

CLIENT TESTIMONIAL

Andbanc

An integrated Wealth Management
Solution for Portfolio Managers and
Advisors



andbanc.com

An integrated Wealth Management Solution for Portfolio Managers & Advisors

“Odyssey was able to show that its outlook reflects the banking world and is therefore a perfect bridge for advancing in technological and functional terms. I have no doubt that a company with the same vision as the Private Banking client and the capacity to adapt to new times is the right choice”.

Carles Ransanz, Andbanc's Deputy General Manager, Organisation and Systems

Andbanc, the leading Andorran Wealth Management institution, provides a wide range of high-end discretionary and advisory investment services to more than 45,800 clients.

For Portfolio Managers this means managing over 5,000 portfolios, including strategic portfolios (shares and bonds), with 10 risk profiles and two model portfolios, a multi-manager fund portfolio, internal fund portfolios, and tailor-made portfolios with individual risk profiles for institutional investors.

On the Relationship Management side, the advisors handle 400 new investment proposals per year on top of their numerous existing client visits and requests. Multiple report types and other services (e.g. intermediation) are also offered.

andbanc
Fundat el 1930

An enhanced platform for business automation >>>

In this context Andbanc required an enhanced platform that enabled its Portfolio Managers, Advisors and Middle Office to further automate existing business operations, improve client service provision and increase revenues.

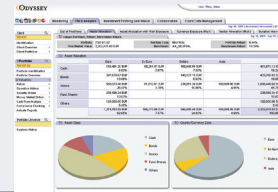
After shortlisting a number of local and international banking software vendors, Odyssey was chosen for the functional breadth of its solutions, its track record in top banking institutions and its status as a global player adapted to the local flavour.

Carles Ransanz, Andbanc's Deputy General Manager, Organisation & Systems, says: “After analysing our private banking needs with our Relationship Managers, we looked for the best option in terms of functionality, integration and execution time. We wanted a system that would give us the lead in Private Banking.”

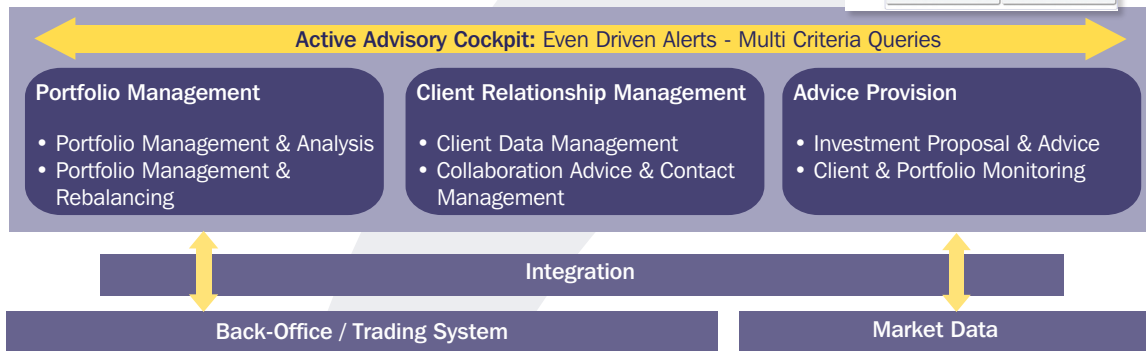
Andbanc's top line requirements were focused on exploiting the latest market opportunities by making proposals to clients. It would therefore be practical to run queries in the client database to identify, for example, all the clients with more than a million euros invested in funds or all the clients with a Strategic Portfolio holding Bayer.

Andbanc also wanted to further automate their services. In this sense the chosen platform would have to allow client segment advisors to access the following services:

- On request reporting of portfolio assets held, including:
 - Portfolio valuation
 - Transaction list
 - Performance calculation and benchmark comparison
 - Comparison with allocation grids
- Rebalancing of the portfolio against a model portfolio and comparison with tactical and strategic asset allocations.
- Additionally, on-demand reporting constituted an extra service offered to clients.



Single Desktop
and
Multiple User
Profiles



Approach and Solution Implemented: Triple'A Plus >>>

An expert team of Odyssey consultants devised an optimised solution approach based on the following building blocks:

- Portfolio Management & Analysis (PMA)
- Portfolio Management & Rebalancing (PMR)
- Client Data Management (CDM)
- Collaborative Advice and Contact Management (CACM)
- Investment Proposal & Advice (IPA)
- Client & Portfolio Monitoring (CPM)

The objective was to address the afore-mentioned requirements and provide enhanced capabilities in the three key areas of Front Office Wealth Management operations: Client Relationship Management, Portfolio Management and Advice Provision.

