

TELEKURS iD: A PRACTICAL INFORMATION MEDIUM FOR CONSULTATIONS IN RETAIL BANKING AND PRIVATE BANKING

Basellandschaftliche Kantonalbank (BLKB) has used Telekurs iD since the end of 2005. The changeover from the previous Finvest display system to Telekurs iD went off without a hitch for the users. A comprehensive Telekurs iD training programme enabled the users to operate their new display very quickly. In particular BLKB's investment advisors and the trading department use Telekurs iD as a practical information medium in all-round consultations with their retail banking and private banking clients. As a universal bank, BLKB relies on Telekurs Financial's range of products for financial information. In addition to the financial information display Telekurs iD, the bank also employs customer-oriented solutions for web-hosting its corporate website and updating of the securities database.

As the leading bank in the Canton of Basel-Landschaft, Basellandschaftliche Kantonalbank (BLKB) has helped to drive strong economic growth throughout Northwest Switzerland. BLKB has 29 branches in the Canton of Basel-Landschaft, one in Breitenbach (Canton of Solothurn) and a separate branch for private banking in the city of Basel. BLKB sees itself as point of first contact for private individuals, companies, the Canton and for the local municipalities wishing to avail themselves of banking services. Among BLKB's successful strategies are the outsourcing of its IT operations – along with several other Swiss banks it uses the platform of RTC – and the ongoing development of its asset management business. Finally, BLKB successfully restructured its organization, with clear business segmentation. The Trading and Investment Counselling business areas operate from BLKB's head office in Liestal. The latter function is also performed by branch offices. Whereas larger branches, such as Binningen, advise both retail and private banking clients, smaller branches focus for the most part on retail customers. Vital administrative functions usually regarded as classic back-office tasks have been outsourced to a subsidiary of the bank.

Logging straight into daily business

Last year, BLKB decided to upgrade from Finvest, the financial information display then in use, to a display of the latest product generation, Telekurs iD. In developing its new user-friendly solution, Telekurs Financial had to take into account that BLKB wanted one global financial information display that would fulfil the different information needs of its various business areas and branches. Telekurs iD meets this requirement in every respect. Roland Wenger, head of Trading at BLKB, comments as follows: "Telekurs iD covers the special information needs of the business areas very well." Thanks to thorough preparation in the project phase, the actual transition from Finvest to Telekurs iD went off without a hitch for the users. The comprehensive training program offered during the run-up to the changeover proved to be of enormous benefit for the staff. During training users were given their new user login IDs, which enabled them to adjust the Telekurs iD screens and presentation options to their personal needs. Roland Wenger sees this as one of the major success factors: "After training, the staff returned to their desks, logged in and were able to use Telekurs iD for routine business on the same day." Does Telekurs iD present other advantages to BLKB staff?

The strengths of Telekurs iD

- Access to Telekurs Financial's complete securities database (reference data, real-time quotes, corporate actions, charts and real-time news). Besides ISIN codes and other identification numbers, Telekurs **iD** also offers retrieval of information on the basis of the Swiss Valor number – which gives the Swiss universal bank a competitive advantage.
- Practical features make it easier to process the daily flow of financial information. A DDE link, for instance, allows real-time quotes from Telekurs **iD** to be automatically updated in other applications such as Excel by means of a push function.
- Telekurs **iD** support services include regular training updates and a 24-hour help desk for users with technical questions about applications or data content.
- Intelligent linking of financial data: any quote provides direct links to relevant news, corporate actions along with historical and real-time price and volume data – an advantage for customer advisory staff.

– BLKB has access to all the financial data provided by Telekurs Financial. Telekurs **iD** has proved its worth as a data source for the Trading unit. Roland Wenger explains: “Telekurs **iD** provides traders with excellent securities documentation. Traders can quickly access corporate actions, news and other price-relevant information.” Telekurs **iD** has also proved to be a practical source of investment information for advisors both at head office and in branch offices. Roland Wenger's conclusion: “We are very satisfied with the data content provided by Telekurs **iD**. In 99 percent of cases the user obtains the necessary information.”

– The users of Telekurs **iD** appreciate the fact that it is more user-friendly than the earlier Finvest display: the logically structured overviews and the intuitive navigation options (right-click context menu, drag & drop, etc.) make it easier to process financial information in the daily business of investing and trading. Many users also like the option of using individual screens for specific information needs. Lukas Ladner, head of the Equities & Advisory team, comments: “Many employees quickly design their personal screen to present the market information relevant for their requirements. However, Telekurs **iD** also offers a lot of very good model screens that people can fall back on.”

BLKB's verdict on the use of Telekurs **iD** is positive. Its supply of global financial information covers the information needs of the business areas and branches. Besides the financial information display Telekurs **iD**, BLKB also uses other services and products of Telekurs Financial: to update the bank's own securities database, BLKB draws valuation prices and ratings from Valordata Feed (VDF) on a daily basis. Similarly, it uses market data for hosting the company website www.blkb.ch. In short, BLKB can count on the customer-oriented products of Telekurs Financial to cover its financial information needs.

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/Hong Kong +65 6338 3808
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