

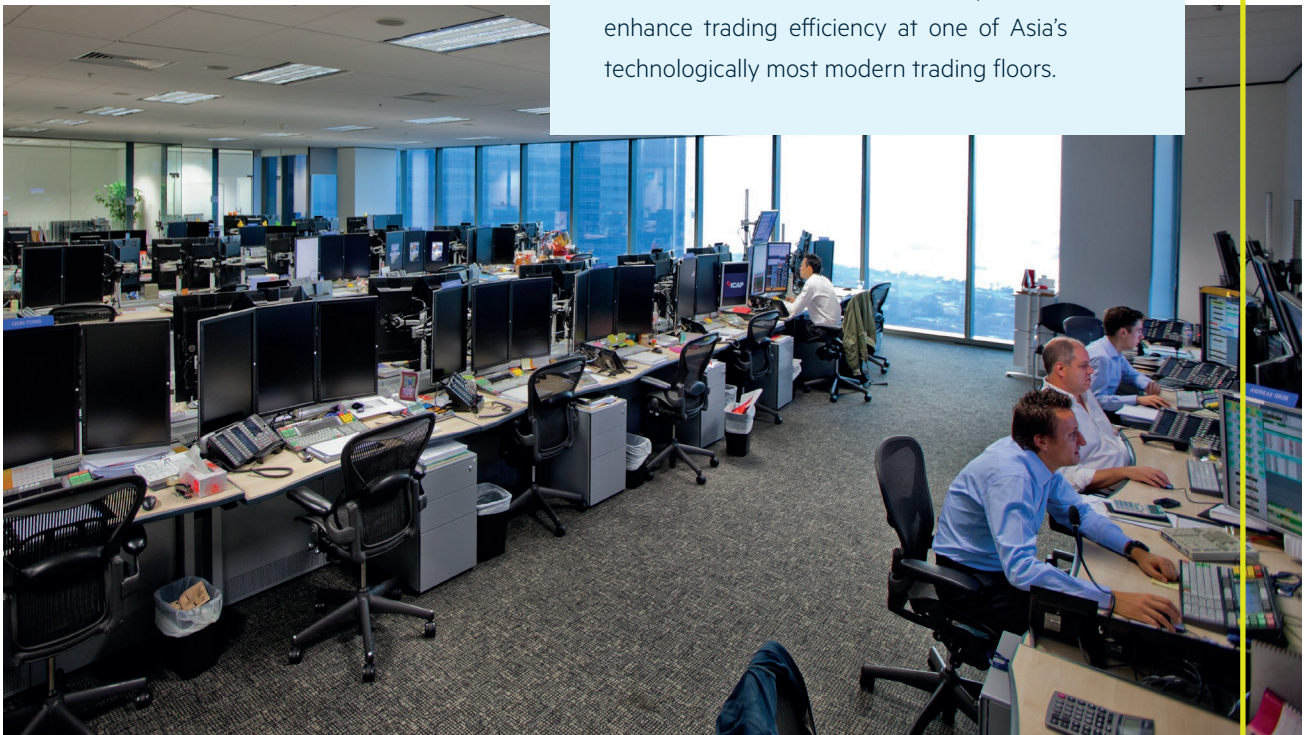
Case Study

BANK JULIUS BAER & CO. LTD. SINGAPORE

Singapore

Branch
Financial Services

Project
Deployment of the WEYTEC oneDESK solution and the WEY Allocation System to enhance trading efficiency at one of Asia's technologically most modern trading floors.





Client

The Julius Baer Group is the leading Swiss private banking group, focusing exclusively on the demands of sophisticated private clients, family offices and external asset managers from around the world. It has the largest international presence of all Swiss private banks with over 40 locations in more than 20 countries. Outside of Switzerland, Asia is Julius Baer's second home market and has steadily grown in significance in the last decade.

In the last several years, Julius Baer Asia has been awarded "Best Private Bank" by Finance Asia (2008 and 2009) as well as "Best Boutique Private Bank in Asia" by the Asset (2010). Bank Julius Baer has been officially present in Singapore since 2006.

Challenge

Bank Julius Baer Singapore recently moved to a new location in the beautiful Asia Square office building located at Marina Bay in Singapore. As they had continual issues with air conditioning on the trading floor at the previous location, one key priority was to reduce the heat generated by PCs and screens on the new floor.

Furthermore, as Singapore uses the same banking infrastructure as its headquarters in Zurich, Switzerland, it was paramount to be fully operational in both locations on the live date (Monday morning at 2:00 am CET) and ready for the opening of the foreign exchange markets in Asia. The traders packed everything on Friday afternoon following a full day of trading, and were ready for business as usual by Monday morning.

To make the project even more challenging, Bank Julius Baer went live with Microsoft Office 2010 at the same time.

Solution

Julius Baer worked with WEYTEC to reduce the number of screens and dispense with PCs on the trading floor.

WEYTEC's oneDESK suite of desktop integration tools (Capture, Focus and Mouse Switching) facilitates the consolidation and standardization of the screen environment, eliminating the need for dedicated screens on the desk.

Capture and Focus technology makes it possible to present market data services in windows on the desktop. Simply clicking on the target window activates the WEYTEC Multifunctional MK06 Keyboard to control the chosen service. By selecting bigger 24" portrait LCD screens for the desks, traders are now able to run various applications on any screen without having to switch their PCs from one application to another or even from

Facts & Figures

- WEYTEC oneDESK
29 Desks / 94 Screens
Focus / Capture
- Keyboards
29 MK06
- Remote Solution
TwP Remote V Light
26 PCs
- Allocation System
VSS2XM
17 sources



one screen to another. Each trader uses application specific function keys to tailor their keyboard according to their precise requirements. Thus WEYTEC oneDESK saves the trader time, which is the crucial element in successful trading.

Using WEYTEC's TwP Remote V Light solution, all desk PCs were remoted to a centralised system room where they are protected, cooled and maintained effectively. Installations, moves, adds and changes are now accomplished quickly and efficiently without any operational downtime.

To ease the project management for the move, new DAS desks equipped with HP screens and MK06 keyboards were pre-installed and fully tested at the new Asia Square location. The remoted computers were successfully deployed over the weekend before the Monday morning start.

Benefits

Julius Baer's Asia Square trading floor is one of the most technologically advanced floors in Asia. Due to the WEY Solutions, traders work in a quieter and more comfortable environment which fosters high performance trading. Capture and Focus technology enable them to easily and intuitively control all the essential services,



Modern workplace in
Julius Baer's trading room
in Singapore

sources and applications on fewer screens using only one WEY Multifunctional Keyboard. All this desktop integration is possible without installing intrusive software or applications in the captured sources.

The DAS Desk o8 not only makes cable access easy, it uses an innovative sliding top to increase usable work surface by as much as 25 per cent. Together with the remotisation of PCs, this ensures that floor space is used as efficiently and effectively as possible.



Testimonial

Mr. Gerard Berclaz, Managing Director and Head Markets Asia Pacific at Julius Baer comments: “We were the first department of Bank Julius Baer to move into Asia Square and switch to Microsoft 2010 at the same time. I was very impressed by how smoothly the move took place and how fast the traders got used to their new environment. We had a few challenges, but thanks to the efforts provided by all people internal and external on Monday morning, no one in the market noticed that we had moved to Asia Square over the weekend. And this is the most important at the end - same same but different.”



Singapore Skyline