



SimCorp North America
May 2009



Agenda

- Current State
- Market Potential
- Approach Strategy
- Challenges
- Questions

Vision

Be the recognized leader in our core vertical market and related sub markets as a premier provider, technology and business innovator with current and prospective clients, employees and other key industry constituents.



SimCorp North America – Current State

SimCorp North America at a glance



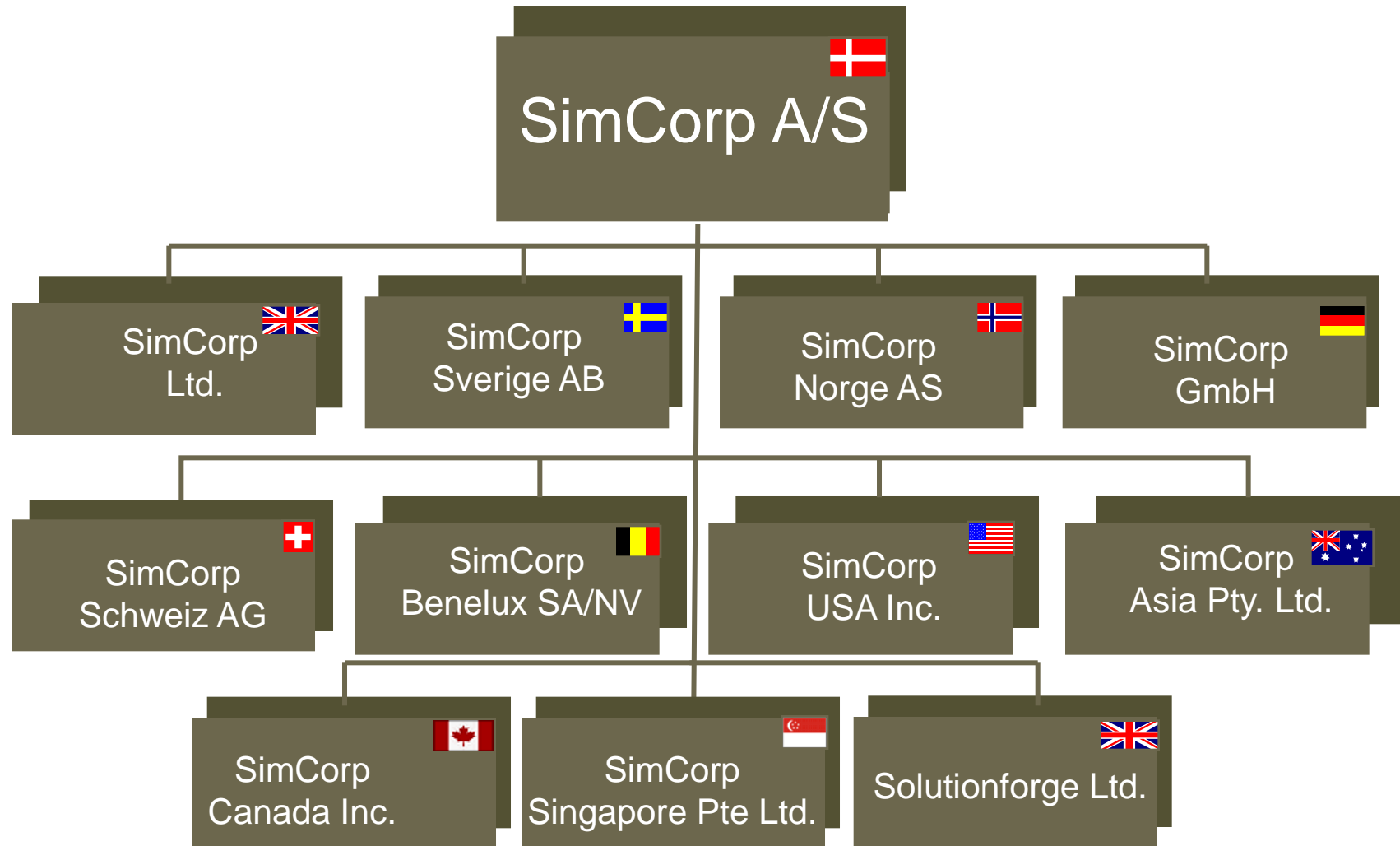
- Market focus; United States and Canada
- Headquartered in New York
 - Additional office in Los Angeles
 - Mobile workforce
- 50 plus employees across all disciplines
 - Dimension experts
 - Local market experts
- 11 Dimension clients

