID, Telekurs **iD** will provide BA-CA with the support needed to implement the legal requirements.

Solid market potential in Austria

Bank Austria Creditanstalt, both for itself and on behalf of AMG, is not only extremely satisfied with Telekurs **iD**, but is also looking into expanding its financial information purchases as the need arises. The stock analyses of the innovative provider *theScreener* might have some potential in this respect. Over and above this, AMG is convinced that Telekurs Financial has solid market potential in Austria. To conclude, let us quote Andreas Leeb again: "Thanks to its international network and its information resources, Telekurs Financial is well positioned and will continue to hold its own in the Austrian market."

Telekurs iD in Austria: facts and figures

Telekurs **iD** is used by leading Austrian financial institutions (namely the Austrian National Bank, Bank Austria Creditanstalt, Raiffeisen, Volksbanken, Sparkassen and BAWAG PSK, plus private banks and many capital investment companies) in all important fields of business, including advisory, asset management and back office.

In all matters relating to Telekurs **iD**, customers in Austria should contact the Vienna office of Telekurs (Deutschland) GmbH. Josef Krall and Tanja Popowicz look forward to assisting you: tel. +43 1 532 45 710.

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