

Fact Sheet

Business Projects

Main Activity	Activity Groups	Measurable Results
Business Projects	<p>Merger Projects in Switzerland and Luxembourg</p> <p>Disaster & Business Contingency</p> <p>Cost & Profit Center budgeting and analysis</p> <p>Change of procedures and workflows due to complete change of IT Systems</p> <p>Establishing Private Banking Business in Switzerland</p>	<p>Various merger projects were all completed in time and within budgets. In all cases, start of new business was on time and processing was performed without any business critical issues.</p> <p>Disaster and business contingency plans were fully tested. Advised business where to improve and where to save costs. Identified redundant functions as well as recognizing those not deemed necessary.</p> <p>All workflows and procedures were changed and employees trained, to enable the bank to start with the new IT platform on time.</p> <p>Establishing Private Banking for a group of Cantonalbanks in partnership with a leading Private Bank. Tasks included new processes and products, legal and marketing aspects. Project completed within time and budget.</p>
International Business Projects	<p>Establishing private banking branches in the US/Asia</p> <p>Establishing Brokerage Firm in the US</p>	<p>All branches were implemented as "turn key" projects and completed on time.</p> <p>The new branches were fully functional on day one.</p>
Business Negotiations	<p>Procurement</p> <p>Supplier evaluation</p> <p>Contract Negotiations</p> <p>Arbitration</p>	<p>Contract negotiations for the purchase of IT systems & / solutions for several Swiss banks.</p> <p>Contract and Service Level Agreement negotiations for a new central computer center for 5 Swiss Banks</p> <p>20% to 30% savings were achieved.</p> <p>Renegotiated vendor contracts and realized savings of over CHF 3.2mio. in the first year.</p>

Upon request more detailed presentation can be furnished on the below commentary

Case Illustrations

Business Projects

Merger Projects in Switzerland and Luxembourg

Business project manager for the centralization of the Investment Fund business of a major Swiss Bank (over 450 funds with a total of CHF 250 billions in assets) (2002)

- Total re-engineering of all workflows and processes in Switzerland and Luxembourg.
- Evaluation of a new IT-platform.
- Detailed implementation planning for the implementation of the new platform as well as the conversion of the Investment Funds onto the new platform.

Merger of 3 Private Banks in 8 Months

Business project manager for the merger of three Private Banks in Switzerland (2003)

- Merger was done in several distinct phases (Business Case, Legal Merger, Integration & Unification).
- All phases were completed on time and within budgets.
- Total elapsed project time was eight months.
- The new merged bank started its operation on time and without any business issues.

Merger of 2 major Swiss Banks

Business manager for the consolidation of the IT budget in the merger of two major Swiss Banks (1998)

- Total budgets of both banks were above CHF 900 mio. with several hundred ongoing IT-projects.
- Consolidation of IT-project portfolios and presentation to management to decide on strategic and/or prospective projects for the future.
- Managing the IT portfolio while at the same time reducing the overall project budget and decommissioning ongoing projects.

Enabling the Business to continue in time of disaster

Leading the planning and establishing of IT-Backup Centers, Business Contingency Plans and Business Continuity Plans for various Private Banks

- Contingency and Disaster planning for IT-Centers in various banks in Switzerland and the US.
- Established a full IT-Backup-Center in New York, which subsequently was offered to other banks in New York.
- Business Contingency planning for several private banks outside Switzerland.
- Emphasis was on the essential business functions continuity, rather than looking for an overall contingency plan.
- This enabled the business to react flexibly to possible scenarios, without excessive costs.

Cost/Profit Center Analysis

Developed and implemented cost and profit center calculations for a small Swiss Private Bank (1995-1996)

- Detailed cost analysis at staff and transaction level.
- Profit analysis of transactions, clients and account officer level.

Improvement of profitability of a Swiss Private Bank

- Detailed income analyses on client and transaction level
- Improvement of gross income of over CHF 4.8 Mio. or 8%
- Proposing new fees and other improvements in achieving higher income

Private Banking Business in Switzerland

Group of Swiss Cantonalbanks establish new Private Banking Business

- Evaluation of a leading Private Bank as partner for the Cantonalbanks
- Develop new brand and marketing concept, incl. advertisement
- Develop and establish new processes
- Modify and setup existing IT-systems to provide performance reporting and assisting client advisors in portfolio analyses
- Develop new products and apply new tariffs
- Education and training of client advisors

Implementing Investment Policy and Processes in a Swiss Private Bank

- Strategic and Tactical Asset Allocation
- Definition and implementation of new products for Private Banking clients
- Definition and implementation of Investment Management
- Client Segmentation analyses

International Business Projects

Establish Private Banking Branches in the US and Asia

Business project manager for the entire establishment and implementation of international private banking branches in New York, Miami, Los Angeles, Beverly Hills, San Diego, Hong Kong and Singapore (1994-1995)

- Defined business areas and workflows.
- Complete set-up of the entire infrastructure, installation of IT (PC-infrastructure and banking systems). This included office furniture and on site construction.
- Handover of keys to the respective new branch manager.

Broker Firm in the US

Business project manager for the establishment and founding of a Securities Brokerage firm under US-law for a Private Banking Branch in Miami domiciled in Switzerland.

- Established workflows between the private bank, broker and the head office in Switzerland for the various business types.
- Implemented a full brokerage package for an US broker firm.
- Set up a system, that allowed the private bank to print customized statements for the specific needs of their clients. This reduced the dependency from the head office in Switzerland due to time zone constraint.

Business Negotiations

Arbitration

Lead arbitrator for a Swiss financial service company and a large Swiss bank.

- Enabled a financial service company to dislodge themselves from unfavorable contracts. This retraction had no penalties and permitted the company to extend their entrepreneurial freedom to restart their own business program (1996 New York, Los Angeles, Zurich)
- Arbitrated two CHF 40,0 mio. lawsuits against a leading Swiss bank. Both lawsuits were settled out of court in favour of the bank at a fraction of the initial contention
- Lengthy and costly law suits have been avoided and the partners reconciled, allowing both parties to continue their relationship

Contracts

- Contract negotiations for the purchase of IT systems and/or solutions for several Swiss banks.
20% to 30% savings were achieved.
- Contract and Service Level Agreements for 5 Swiss Banks for a central IT Production Center.
- Renegotiated vendor contracts with a real saving of over CHF 3.2mio. in the first year.
- Renegotiated service provider contracts with a real saving of over CHF 12 mio. over three years.
- Lead in evaluation and contract negotiations, leading to very favorable conditions for the involved banks for the next 5 to 10 years.
- Established Service Level Agreements, detailing all aspects of a daily production issues, including penalties in case of flawed operation.

Consulting for Business

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