Client Base

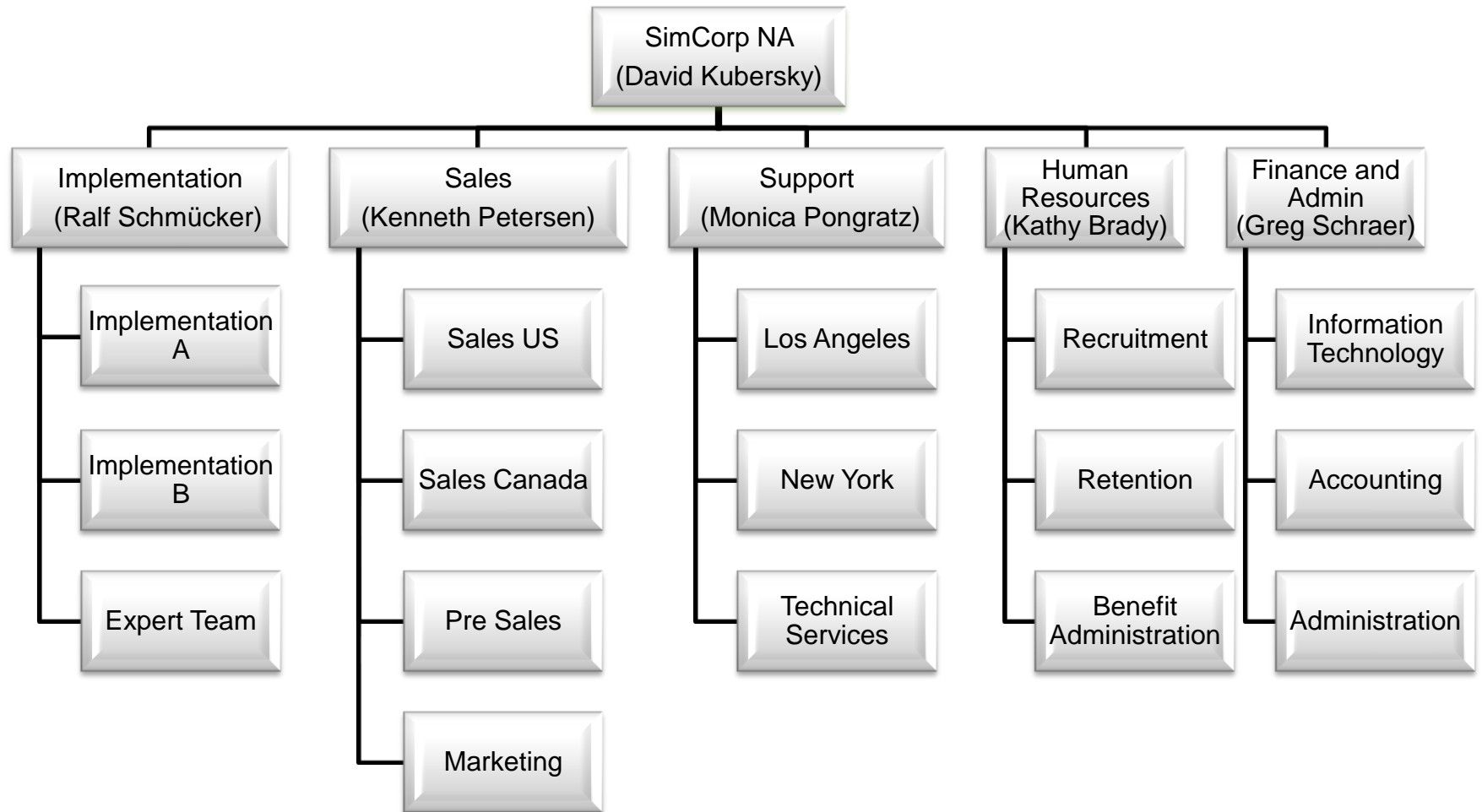


- Distributed across sub sectors
 - Pension
 - Asset Management
 - Mutual Funds
 - Diversified Financial
- Geographically dispersed throughout North America
- 60/40 split US/ Canada
- 5 in implementation

