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Robert Jeanbart



breaking the mould

infotec sets a new trend

The last two years have been tough for many Swiss companies. But for some, a worldwide depression didn't seem to matter. Geneva-based Infotec is one of those. Working in a highly competitive business, it increased its revenues by nearly half over the past two years. It's a provider of global financial information, a business which has existed in its electronic form for just 30 years. It serves professionals who buy, sell, invest and speculate with ever-increasing mountains of money. Markets boomed in the 1990s, but headed sharply downwards from 2001. In late 2002, Robert Jeanbart, a Swiss from Lausanne, became Chief Executive Officer of Infotec. Since then, he has presided over rapid growth at a time when competitors have found the going hard. A Swiss company succeeding where others stumble? Robert Jeanbart explains:

> Mr. Jeanbart, what do people use Infotec for? Professionals use Infotec to help make decisions when trading and investing in financial markets. We help them find the best prices and do research and analysis. We concentrate on the needs of small and medium-sized institutions, such as asset and wealth management firms, private banks and regional banks.

It's not easy in financial markets. Doesn't that make it difficult for Infotec? Following the downturn, financial market professionals became more sensitive to costs, aware of risks and focused on their core businesses. Infotec delivers only the information they actually require and makes it easy to use. It's cost-effective and convenient. That's a new business model for financial information. It's what the customers want: high quality, a reasonable price and no hassle.

How do you manage to be competitive like this? We use standard IT, and are not burdened with "legacy" systems. So we can keep our costs down and pass on savings to customers. We have a modern commercial policy and we are not too big, so we can be responsive to customers' needs.

Do cost savings mean lower-quality services? No. Our sources are the international stock exchanges and leading news agencies. We provide around-the-clock support and our systems are fully backed up. The reliability of Infotec's information is as good as anybody else's, if not superior. The company is run by experts with years of experience in financial information.

Are there any gaps in your coverage? We provide broad global information covering all the major world markets, supplemented with

in-depth coverage of specific markets where we see growth potential.

Do you operate just in Switzerland? Our head office is in Geneva, with sales offices in London, Paris, Frankfurt, Lugano and Zurich. We have distributing agents in Japan, the US, other EU countries and the Middle East. But you can receive Infotec services over the Internet too. You can subscribe (www.infotecnet.com) anywhere in the world.

Who owns Infotec? It was established in 1982. Today, 60% is owned by its management, and 40% by Edipresse, the Swiss publishing group.

What growth do you expect in the future? Infotec's top line is growing at a double-digit rate. This is exceptional in this industry. We believe the quality and value for money we offer will enable us to continue growing strongly and gaining market share.

What are you doing to achieve this? We work to improve our customer service and products. During the past 18 months, we have added over 20 staff. We've brought in Cantor Market Data's fixed income pricing and data from the US, and new prices feeds from Asian and European stock exchanges.

How come a Swiss company achieves this success? Switzerland is one of the world's most important financial centres. In the 1970s, Swiss banks were pioneers in the use of electronic information. There's a lot of know-how in this country – in understanding markets, organising information and working with precision.

What motivates you to go into work? An exciting and challenging job with a degree of measured risk, well balanced with private life. +

infotec for wealth management

In elegant villas discreetly situated on leafy streets of Geneva, a quiet battle is taking place for the HNWIs. Serving High Net Worth Individuals the world over is the speciality of Geneva bankers, and the competition is tough.

"For this type of client, each one needs their portfolios to be constructed absolutely individually. It's very personal, and that's our particular strength," says François Tobler of Heritage Bank & Trust (HBT). HBT is certainly personal – it started as members of one family who got together to manage their own wealth. Now, it has a full licence as a Swiss bank, with 90 employees.

If you want to provide tailor-made service, you need a made-to-measure information service, and that's one of the reasons HBT opted for Infotec.

"We used another provider before, but 80% of their information was of no interest to us. Infotec suits us because we could choose to subscribe just to the information we need for our particular purposes", says Tobler's colleague, Jorge de Sousa e Melo.

HBT's clients look for ever more sophisticated instruments for maximising returns and controlling risks, among them hedge funds, which

are a speciality of HBT. Last year, it regrouped a number of these under its own "fund of funds", the Heritage Total Return, registered under Swiss law. It also helps individuals to access to leading Private Equity partnerships via syndication.

"A good flow of information is of cardinal importance in our business," says Melo. "The considerably lower cost of Infotec attracted us in the first place: it prompted us to reconsider what we had. Now, besides being able to choose and pay only for what we need, we like its conviviality and ease of use."



François Tobler



Jorge de Sousa e Melo

Take a trip around the financial markets with Infotec. Try your hand as a professional, starting on the top left...

- How are the European Stock Markets fairing since they opened today?
- Let's look at the ticker moving across the screen to see how specific stocks are performing.
- You are particularly interested in Astra-Zeneca, a pharma company that is traded on the London Stock Exchange – click on its name for more info.
- You want background data about its size and financial results.
- What's the latest news about this company? Click on a headline.
- Up comes the full story...
- How's the latest trading in this stock? What's been bought and sold, and when?
- Charts show how the stock moved minute by minute, or going back several years. Compare with an index or other companies and carry out technical analysis.
- Getting ready to trade? See the bid and ask prices, fluctuations and volume.
- Alert! Up pops a box to warn that the price has broken through preset limits. Time to act. Go for it!

The screenshot displays the Infotec MarketMap interface with several key components:

- EUROPEAN INDICES:** A table showing market performance for FTSE 100 (4315.4), DAX (3801.39), CAC 40 (3583.46), BEL20 CLOSE (2431.84), AEX-INDEX (99.398), IBEX 35 (7960.3), ATXPrime (103.22), OMX Stock Index (62.12), KFX (103.22), and HEX25 (198).
- Order Book:** A detailed view for AstraZeneca (AZN.L) showing bid and ask prices, sizes, and volume.
- Company Profile:** Financial data for AstraZeneca, including income statement (Sales turnover: 18949, 17841; Operating income: 4111, 4356) and balance sheet (Net income: 3036, 2836).
- News:** A list of recent news items, with a highlighted headline: "0933 GMT (Dow Jones) LONDON--AstraZeneca (AZN.LN) up 0.9% at 2347 pence after new US cholesterol guidelines issued".
- Charts:** A line chart showing the stock's price movement over time, with a zoomed-in view of the daily price.
- Alerts:** A pop-up window titled "The Alert (Alert 2) with the conditions: AZN.L LAST and limit(s):" indicating a price breach.
- Market Data:** A table showing the latest trading activity for AZN.L, including time, price, and volume.

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