

ZÜRICH CANTONAL BANK: GLOBAL DISPLAY SOLUTION COVERS THE INFORMATION REQUIREMENTS OF THE FRONT, MIDDLE AND BACK OFFICES

Zürich Cantonal Bank (ZKB) is firmly established in the economic life of the Canton of Zurich. It offers a comprehensive range of services in financial matters for both private and corporate clients. At the beginning of 2006, ZKB's various business units adopted Telekurs iD as their global display solution for financial data. The migration from the previous display solutions, Finvest and FinXS, has already borne fruit for the financial institution. Telekurs iD provides packages specially configured to meet the information requirements of the business units. From a technical point of view, this has numerous advantages for ZKB. The reaction of Telekurs iD users has also been entirely positive: in the Invest + Private Banking division, the Telekurs iD Advisory Package has already proved its worth in day-to-day business.

Zürich Cantonal Bank (ZKB) is the biggest cantonal bank in Switzerland and the leading financial services provider in the greater Zurich region. With 109 branches, ZKB operates by far the densest branch network of all banks in the canton of Zurich. One in two SMEs in the canton relies on ZKB's competencies. In addition, the bank has managed to build a reputation as a credible and professional partner in international business. ZKB collaborates with a wide network of partner organizations and maintains representative offices in Mumbai, Beijing and Singapore. As a universal bank, ZKB's organizational structure embraces various business units, such as Trading, Research, Invest + Private Banking. To fulfil the various financial information needs of its divisions, Zurich Cantonal Bank has worked together with Telekurs Financial for many years.

Telekurs iD provides greater flexibility

ZKB's front, middle and back offices have been using Telekurs iD as their display solution since 2006. Telekurs iD has completely superseded the previous generation of displays, Finvest and FinXS – a move that has generated considerable benefits for the bank. Eduard Landtwing, IT manager in charge of financial information systems at ZKB, puts it as follows: "Telekurs iD gives us much greater technical flexibility. The earlier system architecture involved significantly more hardware and software components. So from the maintenance point of view, the new product is much easier for us to operate."

Application in the business units

At ZKB, Telekurs iD is used on a daily basis in the back office, in investment consulting, research and trading. Thanks to its modular structure, different information requirements are covered by specially configured Telekurs iD packages. For Eugen Dobler, head of the financial information procurement at ZKB, this is an advantage: "When evaluating the new product generation we found that different business units at ZKB wanted to use Telekurs iD for different purposes." As a result, Telekurs iD's full packages are used in customer consulting and research, while the back office and the branches mainly use the basic packages. His conclusion: "We now have an important coverage with Telekurs iD displays."

The strengths of Telekurs iD

- The Telekurs **iD** packages are configured in terms of data and functions for the different business areas at ZKB (Trading, Research, Invest + Private Banking, back office).
- The modular structure of Telekurs **iD** makes it future-proof and allows for flexible adaptation at branches.
- Better navigation options enhance working efficiency (right-hand mouse button, drag & drop, and multi-window functionality).
- Intelligent linking of financial data: all quotes are cross-referenced to relevant news, corporate actions and historical and current time & sales data.
A real advantage for customer advisory!
- Telekurs **iD** update training sessions keep users regularly informed of new features and financial data that can help them to further improve their efficiency.

Telekurs iD in the daily business of Invest + Private Banking

Technical aspects are as important in the evaluation of a financial information display as the user's needs in respect of data content, features and user-friendliness. During an update training session in December 2005, customer advisors in the Invest + Private Banking division explained how Telekurs **iD** helped them in their daily business. Here are their views in a nutshell:

- Customer advisors at Invest + Private Banking regularly use the Telekurs **iD** Advisory Package. It offers a sufficiently global range of news and stock market data.
- In general, customer advisors in the Invest + Private Banking division use the global financial information supplied by Telekurs **iD** in consultations with their investment clients or to obtain an overview of the market for themselves. Telekurs **iD** is also used as a search engine for securities data.
- Telekurs **iD** has proved itself as a display product in Invest + Private Banking. The customer consultants also appreciated the fact that, compared to earlier displays, the new product offers greater user-friendliness and intuitive navigation options. The right-click context menu, drag & drop and the multi-window function provide quick and efficient access to the global financial information offering.

ZKB's verdict on the use of Telekurs **iD** is positive. Thanks to its modular structure and specially configured packages, it is able to cover the information needs of the business units and branches. Furthermore, ZKB has found Telekurs Financial's role as a data provider in regulatory projects to be a significant advantage for the entire financial market. Eduard Landtwing, comments: "Telekurs Financial took the lead in the important European savings-income taxation project; in cooperation with the representatives of local banks, it constructed a global information package for the Swiss financial market. We regard the central tasks related to the procurement of regulatory data for the banks as a crucial role for Telekurs Financial."

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