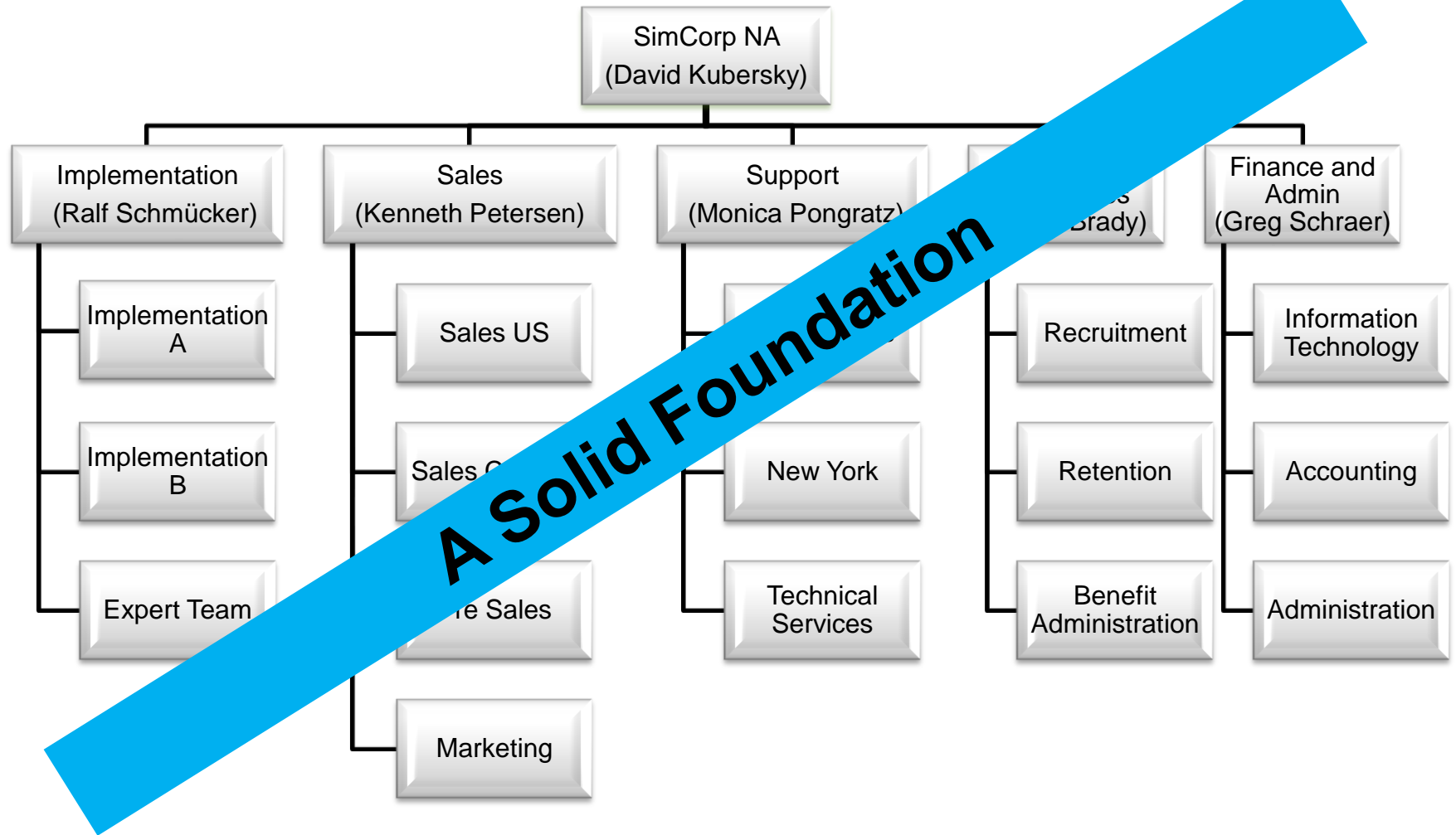
Legal Construct



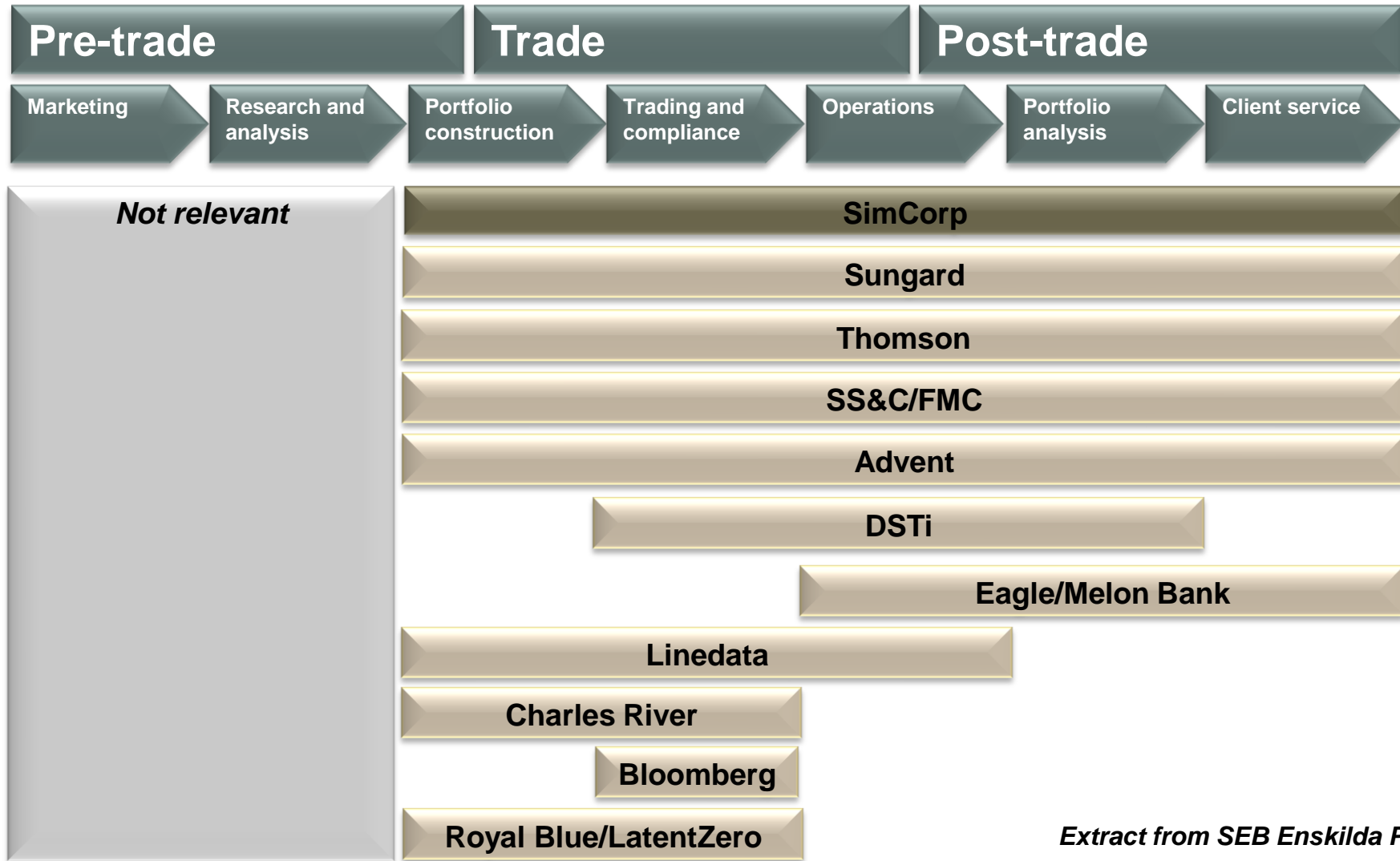
Operational Structure



Operational Structure



Competitors



Extract from SEB Enskilda Presentation



SimCorp North America – Market Potential

North American Market

- Largest in the world
- Greatest number of institutions
- Highest assets under management
- Significant technology solutions spend
- Most heavily occupied with competitors

Q. How do you eat an elephant?

Q. How do you eat an elephant?
A. One bite at a time.

Market Decomposition

- Define “bulls-eye” universe
- Establish a finite set
- Market intelligence
 - Key contacts
 - Current platforms
 - Indication toward a process
 - Compelling events
- Determine treatment and monitor toward progress
- Pipeline development

Market Decomposition

- Define “bulls-eye” universe
 - Greater than \$20B USD AUM
- Establish a finite set
 - Over 400 companies in US and Canada
 - Sub sector orientation
- Market intelligence
 - Over 2500 contacts
 - Thousands of interactions
- Determine treatment and monitor toward progress
 - Heat Map

Heat Map Designations

Opportunity
Mid Term

Global
Account

In
Development

More
Information
Required

No
Opportunity

Heat Map Designations

Opportunity
Mid Term

Global
Account

In
Development

More
Information
Required

No
Opportunity
(For Now)

Market Decomposition

- Facts and Figures
 - Over 80% in the United States
 - Asset Management Sub Sector the largest with 40%
 - Insurance sub sector least mature

