

# Your IT Business Partner



**oraïse**

Copyright ©  
oraïse GmbH  
Register court:  
AG Bremen HRB 17491

Managing Directors:  
Markus Hengstenberg | Thomas Viohl

oraïse Beteiligungs- und  
Verwaltungs GmbH & Co. KG  
Register court:  
AG Bremen HRA 24070

Managing Directors:  
Markus Hengstenberg | Thomas Viohl

oraïse Schweiz AG  
Chaltenbodenstr. 16  
8834 Schindellegi, Switzerland

Managing Directors:  
Markus Hengstenberg | Manuel Räber

**oraïse**

- 
- 2** *Contents*  
With oraïse you have a direct link.
  - 4** *Security*  
There's no place for yesterday's IT in today's business.
  - 8** *Dynamics*  
Solid IT systems offer more than potential savings and security solutions. They work.
  - 10** *Respect*  
A direct link on every level.
  - 14** *Solutions*  
A direct link with every service.
  - 18** *Contact*  
Your direct link to us.
- 



How your company develops and distinguishes itself depends on how well your IT resources and business objectives are aligned.

**With oraïse you have a direct link.**

Changing market demands and technological innovations will have a constant influence on business strategies in the coming years – not only in the banking sector. The “Business 2010” study conducted by the Economist Intelligence Unit (EIU), a London-based economic research institute, clearly states: “Banks’ and insurers’ ability to flexibly adapt their business models to changing conditions will develop into a decisive competitive advantage.”

A company’s success is closely tied to the quality and process speed in data and information management. The consequence: IT innovation is indispensable for all performance-oriented companies and creates a decisive competitive advantage that enables companies to survive in today’s market, adapt business models and execute new strategies. IT is the cornerstone of every business.

**The oraïse advantage: Linking business and IT.**

The objective: Make business more efficient, more flexible and ultimately more successful through intelligent application of IT solutions. For a broader perspective and sustainable success.

Your partner: oraïse is a business partner with extensive industry and IT experience who acts with both economic and technical expertise across the entire IT value chain. oraïse grew by offering first level technical support and services for Reuters AG (Thomson Reuters) and now enjoys a good market position and the patronage of reputable customers. For years the company has delivered strong consulting and implementation services with long-term success.

There's no place for yesterday's IT in **today's** business.



Implementing IT innovations requires vision and expertise. Regulatory demands such as legal regulations and corporate governance stipulations as well as requirements concerning security, stability and availability are especially challenging, particularly in the banking landscape. Against this backdrop it is critical for IT innovations to be both adaptable and forward looking.

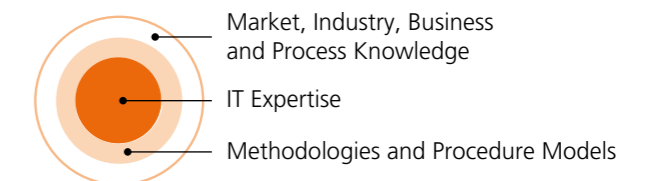
This creates a need for partners who possess the necessary knowledge and experience, who see things in perspective and act responsibly. Who understand the economic processes of businesses and can master the technological demands, giving them the ability to transform business objectives into intelligent IT. Who do not implement solutions today that are no longer state-of-the-art tomorrow. Partners who are flexible and stand apart from the rest with a clear, wide-ranging portfolio of products and services and translate market, legal and customer requirements into IT solutions that work. Partners who bundle expertise to create future-oriented business solutions: For banks and stock exchanges, insurance companies, financial service providers, savings banks, brokers and treasury departments in the market and trading data sector.

**We can't keep innovative ideas to ourselves. We transform them into customer-oriented IT solutions.**

oraïse focuses on user-friendly, customized IT solutions: oraïse has offered the financial market high-quality IT services across the entire IT value chain since 1994. The portfolio ranges from advisory, planning, software development and consulting services to IT services including system operation and continuous support.

The focus is always on customer value: oraïse applies forward-looking IT solutions intelligently and flexibly to improve business processes, lower costs and ultimately make your business more competitive. We deliver dependable IT solutions based on leading, industry-proven standards.

**oraïse Industry and IT Expertise**



## oraise gives you the **security** of always getting everything.

As an owner-run enterprise oraise has a lean organizational structure that enables the company to act with creativity, flexibility and cost effectiveness. Our staff of more than 100 individuals works with a focus on the customer and project: We have eight locations in Germany and Switzerland in addition to our head office in Bremen.

