

CLIENT TESTIMONIAL

SG Hambros Bank

Combining operational efficiency and
flexible customer service



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“By using Odyssey’s solution we can ensure efficiency on the operational side as well as having the flexibility to offer our customers a bespoke and adapted service on the front-end.”

Jean-Pierre Flais, Deputy Group Chief Executive Officer, SG Hambros Bank Limited

SG Hambros planned to use Odyssey’s solution in different locations, including Jersey, the UK, Guernsey, Gibraltar and the Bahamas. The implementation project started in 2001 and successfully went live in July 2003.

SG Hambros



SG Hambros selects Triple’A Plus™ >>>

In 2001, SG Hambros decided to optimise and enhance its discretionary and advisory portfolio management in order to improve efficiency and service quality for its private banking customers.

The bank required a solution that would allow them to:

- Optimise and automate its portfolio management operations
- Provide a platform accessible from different SG Hambros locations
- Ensure a consistent investment policy for the discretionary portfolio management activity
- Give the portfolio managers a tool that would allow them to be more productive and to better serve their clients
- Provide a solution to manage a large number of portfolios with numerous client, legal and investment constraints
- Improve private banking client reporting

Odyssey’s solution proved to be the perfect fit. SG Hambros chose the Triple’A Plus™ portfolio management and analysis module as well as the portfolio modelling and rebalancing module. The bank also implemented the foundation module for their securities database. In addition, Odyssey’s reporting platform was chosen to enhance client and analytical reporting.

Initial implementation >>>

In order to ensure a more efficient investment management process, the bank decided to build a single integrated technical platform, using SG Hambros’ data centre in Jersey as a hub, to serve the different private banking subsidiaries. The hub solution based in Jersey was rolled out simultaneously to all subsidiaries and went live in July 2003. The only exceptions were the Bahamas, where the solution was first implemented locally. The implementation also included the development of an interface to the Olympic back-office system of the bank.

A growing business >>>

SG Hambros acquired two new businesses, the private banking business of ABN Amro in London in 2007 and the private banking business of ABN Amro in Gibraltar in July 2008.



Within a short timeframe the bank managed to successfully integrate the new private clients into their IT framework. The client and portfolio information was quickly transferred to the Triple'A Plus™ platform, ensuring that the new clients would quickly benefit from the advanced portfolio management and reporting services.

Meeting client requirements >>>

In 2007 SG Hambros enhanced its client reporting service. All necessary information on both cash and investments is now stored centrally within Triple'A Plus™. Private clients with cash and investment portfolios now receive a single, comprehensive report from Triple'A Plus™.

The layout of the report has been improved and provides in-depth information about investment performance which is highly relevant in today's volatile markets, e.g. instrument level performance across multiple hierarchies.

STP - real-time order management >>>

SG Hambros is currently automating its order management workflow to increase efficiency. The first part of the project, implementing a real time back-to-front data flow to replace the previous batch execution, went live in June 2008. The second part of the Front-to-Back project will go live imminently.

Orders can be generated directly in Triple'A Plus™ by the rebalancing module - in accordance with the portfolio model, strategy and investment constraints of the client - and sent to the back-office system. From here, the order goes to the market/broker or dealing desk. Once the order is executed, the information is sent back to the back-office system and then, using STP, to the Triple'A Plus™ user. This ensures that portfolio and relationship managers have an up-to-date, clear overview of the account.

Due to the straight-through order workflow, SG Hambros is able to significantly reduce manual input, saving on resource intensive work and avoiding the data entry errors arising from manual data input. The order cycle duration can be significantly reduced. The project is being carried out in cooperation with SG Hambros and SG Private Banking (Switzerland).

Recently the bank reinforced its relationship with Odyssey and confirmed Triple'A Plus™ as their strategic choice for portfolio management and client reporting. The bank has interfaced its order routing system to Odyssey's front-end Triple'A Plus™ and significantly increased the number of users from 25 to 150.

SG Hambros Bank Limited

SG Hambros Bank Limited, part of SG Private Banking, is a private bank providing a comprehensive wealth management service. Through private bankers it provides investment management, financial planning, trust and banking services to some 8,000 clients. SG Hambros employs more than 500 people and has over £8.5 billion of assets under management from its offices in the UK (London, Cambridge, Southampton, Milton Keynes, Leeds), Guernsey, Jersey, Gibraltar and The Bahamas as of 30 September 2008.

SG Hambros has been distinguished as Best Private Bank in the UK for structured products (Euromoney 2008) and Best private bank for inheritance and succession planning in the UK (Euromoney 2007). For further information, please visit: www.sghambros.com

Business Benefits >>>

After the completion of the initial implementation in 2003, SG Hambros is using Triple'A Plus™ in Jersey, the UK, Guernsey, Gibraltar and the Bahamas to successfully manage the investment side of its more than 7,500 private client accounts.

Triple'A Plus™ allowed SG Hambros to minimise risk and increase operational efficiency. The flexibility of the solution allows the bank to provide bespoke investment management services to its private banking clients. Triple'A Plus™ provides the bank with sophisticated portfolio management and analysis functionalities and also ensures straight-through order management. The solution's functionalities mostly used by the bank include portfolio valuations, analysis of returns, checking and reconciliation of investment strategies, order entry and generation, and management information.

Triple'A Plus™ facilitates automated rebalancing of portfolios against complex and flexible strategies using model portfolios. It enables automated, event-driven and push-oriented compliance checking with client investment constraints (holding, allocation or trading constraints), market regulations and internal guidelines. The portfolio managers can choose between 30 investment strategies. SG Hambros also benefits from the notional instruments of Triple'A Plus™ - mainly for fund management. Composite benchmarks are used as part of compliance with global investment performance standards (GIPS).

The sophisticated functions allow the bank to manage a larger number of portfolios with numerous client, legal and investment constraints. Triple'A Plus™ enables portfolio managers to become more productive as they can easily access all the relevant information (e.g. portfolio return and measurement against model portfolios and benchmarks) in one place and do not have to collect it from multiple sources. This helps them save time that can be used to better serve their clients.

Odyssey's solutions develop with financial institutions' growth

Odyssey has proven that its state-of-the-art solution successfully supports its clients' growth. The modular and flexible architecture of Triple'A Plus™ allows banks to easily add on new clients and to extend the usage of the system to different business models, time zones and currencies. Advanced functionalities can be integrated without the need for further migration.

Implementing Best-Practice

Odyssey is recognized as a supplier with a proven track record of successful implementations and substantial investment in research and development. By choosing its solution, SG Hambros has implemented best-practice portfolio management and client reporting.

Working together complementing each other's skills

SG Hambros was able to benefit from Odyssey's flexible services, which allowed the bank to take care of most of the work themselves and only use Odyssey's resources if necessary. During the ongoing upgrade of Triple'A Plus™ they only used Odyssey's resources for very specialist and non-repeatable project elements, such as report development minimizing their consultancy implementation costs and reliance on Odyssey.

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