

TICINO-BASED ASSET MANAGEMENT OPTS FOR TELEKURS iD

Crossinvest SA, which is domiciled in Lugano, has been offering comprehensive investment advisory services to private clients and entrepreneurs' families since 1985. In 2006, Crossinvest SA decided to strengthen its longstanding client relationship with Telekurs Financial by installing the Telekurs iD financial display system in addition to Valordata Feed (VDF) in its front and back office.

Renato Bianchetti (Telekurs Lugano)

Crossinvest SA is one of the larger independent investment advisory firms in the Ticino financial centre and has been operating successfully for over 20 years. Since its establishment in 1985, Crossinvest SA has been offering comprehensive financial consulting services to its international clientele. The high quality of these services has contributed significantly to the excellent reputation of the Ticino-based investment advisor. As a member of the Association of Swiss Asset Managers (ASAM), Crossinvest SA satisfies the same statutory requirements as a

Swiss banking institution – particularly with regard to the prevention of money laundering and white-collar crime. As a general rule, the main focus of an independent asset manager's activities is not on selling a specific service or specific financial products but on addressing each client's individual requirements.

Extensive securities database is a deciding factor

As well as providing a high-quality offering, Crossinvest SA also demands high standards of quality from its financial

data provider. This is confirmed by Pietro Bernardini, Head of IT at Crossinvest SA: "In order to perform daily portfolio valuations and to obtain up-to-date market summaries, we require an extensive data universe that can also be used easily for internal applications." Last year, Crossinvest SA therefore decided to further strengthen its longstanding client relationship with Telekurs Financial. As well as accessing valuation prices via the Valordata Feed (VDF) each day, it decided to install the Telekurs iD financial display system in its front



Foto: Schweiz Tourismus

and back office. One factor was of decisive importance in this context, as Pietro Bernardini explains: “Our decision was based in particular on Telekurs Financial’s very extensive securities database.” It offers Crossinvest SA the full range of real-time stock market quotes, news, corporate actions and other securities information that now serves as the basis for high-quality client advice.

Enhancing usability through professional support

A number of employees at Crossinvest SA have been accessing information via Telekurs **iD** on a daily basis since April 2006. According to Pietro Bernardini, the team soon got used to the new display system and is benefiting from the extensive new range of data it offers. The employees use Telekurs **iD** for various front-office and back-office tasks. For example, it is an important tool when advising clients and also provides daily market summaries. In addition, it is useful for specific back-office tasks such as the entry of new stocks or securities searches. The professional support provided by the Lugano branch of Telekurs Financial is undoubtedly one of the factors that enabled Crossinvest SA employees – who had previously used a rival Swiss solution – to

adapt rapidly to the new display system. Renato Bianchetti, Head of Telekurs Lugano, stated: “Since Telekurs **iD** was replacing another product, I configured special user screens in the new display system for each user. This made it much easier for the employees of Crossinvest SA to rapidly and efficiently get to grips with the new display solution.” However, these are not the only advantages that Telekurs **iD** offers the Ticino-based asset manager.

MiFID compliance with Telekurs iD

Legal compliance is currently also a key aspect of the requirements governing the quality of financial data – such as when implementing the European MiFID directive. MiFID reference data supplied by Telekurs Financial help banks and financial services companies to fulfil the new regulations relating to areas such as securities trading and securities settlement. “It is very important to always have access to the latest regulatory key data – especially to ensure that securities are entered correctly. Telekurs Financial makes an important contribution towards this,” confirms Pietro Bernardini.

Finally, the use of Telekurs **iD** in combination with the processing product Valordata Feed (VDF) creates benefits

for Crossinvest SA in terms of data coherence due to the fact that the asset manager is able to use a single, reliable source of data for functions ranging from portfolio management and the entry of new securities to the provision of client advice.

An entirely positive verdict

Approximately four months after installation, Crossinvest SA’s verdict on the use of Telekurs **iD** is very positive. Thanks to a combination of real-time quotes, news and detailed information in the specially created user screens, the partners and employees at Crossinvest SA can rapidly find out what is happening in the global markets at all times. In addition, the special features (limits, data export, analysis, etc.) of Telekurs **iD** mean that the asset manager can always respond quickly to short-term changes in the markets and demonstrate new investment opportunities to clients. ■