- 1994** Founding of the company H&W EDV Systeme.
- 1999** Founding of the subsidiary netquote GmbH. Launch of the Web service [www.freerealtime.de](http://www.freerealtime.de); takeover of SC Nord GmbH.
- 2002** Opening of Frankfurt branch and taking over technical customer services for Reuters AG in greater Frankfurt.
- 2004** Further contract conclusions with Reuters regarding nationwide first level support.
- 2005** Expansion of the partnership with Reuters to include hardware. Expansion of scope of services to include "Exchange Services". Acquisition of Tworex GmbH.
- 2006** Expansion of the partnership with Reuters to include ASP solutions (rHost); opening of office in Düsseldorf.
- 2007** Takeover of an additional Xetra Multi Member Point as service provider for northern Germany.
- 2008** Desktop virtualization in the banking sector – replacement of around 1,000 clients with Sun Ray Ultra-Thin Clients in connection with Citrix Presentation Servers and VMware. Development and realization of the trading portal [www.policenboerse-deutschland.de](http://www.policenboerse-deutschland.de)
- 2009** Founding of oraise Schweiz AG with the objective of ensuring operation, service and support for Thomson Reuters rHost/RMDS customers in Switzerland.
- 2010** Opening of a new office in Stuttgart.
- 2011**

### oraise Facts and Figures

Head office Bremen, Haferwende 10 a

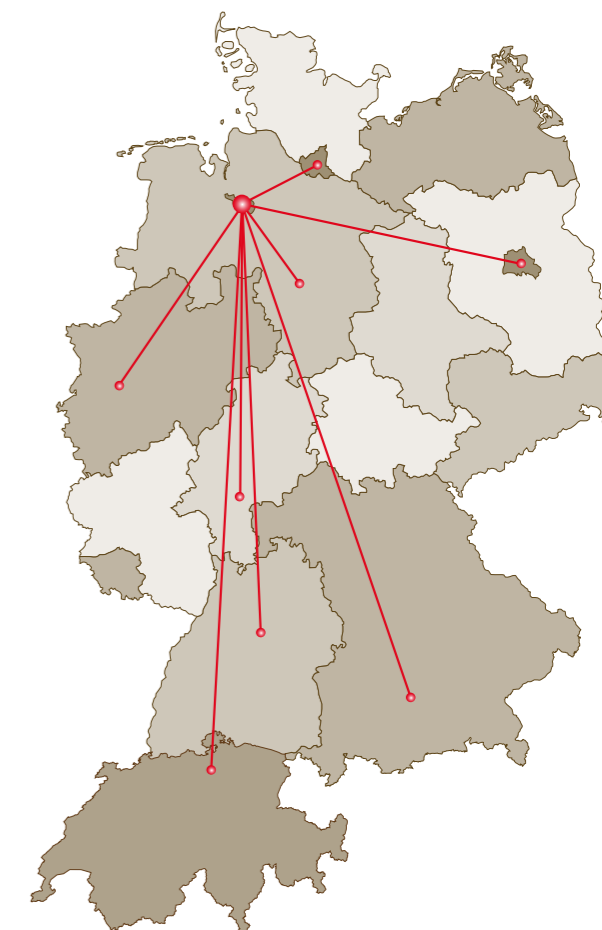
Branch offices  
 Berlin  
 Düsseldorf  
 Frankfurt  
 Hamburg  
 Hanover  
 Munich  
 Stuttgart  
 Zürich (Schindellegi)

Management  
 Markus Hengstenberg  
 Thomas Viohl  
 Manuel Räber

Employees + 100

Partners (excerpt)  
 Thomson Reuters: First-Level-Support-Partner  
 Citrix: Gold Solution Provider  
 Oracle: Gold Partner  
 HP: Preferred Partner  
 Microsoft: Gold Certified Partner  
 Gruppe Deutsche Börse  
 VMware, IBM: Business Partner,  
 Cisco, Red Hat, ...

