

Pictet & Cie and Telekurs iD

Leveraging the full range of Telekurs iD.

Pictet & Cie has been a partner of financial information supplier SIX Financial Information for several decades. In an ambitious project, Pictet & Cie stepped up use of the Telekurs iD display system within the bank.



Founded in Geneva in 1805, Pictet & Cie is now one of Switzerland's largest private banks. Pictet is also regarded as one of the most important independent banks in Europe in the field of asset management. The bank has the legal form of a limited partnership - there are currently eight general partners with unlimited liability for their commitments. The Pictet Group is an asset management specialist focusing mainly on the following areas: private and institutional asset management, the administration and management of investment funds, global custody, and family office services. The bank has over 2000 staff and offices in Geneva, London, Frankfurt, Madrid, Zurich, Lausanne, Luxembourg, Paris, Milan, Turin, Florence, Montreal, Nassau, Singapore, Hong Kong and Tokyo.

A long standing partnership

Pictet & Cie has been using the Telekurs iD financial information product for its client advisory and securities administration departments since the autumn of 2003. Taking advantage of the SIX Financial Information range of targeted products, Pictet & Cie chose to use both versions of Telekurs iD, java and html, plus the mobile feature. In fact, the

partnership between Pictet & Cie and SIX Financial Information goes back to the early 1970s, when SIX Financial Information launched its first information screen for the world of finance. Two decades later, Pictet was one of the first clients to channel financial data directly into its database using SIX Financial Information's Valordata Feed (VDF). This long-standing relationship is typified by continuity and enthusiasm for innovation on the part of SIX Financial Information, offering new services, products or data designed for the information management needs of all specialized departments of Pictet & Cie. According to Michel Mermoux, data feed manager at Pictet & Cie, "Changing providers is easy, but the special partnership between ourselves and SIX Financial Information would be difficult to replace. We are very satisfied with the quality of the products and data provided. But it is more than just that. Our relationship with SIX Financial Information brings us advantages in personal terms, because reliability and the ability to listen to what clients want – and to take these wishes on board – are the qualities that make a provider into a true partner."

"Of the various products used at our bank, Telekurs iD offers the best quality/price ratio."

Michel Mermoux, data feed manager at Pictet & Cie



The long process of analyzing Telekurs iD usage has borne fruit.

In 2008 Pictet & Cie decided to install 100 more Telekurs iD workstations. It was not an arbitrary decision. On the contrary, it was the outcome of an analysis organized by Michel Mermoux with the help of SIX Financial Information staff and aimed at optimizing the use of Telekurs iD by all departments. He explains: "We conducted an analysis of the information flows utilized by the bank's employees. I always prefer to keep the same number of product or service licenses providing that I know that the users are deriving the maximum benefit from them." To this end Pictet & Cie examined statistics on the time that each user spends consulting the information provided by Telekurs iD over a three-year period. The first year of the analysis established that some users had difficulty accessing Telekurs iD information. Several corrective measures were taken.

Michel Mermoux says: "By listening to users' specific requirements, we were able to offer them targeted training regarding the use of the product." It was a long process, but it has borne fruit. "Our Telekurs iD utilization rate has now reached 93% – but we are still continuing the analysis."

Key points:

- This long-standing relationship is down to the enthusiasm on the part of SIX Financial Information, offering new services, products or data designed for the information management needs of all Pictet & Cie departments.
- Pictet & Cie's decision to increase the number of Telekurs iD workstations is the result of a major analysis project focusing on optimised use of the product within the bank.
- The analysis, accompanied by a series of targeted measures, has borne fruit, as the rate of use of Telekurs iD rose to 93%.

Telekurs iD: technological advances.

This process demonstrates the confidence that Pictet & Cie has in Telekurs iD, which has succeeded in meeting the diverse workstation requirements associated with quality and technological advances. The extremely positive outcome is yet again due to one particular fundamental factor, namely the quality of the financial data supplied by Telekurs iD. Michel Mermoux says: "We are currently very satisfied with data quality and coverage. Telekurs iD has successfully responded to the expectations of Pictet & Cie in terms of technological advances. It is very important today for an application to be based on state-of-the-art technology. Both versions of Telekurs iD, HTML and JAVA, confirm the substantial technological advances made by SIX Financial Information, as does its mobile phone application. This places the company firmly among those that do not merely respond to the needs of the back-office, but who also come forward with possibilities which are attractive to the front-office too – and, up to a point, to traders as well." And his summing up: "Of the various products used at our bank, Telekurs iD offers the best quality/price ratio."

Key features of Telekurs iD:

- Optimised navigation for more efficient working procedures.
- Intelligent cross-referencing of financial data: direct access straight from quotes to related messages, securities transactions or historical or current Time & Sales data. A trump card in client advisory business.
- Access to the entire SIX Financial Information database.
- Extensive user training courses and a 24-hour help desk.

For more information, please contact your local SIX Financial Information office and a representative will be happy to assist you.

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