

Media Release

SOBACO and AiM Services join together in strategic partnership

Rising demand for an integrated banking solution in French-speaking Switzerland as ground for strategic cooperation

Schlieren, 27 May 2011 – Decisive to close cooperation between SOBACO and AiM Services were the market and client needs of small to mid-sized private banks in western Switzerland. In joining forces, the cooperating partners are focusing on respective core competences: AiM Services as a local implementer to underpin the essentials of efficiency and customer proximity, SOBACO with its experience of operating the Finnova integrated banking solution. The partnership's declared goal is to provide banks in French-speaking Switzerland with a platform that offers outstanding service, coupled with attractive price/performance.

The new strategic orientation means that SOBACO will focus on operating Finnova's banking software, a concept that has brought the Zurich-based company major successes over the past 18 months. Several private banks were won over to the innovative solution; two are already operating with Finnova. These positive results come both as a consequence of very competitive pricing, and in particular a mix of customer focus with responsiveness. Now, SOBACO is entering this strategic partnership as a means to cultivating the market in western Switzerland. Says Peter R. Haist, CEO of SOBACO, of the reasons for cooperating: "By joining forces with an established, well-connected local company, we can be far more responsive to market needs, as well as providing much broader support for complex projects. We already have good, long-standing contacts with AiM Services, so joining in yet closer cooperation was an easy decision for us to take."

Passing on synergies

Each partner has defined objectives: while SOBACO strives for a leading position throughout Switzerland as an implementer and operator of the Finnova banking software, AiM Services is looking to further grow its consulting activities. "This clear demarcation between project and operational responsibilities means that we can achieve desirable synergies, which ultimately benefit our customers", explains Hans Hofer, president of AiM Services. Both partners are already active in the marketplace; initial discussions with prospective customers in western Switzerland are currently underway. The open-ended company partnership has advanced to the point where it is now possible to begin installations for new customers. "We have no plans to establish a joint organisation; our long-range view is to stay as cooperating partners. Right now, we are only considering the option of setting up a SOBACO representative office at AiM Services in order to achieve the necessary customer proximity, together with operational efficiency", says Haist of the companies' further joint activities.

Benefits of a multi-tenant tower

Further increases in cost pressure on smaller and mid-sized banks make them reliant on novel concepts and strategies, which is where the SOBACO tower can play an important role. "We offer a modular software concept with comprehensive multi-tenant capabilities, whereby multiple banks can share the same computing centre infrastructure and Finnova software", explains Haist. "Centralised maintenance brings massive reductions in

operating and upkeep costs – yet even so, the highly parameterisable Finnova software enables individual solutions for each tenant bank.” SOBACO and AiM Services are thus convinced that the benefits of a multi-tenant tower will gain traction in French-speaking Switzerland as well. But SOBACO sees no prerequisite for a multi-tenant tower: should a customer prefer to go stand-alone, tailor-made solutions can be installed at the SOBACO computing centre, or on customer premises.

About SOBACO

SOBACO provides consulting, IT and organisation project services to the financial sector. The company focuses on implementation, IT operations and application management in the sphere of Finnova software. In addition, SOBACO’s own PAS portfolio analysis software provides asset managers with an affordable industry solution. Rounding off the company’s offerings are MIS and reporting solutions based on QlikView, along with consulting services for IT and process optimisation. Founded in 1984, the SOBACO Group currently employs around twenty people in Schlieren and Zurich. Its offerings are oriented toward smaller private and universal banks, brokers and asset managers based in Switzerland and the border regions of neighbouring countries.

Contact:

SOBACO

Brandstrasse 26

CH-8952 Schlieren

Switzerland

Telephone: 044 355 11 11

peter.haist@sobaco.ch

About AiM Services

A leading IT services provider in western Switzerland, AiM Services helps customers to effectively implement new IT solutions and innovations. The company has solid knowledge of implementation and application management by virtue of participation in major Finnova migration projects at various banks. Its one hundred employees are responsible for delivering a range of services, from software development and product integration to post-installation support. Professionalism allied with technology brings customers added value through sector-specific solutions for finance, public administrations, and industry. AiM Services has its headquarters in Geneva, with branches in Lausanne and Barcelona.

Contact:

AiM Services SA

Rue du Lièvre 2-4

CH-1227 Les Acacias / Geneva

Switzerland

Telephone: +41 22 309 05 05

thierry.papilloud@aim-services.ch