Customers (excerpt)  
 Thomson Reuters  
 Berenberg Bank  
 DekaBank  
 BHF-Bank,  
 Aareal Bank,  
 Börse Stuttgart  
 BÖAG  
 BNP Paribas  
 Stadtparkasse Munich  
 and many more



Solid IT systems offer more than potential savings and security solutions. **They work.**



#### More than an IT specialist. oraïse connects worlds.

The system landscape of financial enterprises often calls for balancing application diversity with heterogeneous systems: Very different platforms, multiple information flows between trading, processing and other systems as well as external links to regulatory agencies, stock exchanges and market data suppliers.

A comprehensive approach for all applications is required to make smooth system communication possible: In addition to having the right technical infrastructure in the face of current developments, other critical success factors include consistent consideration of the internal processes and meeting the specific requirements.

#### Expertise in every area of service.

We understand our business and we know how to get things done. Years of experience in the banking and IT sector make our employees proven experts who act fearlessly and convincingly to deliver sustainable customer benefits.

#### oraïse solutions...

- are always future-oriented and link business and IT
- are designed for the specific market, customer legal requirements,
- are based on innovative, leading and established IT standards with the highest security requirements.

#### Fred Werner (BÖAG Börsen AG Hamburg-Hanover):

"We are very pleased with oraïse as our development partner for our trading platform Policenbörse Deutschland. Cooperation is friendly and uncomplicated. oraïse is highly dependable and was also a great help in defining the professional specifications. The professional working methods in the area of software development and the open communication with us as a client made a decisive contribution to the success of the project."

---

**A direct link on every level,**  
from technology to business, from us to you,  
from you to your employees and your customers,  
from your present to your future.

**Transparency: Our knowledge and experience, your success.**

We apply our expert and IT knowledge for your company responsibly, with dedication and always with your objectives in mind. Clear structures, years of experience and efficient project management guarantees that our consulting and implementation services are always first-rate. We also place a high value on ensuring our teams take part in continuing training and certification programs in all relevant operating and database systems, standard technologies and money, forex and securities trading products.





#### Respect: We listen first, and then offer advice.

Our consulting services are honest, fair and have a long-term focus. Yet we remain manufacturer independent. After evaluating the solutions in question we create the basis for a decision that is solid and viable. We offer organizational and technical support for our customers in implementing solutions: from launching new IT systems and technologies, to optimizing existing interfaces, to integration with stock exchanges and information services. We offer total support, accompanying our customers after the operation-ready systems have been accepted and providing assistance during the entire period of operation – for service that is always resourceful and always on schedule.

We keep a clear focus on our markets, customers and users. We believe that IT is not an end in itself, but that it always has the same economic purpose: IT should make business more direct, faster and ultimately more successful. Our many years of experience in IT environments of financial service providers, particularly in trading, combined with our expert and IT knowledge make us one of the first contacts in the industry. Our references include many renowned financial service providers and medium-sized enterprises.

#### Dr. Klaus Meier, CEO wpd AG:

With oraïse we have found the ideal partner for all of the IT-related issues we face. We were enthusiastic about oraïse's modular, individually adaptable service package right from the start. It can be flexibly adapted to our requirements, thus helping to further sharpen our competitive edge. Thanks to the expertise provided by oraïse, our IT is efficiently and economically structured today and we have been able to sustainably improve our business processes.

#### Excerpt from our list of references

Thomson Reuters	oraïse has worked in close collaboration with Thomson Reuters for years. As the only First Level Support partner in Germany, oraïse is responsible for important service management tasks. Since 2010 oraïse has also offered Thomson Reuters' Swiss customers its support in the area of operation and hosting for market data systems and platforms by founding oraïse Schweiz AG.
Berenberg Bank	oraïse developed and implemented the desktop virtualization project for Berenberg Bank: In total 1,000 clients were replaced with Sun Ray Ultra-Thin Clients in connection with Citrix Presentation Servers and VMware. Moreover, oraïse has also provided Berenberg Bank with Thomson Reuters First Level Support for years now.
wpd AG	oraïse supports the international IT landscape for wpd, a global planner and operator of renewable energy generation plants. These services range from procurement to operation all the way to support. Whether on site or remote, even outside of normal business hours.
BÖAG Börsen AG	oraïse developed the first Web-based trading platform for the secondary market for life insurance with characteristic features of a stock exchange for BÖAG Börsen AG Hamburg-Hanover. Today the trading platform <a href="http://www.policenboerse-deutschland.de">www.policenboerse-deutschland.de</a> provides BÖAG with a high-performance, secure Web platform with convincing neutrality and transparency.
Aareal Bank	oraïse is implementing the hosting and connecting of the Eurex and CCP infrastructure for Aareal Bank in its own data center within the scope of Exchange Services. Beyond this, our services also include active technical monitoring, regularly scheduled support and individually adapted reporting of all activities.
Stadtsparkasse Munich	The Stadtsparkasse Munich savings bank has worked closely with oraïse for years. In addition to competent advice, the credit institute holds the professional expertise of oraïse's employees in high esteem, especially within the financial services sector. oraïse also demonstrated itself to be a committed partner who responds quickly to changing demands in providing technical support for Stadtsparkasse Munich's Xetra-Infrastructure.
WestLB	WestLB has relied on RMDS (Reuters Market Data System) to supply it with global financial information since 2002. oraïse ensures global monitoring and supervision paired with ongoing support within the scope of a comprehensive, individual operation and service concept.