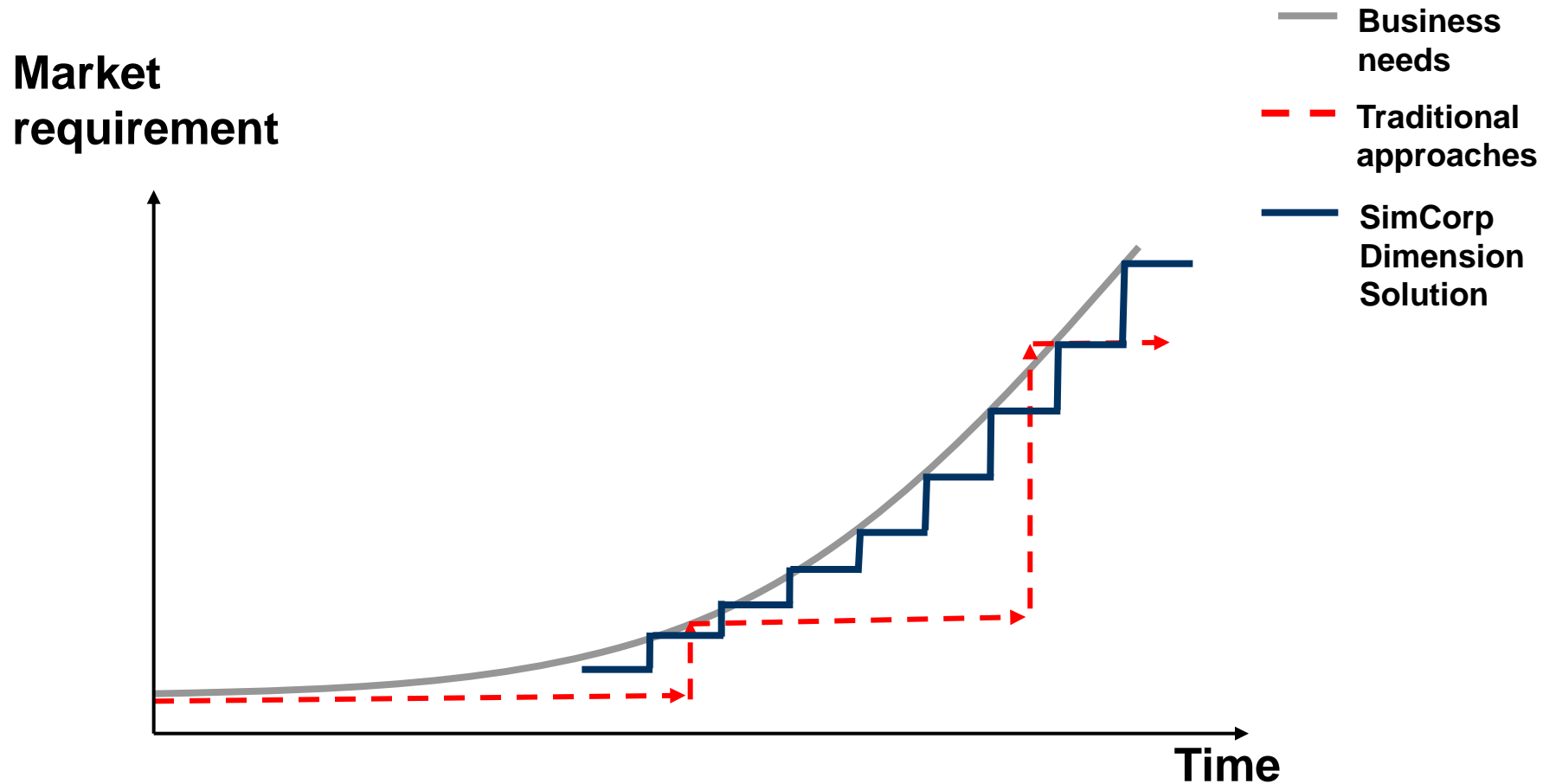


SimCorp North America – Approach Strategy

Focus on core strengths

- One product, one company, one goal
- Integrated system, enterprise platform
- Strong business fundamentals
 - Size and scale
 - Profitability
 - Transparency
 - Investment in R&D
- Skilled and dedicated employees
- Long term partner