Odyssey's integrated platform, Triple'A Plus, combines all the requested functionalities into a single browser-based desktop, which can be configured to suit various banking roles, addressing the needs of Relationship Managers and Portfolio Managers, in particular.

On the Portfolio front, the combination of PMA and PMR supporting Andbanc's particular business model, investment profiles, portfolio hierarchies, instruments and asset classes, allowed advisors quick access to portfolio information and gave portfolio managers massive rebalancing capabilities. Portfolio, asset class and instrument level performance calculation are key in this context and were also implemented.

These modules were integrated with ERI's Olympic® enabling order management capabilities such as: Select and unselect orders for simulations, Select and unselect orders to be sent to the Order List function for validation, Run simulations, Send orders to the order list, Save the Order Management session as a draft for later re-use, Cancel the session.

As requested in the specifications, managers could also generate grouped orders using the Order Entry function (according to the predefined business logic) and individual orders using the Initiate Order function from the Valuation window.

About Andbanc

Andbanc, a global bank with its head office in Andorra and local presence in Düsseldorf and Panama City, and fully owned subsidiaries in Nassau and Geneva, is the result of an alliance between two banks with Andorran capital. The partnership between Banca Reig and Banc Agrícola, which formed Andbanc, transformed the Andorran economic scene and supported the fundamental objective of strengthening the economic policy of the country.

Andbanc has been dedicated to Private Banking and Asset Management for more than 75 years. Rigour, professionalism and commitment are the reasons why clients have placed their trust and their investments in Andbanc, one of the world's most solvent banks, endorsed with a B rating from the prestigious, international rating agency, Fitch Ibc.

With a professional team and the most modern technologies dedicated to clients, Andbanc develops close personal relationships based on communication and trust, to advice, manage and execute clients' investment strategy throughout the financial markets. For further information, please visit: www.andbanc.com.

The system allows Portfolio Managers to carefully monitor their orders on the basis of the status of the order. Orders can be followed throughout their life-cycle.

On the Client Relationship front, CDM and CACM provide the dashboard information for quickly accessing client profile data and historical interaction reports. Integration of these tools with Andbanc's existing CRM systems was of the utmost importance in providing a seamless front-end to Advisors and Portfolio Managers.

On the Advisory front CPM and IPA were implemented to allow the easy identification of prospects in the client base with an immediate follow-up of relevant and investment-compliant proposals. Additionally, Advisors receive alerts so they can proactively inform clients about relevant events and use this opportunity to discuss new investment ideas. Proposals can be saved as drafts and retrieved at a more convenient time for the client.

Thierry Divenot, Odyssey's General Manager for Southern Europe, says: "The successful implementation of our solution at Andbanc was the first key step in our strategy of penetrating the very promising Iberian Peninsula markets. The combination of Andbanc's expertise and Odyssey's solutions has certainly brought added value to the bank and its customers. Andbanc has improved its efficiency and service quality to the full benefit of its customers and shareholders."

Business Benefits of using Triple'A Plus >>>

Portfolio and Relationship Managers, as well as Middle Office staff, are now benefiting from the leading edge front-office system which includes an interface to the bank's Olympic® back-office system.

The advanced Portfolio Management & Analysis functionality of Triple'A Plus was customised and linked to Client Data security. Private Banking Reports were adapted and improved to fulfil evolving client requirements. Automatic order generation was implemented with an automated front to back office dataflow, as well as further components to provide Relationship Managers with advisory functions such as Client Data Management, Client Contact Management and the preparation of financial proposals to customers.

The new platform enables **better control of advisory and product distribution processes, more efficient workflows, and an improved customer service level.** The implementation of this common platform also enabled Andbanc to **consolidate its systems and processes.**

BRUSSELS FRANKFURT GENEVA LONDON MADRID NEWYORK SINGAPORE TOKYO TORONTO ZURICH

 ODYSSEY

CORPORATE HEAD OFFICE LUXEMBOURG

26-28 rue Edward Steichen, L-2540 Luxembourg

T. +352 42 60 801 F. + 352 42 91 92, info_luxembourg@odyssey-group.com

OPERATIONAL HEAD OFFICE LAUSANNE

Chemin du Viaduc 1, CH-1008 Prilly

T. +41 21 310 00 00 F. + 41 21 310 00 99, info_lausanne@odyssey-group.com

info@odyssey-group.com www.odyssey-group.com