For more current references and projects visit [www.oraise.com](http://www.oraise.com)

## A direct link with every service

### Customized solutions: From planning to commissioning and beyond.

Above all we are known for offering one thing: Customized solutions. We help you successfully execute your company objectives with our business-oriented IT solutions, assist you in the conceptual design and implementation of front, middle and back office solutions, and establish links to stock exchange and information services.

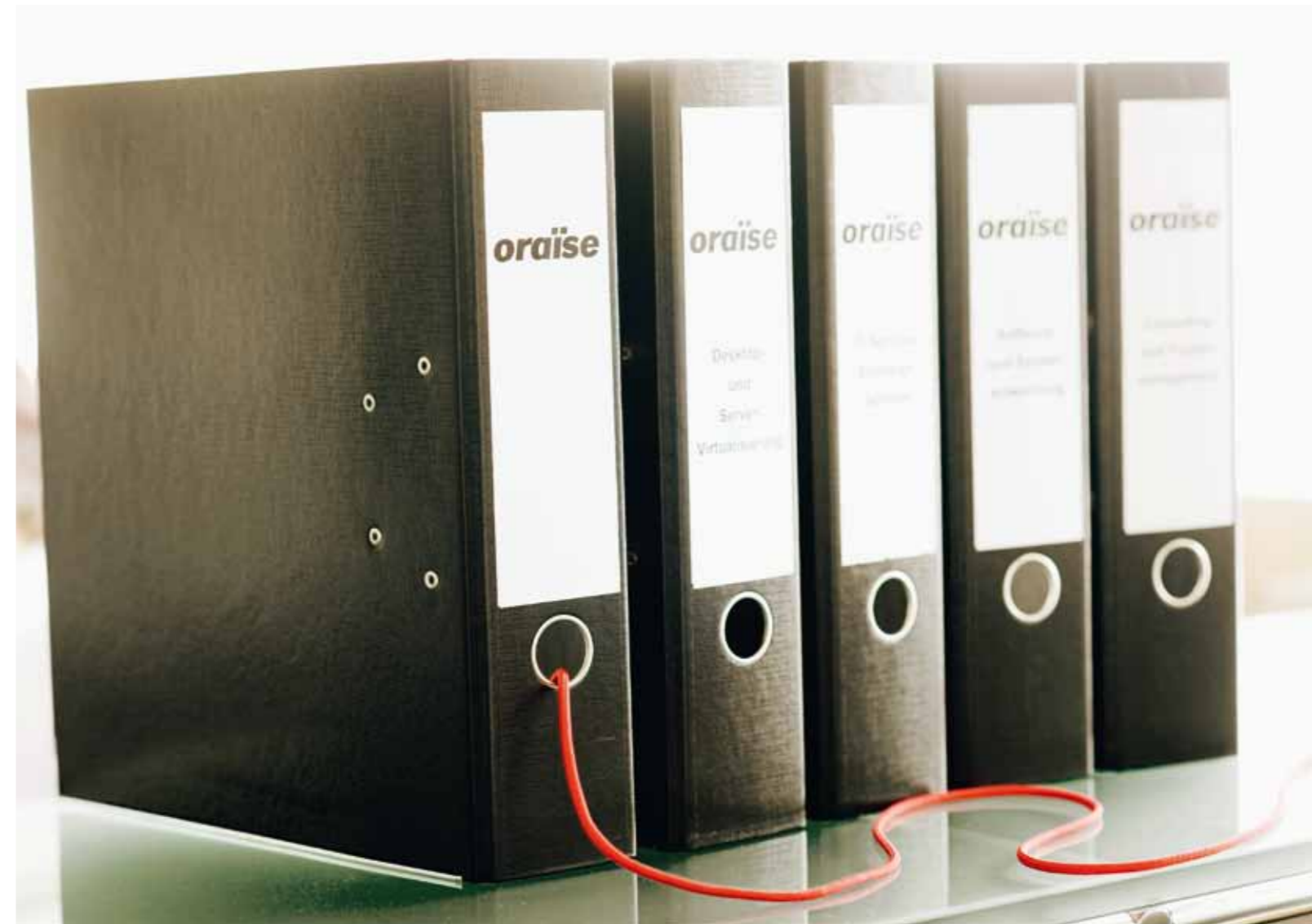
### Synergies: Effective collaboration with market leaders.