Innovation – time to market



10 years track record: Two releases of SimCorp Dimension every year

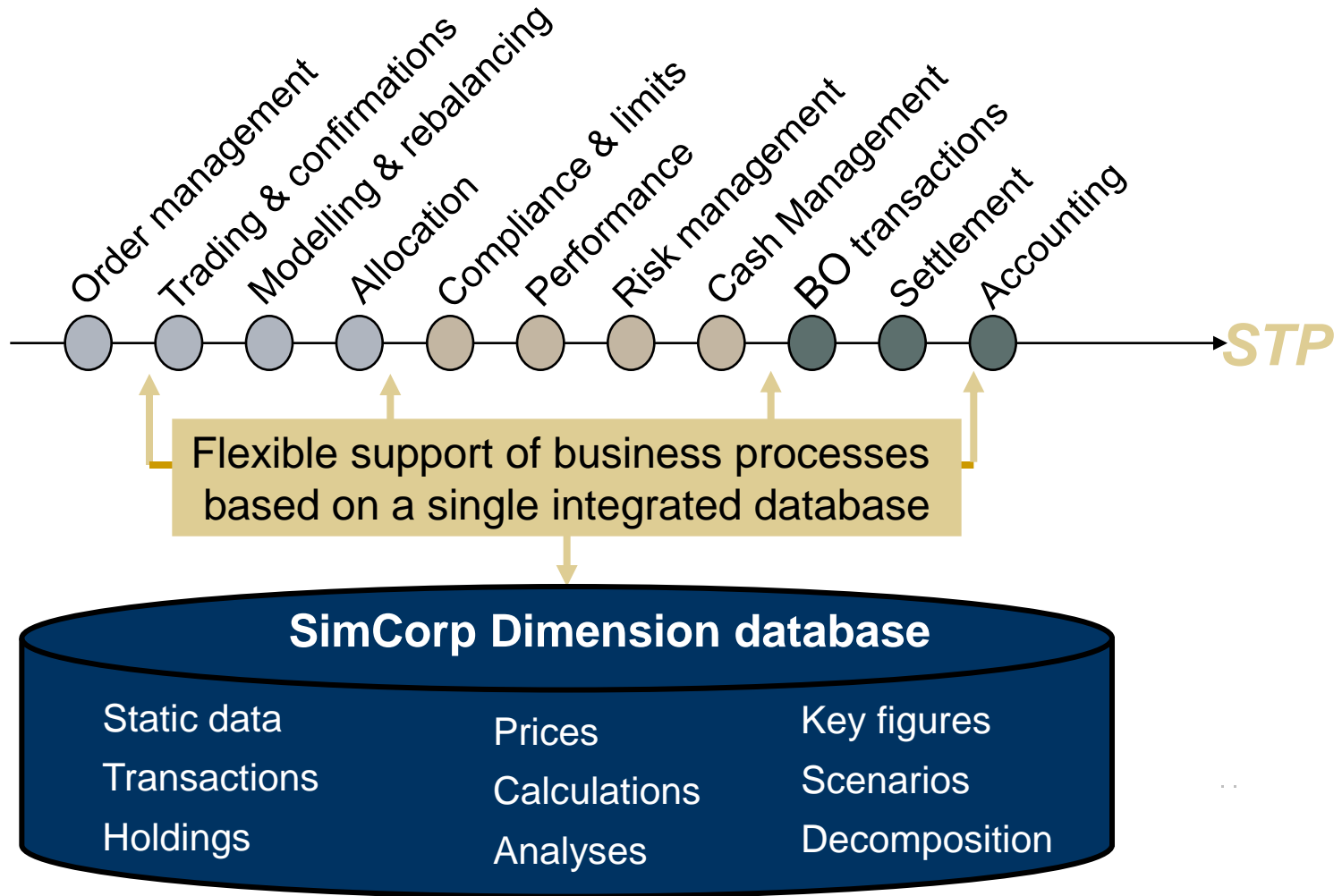
Focus on core strengths

- One product, one company, one goal
- Integrated system, enterprise platform
- Strong business fundamentals
 - Size and scale
 - Profitability
 - Transparency
 - Investment in R&D
- Skilled and dedicated employees
- Long term partner

Market Approach

- Direct sales with marketing air cover
 - Leverage corporate marketing
 - Sub sector oriented
 - Cautious partnering
- Communication with key constituents
 - Prospects and suspects
 - Industry Analysts
 - Media
- Back Office positioning
 - Moving to the Middle Office
 - Then to the Front Office
- Selective pursuit process

Straight-through processing



Market Approach

- Direct sales with marketing air cover
 - Leverage corporate marketing
 - Sub sector oriented
 - Cautious partnering
- Communication with key constituents
 - Prospects and suspects
 - Industry Analysts
 - Media
- Back Office positioning
 - Moving to the Middle Office
 - Then to the Front Office
- Selective pursuit process

Key Principles

- Satisfied clients
 - 100% referenceability
 - Operational excellence
 - Multi touch organization
- Embrace the entrepreneurial spirit
 - Use our unique market position as competitive advantage
 - Flexible approach, flexible response
- Leverage and adapt



SimCorp North America – Challenges

Challenges

Name Recognition and Brand

Recruitment and Retention

Client Satisfaction

Disciplined Pursuit Process



Wrap Up

Wrap Up

- Solid foundation established
- Market segmentation in process
- Value proposition validated
- Key principles defined
- Challenges identified



Questions