

TELEKURS iD: EXPANDED PRODUCT GENERATION

On 1 April 2005 Telekurs Financial expanded its Telekurs iD display generation by adding an html version.

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Financial institutions in Europe and Asia have been using the Telekurs **iD** display generation for their day-to-day business for two years now. Users benefit from a range of financial data (real-time stock exchange quotes, news, descriptive and corporate events data) that is being steadily expanded to meet customer requirements. Since 1 April 2005 Telekurs Financial has been offering a new technology option: In addition to the applet solution customers are already familiar with, Telekurs **iD** is now also available in an html version.

This is of considerable benefit to financial institutions that are no longer limited in their technological options when installing Telekurs **iD**. In other words: Telekurs Financial cus-

tomers can now choose the technology that best suits their IT infrastructure. Special needs may occur, for example, at banks that have widely dispersed branch networks. In such cases, outlying offices may not have the same infrastructure as the head office. However, the html version can also be used to meet other customer needs: a manager or sales representative on a business trip can now log in to the global data offering of Telekurs **iD** via his laptop.

Applet version or html? The following considerations should help to settle this question:

- Customers benefit from the same data range and pricing with both versions. The differences are mainly confined to specific func-

tionalties.

- Customers should above all choose the technology that suits their specific IT needs and capabilities.
- As in the aforementioned example of business trips, customers have the option of using both versions. The travelling business person enjoys the advantage of having access to the same User Lists and Portfolios.

Telekurs Financial firmly believes that its new product strategy “two technologies – same content” is an ideal and future-proof solution even for complex banking IT environments. ■

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