oraise cooperates closely with the leading suppliers of IT solutions. We are happy to transfer this information to our customers – in the form of forward looking IT solutions. We have key partnerships, among others, with Thomson Reuters, Citrix, Oracle, HP, Microsoft, Deutsche Börse Group, Avaloq, VMware, IBM, Cisco, Red Hat, Fujitsu Services and Colt, thus guaranteeing that our solutions reflect the latest advances in technology.

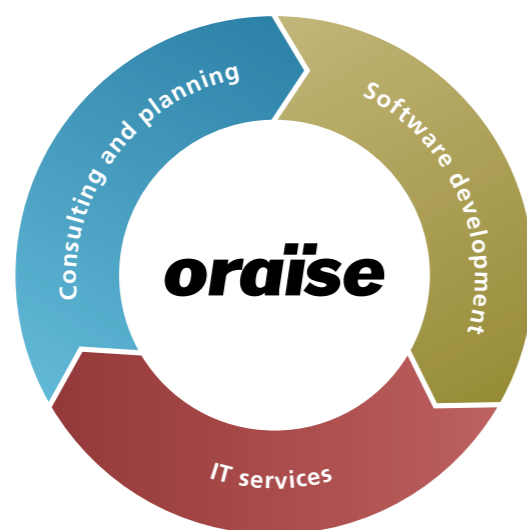
Our cooperation with Thomson Reuters – the leading global source of financial information, news, transaction systems, information and risk management systems for financial institutions – is very unique: As a First Level Support Partner we are responsible for the nation-wide support of Thomson Reuters standard products in Germany in the areas of fault clearance, installing and uninstalling.

### Stadtsparkasse Munich:

The Stadtsparkasse Munich savings bank has worked closely with oraise for years. In addition to competent advice, the credit institute holds the professional expertise of oraise's employees in high esteem, especially within the financial services sector. oraise also demonstrated itself to be a committed partner who responds quickly to changing demands in providing technical support for Stadtsparkasse Munich's Xetra-Infrastructure.



## Expertise in every area of service: Our business segments



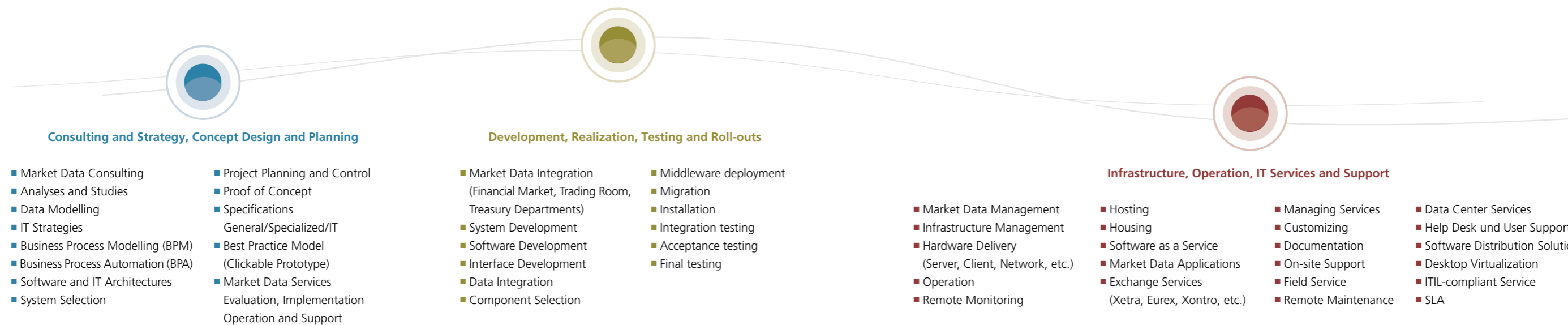
## Expertise in every area of service: Our IT value chain

