



Using IT solutions as a tool for
productivity increase and cost cutting

Dalibor ŠIDLO

International Sales Director, Asseco

19.5.2010

AGENDA

- ASSECO Group *Software Solutions for demanding business*
- Effective IT solution for:
 - A. How to reduce costs (optimal) ?
 - B. How to increase productivity ?
 - C. How to have a competitive advantage ?
 - D. How to continue in the near future ?
- StarBUILD – future and strategy

ASSECO Group

*Software Solutions for
demanding business*

ASSECO GROUP – BASIC INFORMATION

Company Profile

- **Leading IT company in Europe**
- **Growing company with strong foundation**
 - Presence in 13 European countries – over 8,500 employees
 - Diversified business profile
 - Concentrated on proprietary software and services

Listed Companies

ASSECO
POLAND

ASSECO
BUSINESS SOLUTIONS

ASSECO
CENTRAL EUROPE

ASSECO
SOUTH EASTERN EUROPE

Stock Info

	<i>mln PLN</i>	<i>mln EUR</i>
Market cap. *	4 592	1 131
Free float	2 688	656
Avg. daily turnover**	18.4	4.5
No of shares	77 565 530	

* As on January 14th 2010

** 12 month average

ASSECO GROUP IN EUROPE



Profile: S&S, HW&Integration
Sectors: Banking & Finance, Public,
General Business



Profile: S&S
Sectors: Banking & Finance



Profile: S&S
Sectors: Banking & Finance, Public



Profile: S&S
Sectors: Banking & Finance,
General Business, Public



Profile: S&S
Sectors: General Business



Profile: HW&Infrastructure
Sectors: Banking & Finance,
General Business, Public



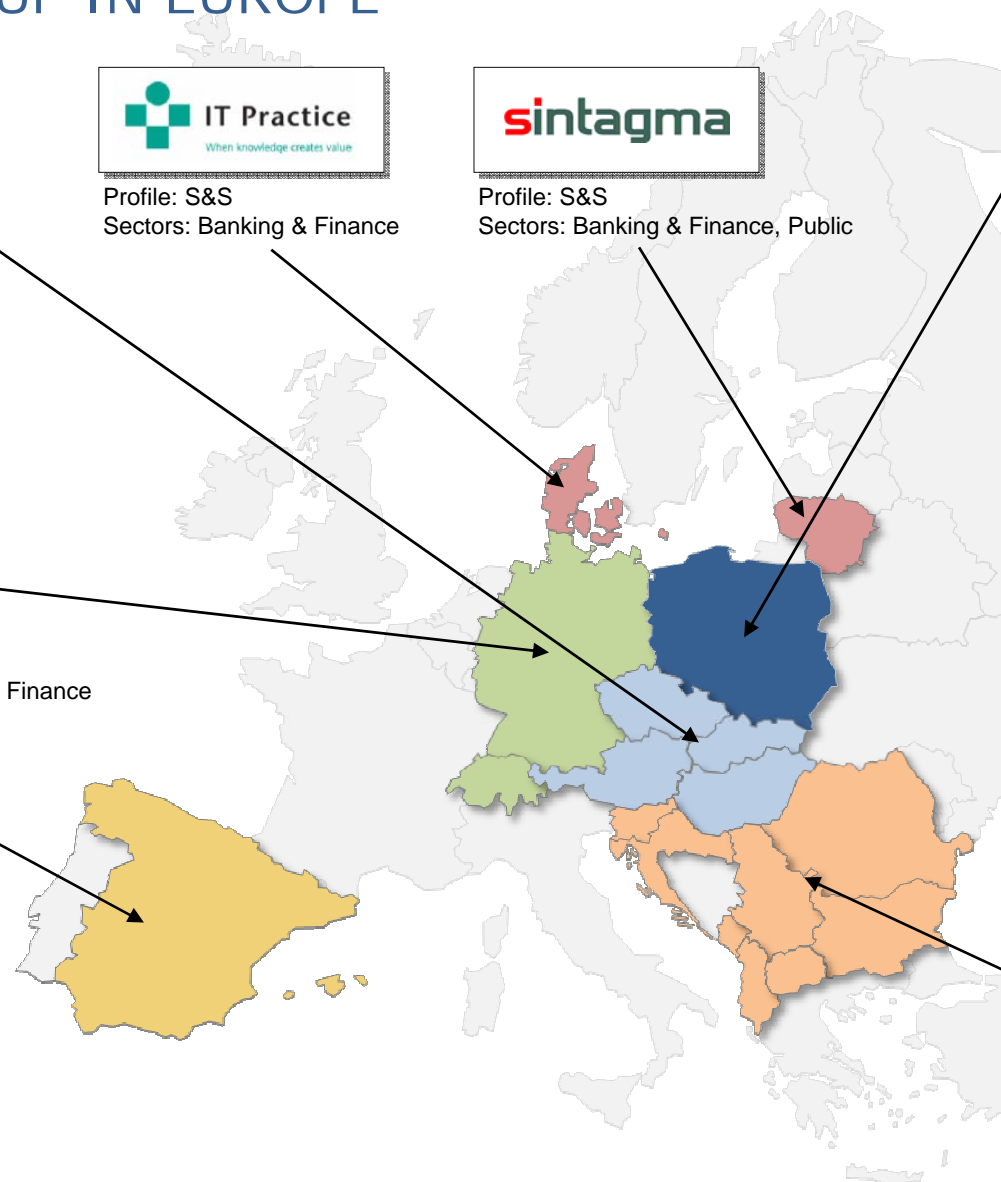
Profile: S&S
Sectors: General Business, Banking & Finance



