



Dear readers,

Hardly ever before, the subject of financial investments has been as exciting as it is today. They say that a lot of confidence has been lost over the last few years, and this is indeed true, even if only partially, as this loss most likely concerns the institutions rather than their employees.

Here is a small analogy to aid understanding – imagine that you are in a car and suddenly the brakes fail. How valuable are the manufacturer's assurances, after the inevitable crash, that the fault will not reoccur in the future? Probably not very much.

The fact is that automatism previously taken for granted no longer work. Confidence in the system has been unsettled. It is also true that financial service providers can only restore this belief by offering professional consultations to clients, preferably with solutions that put consultants in a position to scale the bank's knowledge to the individual needs of clients. On that note,

I hope you enjoy reading this newsletter.



Yours, Lothar Jonitz
Management Board,
tetralog systems AG

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Bank Austria and tetralog systems develop "Portfolio-Qualitäts-Analyse"

In cooperation with Bank Austria Private Banking, tetralog systems has developed a unique software solution to support the advisory of Bank Austria's Relationship Managers. The specific added values are a significant time saving when preparing a client proposal and the visualization of Bank Austria's Private Banking investment advisory concept towards their customers.

The "Portfolio-Qualitäts-Analyse" was developed in close cooperation between Bank Austria Private Banking and tetralog systems. Marion Morales Albiñana-Rosner, Head of Private Banking Products & Service Management says, "The goal was to provide technical support for the implementation of our investment advisory concept to our Relationship Managers. And to provide it in a way that produces no additional efforts, but saves time when preparing and post-processing a client meeting. At the same time, we were of course aware that we had to consider the requirement to provide individual investment solutions in Private Banking. Therefore, we have consistently ensured sufficient degrees of freedom for the Relationship Manager to incorporate specific client requirements into the investment proposals."

Roll-out just 6 months into the project

Thanks to an extremely efficient and result-oriented cooperation with Bank Austria, tetralog systems has succeeded in finalising the "Portfolio-Qualitäts-Analyse" after only six months project duration. Since May 2011, the software has been presented in a series of events to the Private Banking Relationship Managers, who have been trained on the tool's specific benefits and the investment advisory concept. Since September, the "Portfolio-Qualitäts-Analyse" is in productive use. Initial feedback on practical application and reception by the customers confirms that all targets have been met.

Full integration with back office systems

Behind this success lies an excellent team performance by the employees at Bank Austria on one hand, and the accurately implemented creativity, technical and industry expertise from the employees at tetralog systems on the other hand. The new solution therefore not only meets the ergonomic needs of a demanding clientele, but is also convincing from a technical point of view as it is fully integrated with the bank's back office systems, thereby avoiding any need for manual administration.

Saxo Bank opts for software solutions by tetralog group

The well known Danish bank is moving into the demanding private client market, supported by tetralog's innovative advisory solutions.

Saxo Bank is known globally for providing affordable access to investment markets, for its innovation and its strong growth based on clear business principles. The scalability of its business model is thereby secured primarily through online and software-based processes. Optimal conditions are therefore in place to tackle the new business area of private banking with the support of the tetralog group.

Compelling arguments for tetralog

Saxo Bank's decision to opt for tetralog is based on a number of compelling arguments, such as a high degree of familiarity with the project objectives due to intense, non-binding talks before the project was committed. However, it was the wide range of functionality from tetralog that tipped the scales, so that no adjustments whatsoever to the business model of Saxo Bank is necessary. Rather, those individually adapted standards made available by tetralog can be employed at the beginning of the partnership. In addition, tetralog scores even more points with its quick implementation program as it is expected to come into operation in less than six months after the project had been kicked off.

"Something unique amongst this range of providers"

Speaking about the benefits of tetralog, David Karsbol, Vice President and Head of Investments in Saxo Privatbank, said, "We consider the tetralog services to be a unique combination. Based on a broad spectrum of existing solutions, new solutions are designed with the partner, as well as individual process models, and are subsequently implemented very efficiently. This is undoubtedly something unique amongst the range of providers that we analyzed. So we are expecting a very promising future for this partnership, particularly for Saxo Bank and our clients, of course."