### Services

- Consulting and Strategy
- Concept Development and Planning
- Development, Realization, Testing and Roll-outs
- Infrastructure and Operation
- Application Management
- IT Services and Support

### Benefits

- Mutual development of comprehensive IT solutions, a high level of business process expertise, agile, flexible procedure models.
- Proactive project and risk management, development of concepts, analyses and studies, general, professional and IT specifications, years of practical experience.
- Stable, dependable IT solutions right from the start. Transparent, flexible development of customized software, interfaces and applications.
- Full-service operation concept: evaluation, design, sizing, integration, operation, support.
- Years of experience and in-depth knowledge of the market and trading data business landscape. Comprehensive certifications.
- Customized services for guaranteed system availability and long-term investment security. Modular service concept.





## Your direct link to us. Our locations and contacts.

Being close to our customers is important to us – that's why we offer you direct support from nine different locations in Germany and Switzerland. So you can find us – easily, conveniently and quickly.

Contact us. We look forward hearing from you. The following sources of information are also available to you for further inquiries and information:

- [www.oraise.com](http://www.oraise.com) with current company information and more.
- oraïse Reference Reports: Can be obtained via our Web site (download PDF) or in printed form.
- Fact Sheets on our service portfolio: Also available via our Web site or in printed form.

We are also happy to offer you a personal consultation. To arrange an individual meeting simply contact the oraïse team in your area or get in touch with us directly at our head office in Bremen.

### **Bremen [head office]**

oraïse GmbH  
Haferwende 10 a  
28357 Bremen  
Phone: +49 (0) 421 33 55 3-3  
Fax: +49 (0) 421 33 55 3-55  
Email: [info@oraise.com](mailto:info@oraise.com)

### **Berlin**

oraïse GmbH  
Schützenstrasse 14  
10117 Berlin  
Phone: +49 (0)30 96 08 22-30  
Fax: +49 (0)30 96 08 22-31  
Email: [info@oraise.com](mailto:info@oraise.com)

### **Düsseldorf**

oraïse GmbH  
Kölner Landstrasse 40  
40591 Düsseldorf  
Phone: +49 (0)211 23 92 88-0  
Fax: +49 (0)211 23 92 88-29  
Email: [info@oraise.com](mailto:info@oraise.com)

### **Frankfurt**

oraïse GmbH  
Walther-von-Cronberg-Platz 6  
60594 Frankfurt  
Phone: +49 (0)69 98 19 55-0  
Fax: +49 (0)69 98 19 55-50  
Email: [info@oraise.com](mailto:info@oraise.com)

### **Hamburg**

oraïse GmbH  
Sonninstrasse 24  
20097 Hamburg  
Phone: +49 (0)40 36 98 68-0  
Fax: +49 (0)40 36 98 68-49  
Email: [info@oraise.com](mailto:info@oraise.com)

### **Hanover**

oraïse GmbH  
Tegelweg 18  
30179 Hanover  
Phone: +49 (0) 511 37 05 33 1  
Fax: +49 (0) 511 37 05 33 2  
Email: [info@oraise.com](mailto:info@oraise.com)

### **Munich**

oraïse GmbH  
Maximiliansplatz 16  
80333 Munich  
Phone: +49 (0) 89 24 20 53 6-0  
Fax: +49 (0) 89 24 20 53 6-88  
Email: [info@oraise.com](mailto:info@oraise.com)

### **Switzerland/Schindellegi**

oraïse Schweiz AG  
Chaltenbodenstr. 16  
8834 Schindellegi, Switzerland  
Phone: +41 (0) 55 511 00 00  
Fax: +41 (0) 55 511 00 09  
Email: [info@oraise.com](mailto:info@oraise.com)

### **Stuttgart**

oraïse GmbH  
Schwabstr. 59  
70197 Stuttgart  
Phone: +49 (0) 711 22 09 55-0  
Fax: +49 (0) 711 22 09 55-10  
Email: [info@oraise.com](mailto:info@oraise.com)