Profile: HW&Infrastructure
Sectors: General Business



Profile: S&S, HW&Integration
Sectors; Banking & Finance, Public,
General Business



ASSECO GROUP - ONE OF THE LEADING SOFTWARE HOUSES

Truffle 100

2009 2008 2007 2006 CONTACT



| The Top 100 European Software vendors

**5th place on the
list for ASSECO
Group**

[Home](#) » [Europe](#) » [2009](#) » [Ranking](#)

2009

Videos

Ranking

Editorials

Figures

Growth

Profitability

Geographies



Download the Truffle 100
(PDF)

European software vendors ranking 2009

Rank	Company	HQ	Revenues 2008 from Software activity (me)	Total revenues 2008 (me)	R&D headcount 2008
1	SAP	DE	11575	11575	15547
2	Sage	UK	1360	1360	2314
3	DASSAULT SYSTEMES	FR	1334.8	1334.8	3500
4	Software AG	DE	718.2	720.6	676
5	Asseco PLS A	PL	432	792.4	5181
6	Unit4 Agresso	NL	393.6	393.6	490
7	Autonomy	UK	362	362	646
8	Visma	NO	360.4	360.4	574

PRODUCT PORTFOLIO

■ Banking

- Multicurrency core banking information system for medium-sized and large banks

■ Building savings

- Comprehensive, parameterizable and flexible core banking systems tailored to the market conditions of building societies

■ Pension savings

- Production information system for management of the retirement savings of citizens

■ Insurance

- Information system for insurance companies (personal, property and liability insurance, as well as life insurance)

■ Card systems

- Full information system supporting pay card transactions for banks and processing centers

■ E-business

■ Business Intelligence, Warehousing

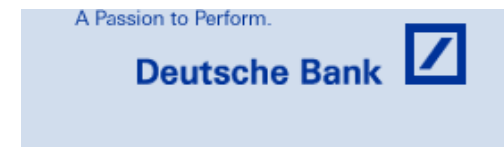
■ Healthcare

■ ECM, ITIL/ITSM

■ Geographic & Network Systems

■ Traffic Telematics

SELECTED REFERENCES IN FINANCIAL SECTOR



Rabobank



HOUSING FINANCE BEYOND SUBPRIME FINANCIAL CRISIS – PROBLEMS BUT NEW CHALLENGES TOO

- Period of financial crisis brings apart from typical problems new questions and challenges:
 - A. How to reduce costs (optimal) ?*
 - B. How to increase productivity ?*
 - C. How to have a competitive advantage ?*
 - D. How to continue in the near future ?*
- During the period of this financial crisis it is crucial
 - to take decisions that strengthen the company
 - to utilize the time for improvements - to get the competitive advantage and be in better (winning) position after the crisis ends

A. How to **reduce costs** (optimal)?

A1. HOW TO REDUCE COSTS (OPTIMAL) ?

■ **Integration of internal modules into one SW solution**

- core banking system for building savings accounts (savings, loans, state subsidy, clients, ...)
- core system for insurance (the use in Germany: for Riester rent products for "old-age security")
- support for unpaid loans and debt collections
- commissions
- accounting with General Ledger
- Back Office, reconciliation
- electronic archive, DMS
- processing workflow
- eBanking
- ...