New and efficient strategies by tetralog

The entering of new market segment begins on the home market by opening the first Saxo Privatbank branch in Copenhagen. It will form the basis for further development and provide initial valuable experience in terms of further optimisation measures. tetralog has thus proven itself once again as a highly innovative companion when it comes to developing new approaches and efficient strategies, and implementing them successfully. This is something that Saxo Bank is using, now along with Jyske Bank, to its own and to its clients' advantage.

FONDSNET provides 'invest solutions' to its partners

FONDSNET is one of the largest broker pools and service providers in Germany. As a special service it now provides its own version of 'invest solutions' standard software to all its partners.

Stephan Fischer, Project Manager at FONDSNET, commented on the service, "With this service, our partners receive a completely professional tool for efficient portfolio advice whilst also receiving valuable support in selecting the right products."

Comfort and support

In fact, the 'invest solutions' software offers many features for valuable consultations. Linking the respective modules to the in-house online consultant portal ensures a smooth and easy-to-use operation. Furthermore, the individual process steps come with a great deal of support. For example, the consultants will receive useful suggestions for popular asset allocations as well as direct access to lists of favourites of the current top investment products.

"Thanks to this software, each consultant is equipped with a tool to analyse portfolios in detail and provide optimal consultation to clients. Moreover, the effort to create attractive investment proposals is reduced to a minimum," Stephan Fischer concluded.

Another successful year of cooperation in 2011

Even before we have concluded this one-year period, we can say that 2011 has also been marked by superb cooperations. Not only the sheer number of our partners, but also their reputation, is a cause for celebration.

tetralog is proud to work with three new partners: **Fürst Fugger Bank**, **BETAX-Systems GmbH** and **Bayerische Börse AG**. Each partnership is a step closer to our goal of making our range of solutions available to the widest possible customer base. Fürst Fugger Bank offers innovative solutions to their consultants on a fully integrated basis due to the portfolio information currently available on the BETAX Systems GmbH platform.

Bayerische Börse, on the other hand, is expanding its online services through innovative customer profiling, freely available to private and professional users.

S-Broker and tetralog systems offer an "Comfort Depot Check" to savings banks

An innovative service package offers an overview of the potential of individual investment portfolios, whilst providing valuable assistance with specific recommended courses of action and also strengthening customer loyalty.

"Customer satisfaction is the most important business objective for savings banks and in turn, the basis of customer satisfaction is a comprehensive level of excellent consultation and a range of suitable products." Such was an extract from the statement of the Stuttgart Declaration of the Savings Banks Financial Group on "Savings Bank Day 2011". Now, precisely in that sense, tetralog systems has tied together a service package with the S-Broker that quickly and efficiently enhances the quality of advice, thus raising customer satisfaction automatically.

Better consultation quality. More customer loyalty.

Working together on the Comfort Depot Check is just as simple as it is promising, particularly with regard to customer loyalty, but also in attracting new customers. Here are the key details about the content and procedure: the first step is for each participating savings bank to commission a potential analysis for selected portfolios. None optimal portfolios are subsequently subjected to a financial-mathematical optimisation process. This results in specific practical alternatives and recommendations, which can be implemented immediately in the consultation appointment thanks to customer-friendly reporting.

With the Comfort Depot Check, S-Broker has expanded its service with another useful offer, thereby increasing its potential for differentiation in comparison to its competitors, all of course with professional support from the tetralog group.

We wish you, as always, much success and just as much energy for the final months of the year.

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About the tetralog group: The tetralog group specialises in addressing all aspects of investment consultation processes. The group has been consistently successful in bringing innovations to the market and convincing clients with premium quality work. The continuous market success demonstrates the scientific and interdisciplinary orientation of the tetralog group. The individual companies each contribute to the different needs of the market: The parent company **tetralog systems AG** has thus successfully established itself over the last 14 years as an innovative and scientifically orientated partner in the financial services sector. Based on the findings by the Max Planck Institute concerning investor psychology, tetralog systems is developing solutions for the control of advisory processes in the field of risk-adjusted portfolio consultation and is considered a specialist and market leader in portfolio optimisation. **invest solutions GmbH**, with its head office in Munich, is a joint venture between tetralog systems AG and SCHUFA Holding AG. Now in its second decade, the company provides web-based software solutions and strategies for investment consultation with private clients.