

ANALEC – Press Release



Research Enabling Solutions

BNP Paribas selects ANALEC ClientManager to power its client servicing capabilities

Date: 8 July 2010

BNP Paribas Securities Asia, one of the premier regional stock broking and investment banking groups in Asia, today finalised contractual details on implementing ANALEC ClientManager™ software across their emerging markets cash equities and flow derivatives business. ANALEC ClientManager™ is a client service delivery and management platform, catering to the specific organisational challenges of a brokerage firm, when it comes to servicing their institutional clients. It integrates the client servicing function across functional lines – research, sales, sales-trading, trading and back office (i.e., settlement systems) – ensuring real-time assessment of client servicing and trading activities across the business, with the objective to raise service level effectiveness and proactively address client servicing needs.

Over the last two years, BNP Paribas conducted an extensive global review of its business needs and objectives, keeping in mind their immediate and strategic goals. Within that context, ANALEC ClientManager™ was evaluated, by the global evaluation team at BNP Paribas, against various global alternatives.

Commenting on the transaction, Indy Sarker – CEO of ANALEC – stated, “We are elated by BNP Paribas’ decision to deploy ANALEC ClientManager across their global capital markets business. BNP Paribas is an important existing customer for our ANALEC ResearchWise™ product suite across their Asia Pacific investment research organization. Their decision to go ahead with ANALEC ClientManager™ is a significant vindication of ANALEC’s execution capabilities and our ability to meet BNP Paribas’ growing needs. ANALEC ClientManager™ underwent an extensive review and due diligence scrutiny at BNP Paribas during the course of the evaluation process and we are extremely encouraged by their decision.”

All aspects of customer servicing activities can be originated from and stored within ANALEC ClientManager, with intelligent cross-referencing and indexation for retrieval in the future. Management of Call List(s); integration with MS Outlook and Lotus Notes; click-to-dial telephony capability; managing Investor Conferences, and Marketing Road-shows; initiating client servicing Campaigns; assigning follow-on Tasks to colleagues (on client servicing issues); capturing individual client research distribution preferences, toolkit for Account Management; tracking Client Trading History and Commissions; and a range of management reporting tools to proactively assess and address client servicing bottlenecks and effectiveness of the service.

Utilizing the latest available technologies, ANALEC ClientManager delivers a highly responsive, sleek and user-friendly interface, focusing on ease of navigation and easy adoption. Component

technologies within the application, allow the addition of new functionality and productivity tools and their delivery to the desktops via central management of such releases. The use of a globally replicated hub system, within the architecture, ensures tolerance and business continuity in the event of network or server failure; as such system uptime assurances are vital during trading hours within each time zone.

ANALEC's CTO – Colin Stone – added, "ANALEC ClientManager offers an integrated client servicing platform at the desktop of each user, to tap into the business intelligence they need; when they need it. Using web technologies, rather than browser technologies, ANALEC ClientManager delivers significantly faster response times to the end user, while proprietary encryption algorithms ensure secure connectivity whether inside or outside the office. Compared with browser based technologies, ANALEC ClientManager's architecture reduces server requests by more than 70%, which in turn reduces network bandwidth and server load."

The implementation of ANALEC ClientManager™ at BNP Paribas will be undertaken in a phased manner, both in terms of functionality as well as geography, over the course of the next 9 months. The implementation plan involves deployment across 14 countries spread across 3 continents. ANALEC's software delivery team will be working alongside the global project team at BNP Paribas to ensure timelines and deliverables, as part of the implementation plan, are successfully met on the project. In addition to the above, ANALEC ClientManager will integrate with BNP Paribas' group wide global management reporting and information system (called Client1st) to ensure effective use of intelligence across the group at a broader level.

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About ANALEC:

ANALEC is a specialised proprietary software-led solution provider to the investment banking and investment research industry. It leverages its deep domain knowledge of the investment research and investment banking industry to develop and deploy enterprise level software-enabled business process solutions, addressing very specific organisational issues and challenges within investment research and client servicing functions. Under its remote delivery model, ANALEC offers its customers the option to remotely manage and deliver a range of services. Founded in June 2003, ANALEC brings together over 80 years of leading expertise in investment research, investment banking and domain-centric software development and deployment.

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