

TELEKURS iD IN USE AT UBS

Telekurs iD has been in use at UBS Global Asset Management since the end of November 2003. Realtime was curious to know whether Telekurs iD actually meets customer requirements, so it called on Mr Udo Verling, Associate Director of Business & Information Technology.

Renato Krienbühl, Key Account Manager

Realtime: Why did UBS Global Asset Management decide on Telekurs iD?

Udo Verling: We were already using FinXS, so it seemed clear that we should replace it with a more flexible solution from the same company.

Realtime: Where do you see the advantages of Telekurs iD compared with FinXS?

U.V.: Telekurs iD is a state-of-the-art display product that offers considerably more than FinXS in terms of functions and technology. As it delivers financial information in real time, Telekurs iD is more versatile and can also be used outside of the back office.

What about user-friendliness?

U.V.: A brief introduction is definitely needed. And yet users can find their way around the product fairly quickly from the beginning, and can get it to handle their queries with a minimum of effort. For specialized queries, however, we believe it is essential to attend an introductory course so that users don't get used to doing things the long way round.

Data offering?

U.V.: In terms of the data offered, Telekurs has obviously looked at what market players are doing and has cleverly integrated the necessary features into its product. For instance, the ready-to-use sheets and tables are a big plus, as users can access them immediately rather than having to create them from scratch.

Technology (maintenance, installation)?

U.V.: Telekurs iD is very easy to install, and we had no problems going online. Of course, certain steps and procedures do have to be followed to ensure problem-free installation. We've had excellent support from Telekurs Financial, and all the functions worked perfectly.

Realtime: What are the advantages of Telekurs iD compared with competitor products?

U.V.: My personal view is that Telekurs iD will definitely pose a real threat to other providers offering display products. In terms of the benefits, I think that Telekurs Financial is essential for the Swiss market as we can work with the securities numbers in any form within these products. That's a huge advantage in the current environment. Moreover, the main-frame computers at most Swiss financial companies are geared to the VDF application, so the various data can be compared on a 1:1 basis.

Realtime: Where is Telekurs iD used (front, middle, back office)?

U.V.: We use Telekurs iD mainly in the back and middle offices. →

Realtime: Is Telekurs iD suitable for these areas in your view?

U.V.: As we've seen in the past, this product will certainly be used in these areas in particular. More time is definitely needed before it can be used in other areas. The application has to prove itself in the front office first.

Realtime: What does a day-to-day query look like?

U.V.: With the current lists, you are saved a whole lot of other queries. You can also divide the screen into several sections, which is definitely a time-saver for the user.

Realtime: Which data do you find useful?

U.V.: Definitely basic and corporate actions data in the defined business units.

Realtime: And what about news?

U.V.: These queries are essential for a number of uses.

Realtime: Are the arrangements/screens tailored to your needs?

U.V.: Yes, in most cases, but adjustments had to be made for one or two screens.

Realtime: How did the installation of Telekurs iD go at your company?

U.V.: We did a trial installation first, of course, and only made the switch from FinXS to Telekurs iD after conducting a number of tests. We then ran both products in parallel until training with the new application was completed. This all went smoothly.

Realtime: How do you rate the technical support provided by Telekurs Financial?

U.V.: We are especially happy with the technical support. Thanks to this, we have been able to solve a number of problems in a very short time.

Realtime: Did you receive enough information and training for Telekurs iD?

U.V.: The training was extremely successful, and our users were very happy with the duration and scope of the instruction.

Realtime: Did you use other sources of information, for example our leaflets and brochures?

U.V.: Paper is endlessly patient and accepts everything unquestioningly. I always form my own opinion only after seeing and testing the product.

...or the Telekurs iDealunch?

U.V.: Regarding the Telekurs iDealunch at SWX, we found that users soon acquired a very good overview of this product.

Realtime: Having used Telekurs iD for three months now, what conclusion would you draw about it?

U.V.: To sum up I would say that by choosing Telekurs iD we have made the right decisions in terms of data, technology, functionality and installation. ■