SimCorp’s value proposition, our license to operate

Torben Munch, COO
A brand position as the strategic sparring partner

Strategic investment

**Pre-crisis**
- Flexibility
- Scalability
- Integration
- Functionality
- Performance and reliability
- Data management capability
- Usability
- STP
- ROI

**Post-crisis**
- Flexibility
- Scalability
- Integration
- Functionality
- Performance and reliability
- Data management capability
- Usability
- STP
- ROI
Key Issues Going Forward

- Effective integrated risk management.
- Operating efficiency and cost control.
- Targeting growth opportunities.
Strategic priority of risk, cost and growth

Growth requires a superior value proposition that gives competitors’ clients a reason to switch.
Value for our clients is the #1 reason for our success

A value proposition that all understand is a critical priority to achieve our goals.

Our value proposition is the connection between our product development and our market.
SimCorp Value Proposition

SimCorp supports clients from the global investment management industry in

- mitigating risk
- reducing costs
- enabling growth

by delivering an integrated enterprise platform and related services

Mitigate Risk
Reduce Cost
Enable Growth
Industry supports SimCorp’s value proposition
Fitch Ratings-Frankfurt/Paris/London-24 November 2008:
Fitch Ratings has today revised its Asset Manager Rating assigned to the London based investment activities of Schroders Investment Management to 'M2+' from 'M2'.

... The addition of the '+' modifier emphasises strength in the company's investment infrastructure and technological platform with notable progress being made in data management and integration.

... Schroders has achieved key milestones in its London operation with respect to its technological platform following the implementation of SimCorp Dimension as the main accounting and repository tool. Risk management routines have been responsive to the volatile market environment and included heightened surveillance of certain risks.
Persistent strategy acknowledged:
68% define SimCorp as a fully integrated front-to-back solution
Our strategy acknowledged:
56% estimate that in the future more companies will be looking for fully integrated enterprise solutions.
Net-net of SimCompass

Customer orientation

Ability to support the business

Ability to meet future strategic challenges

Cost of ownership

Value of ownership
Top 20 clients – development in licence base 2005-2010
Our value proposition fits better than ever – and we continue to improve it!
Clients view on cost of operations counts!

Last year’s Cost of Operations survey gave valuable insight:

- input on where to focus, where to improve and where to prioritise
- input to the design of our new ITIL-based Professional Services
- insight into the cost of managing data in SimCorp Dimension.
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SimCorp Services
for the investment management industry

SimCorp Services
September 2010
Calendar time spent on upgrade project reduced by more than 50%

Full documentation of activity flow, test cases and test results

Repetitive cost- and time-effectiveness with automation

Increased utilisation of client resources

Mitigation of key resource risk
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Master Data Management

New Master Data Management module in SimCorp Dimension via partnership with AIM Software

- Wide range of maintained data vendor interfaces
- Data scrubbing functionality to achieve Golden Record
- Corporate actions as well as static, reference and market data
- Two-way integration between SimCorp Dimension and GAIN

Data vendors
- Bloomberg
- Thomson Reuters
- SIX Telekurs
- Moody’s, S&P, ...
- ...

Data feeds

Data Management
- Conversion
- Mapping
- Normalisation
- Enrichment

SimCorp Dimension
- Corporate actions
- Static data
- Reference data
- Market data

Golden record

September 2010
SimCorp Data Hub

More efficient processes and lower operational risk because of better data quality

Reduce complexity of data vendor connections because of one common integration point to many data vendors

Possibility for user-defined scrubbing rules

Data services: static, reference and market data from data vendors
Index services: index data from index service provider
More data services to come...

Flexibility to choose among wide range of data providers
Thought leadership in applied IT and investment management
SimCorp StrategyLab ambitions

- Show industry responsibility and commitment
- Build thought leadership
- Act as opposed to react
- Establish relationships
- Develop competencies
- Provide product development input
Excellence awards 2010
Welcome to Ulrik Modigh, Nordea Savings & Asset Management