■ **Integration and automated connectivity to external modules**

- interface to registry
- financial reporting to National Bank

A2. HOW TO REDUCE COSTS (OPTIMAL) ?

■ **Integration of modules = reduction of IT costs in:**

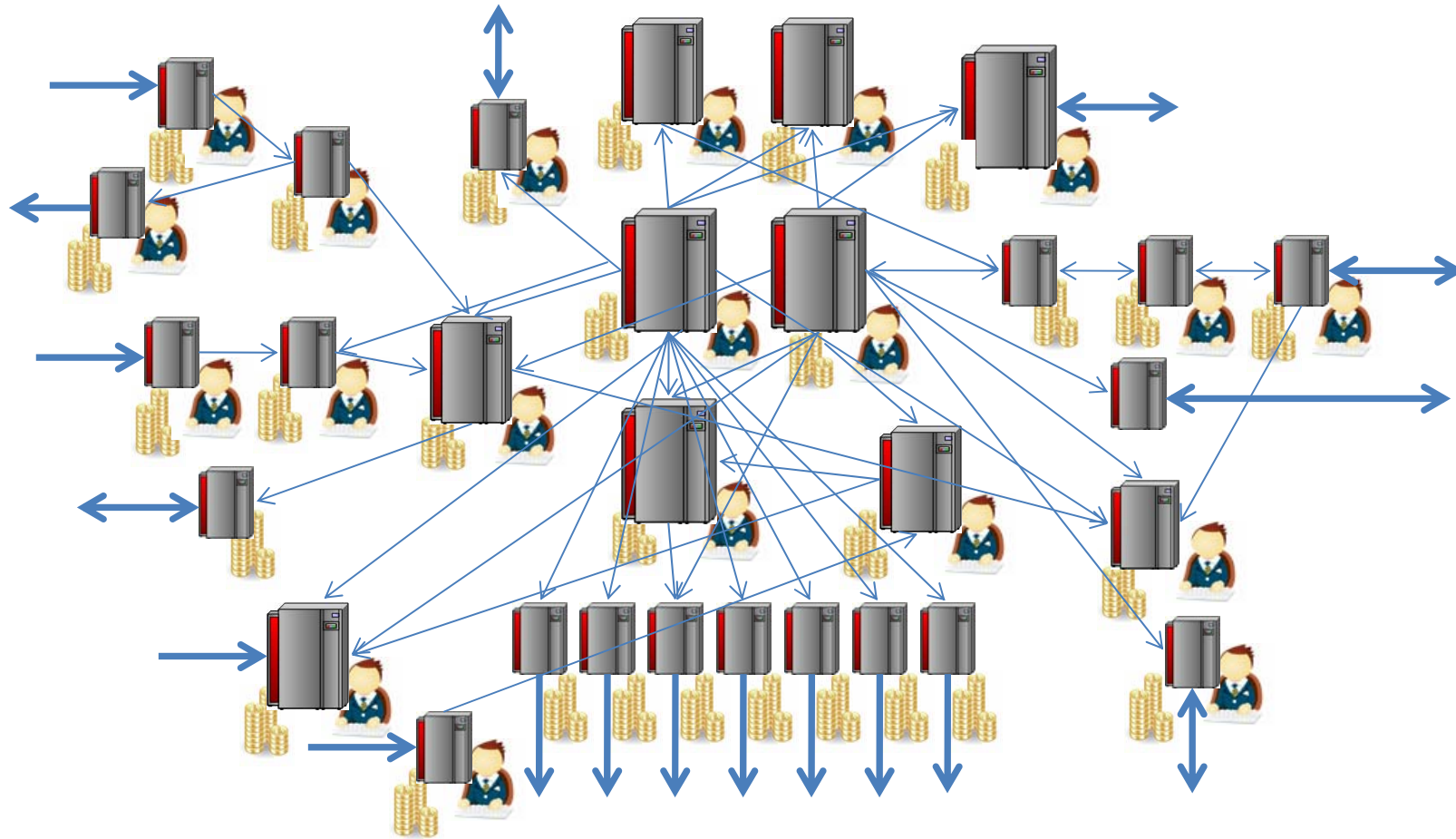
- HW requests
- HW maintenance
- licenses and maintenance for system and database SW
- licenses for SW applications
- maintenance for SW applications

■ **Integration of modules = reduction of IT personal costs**

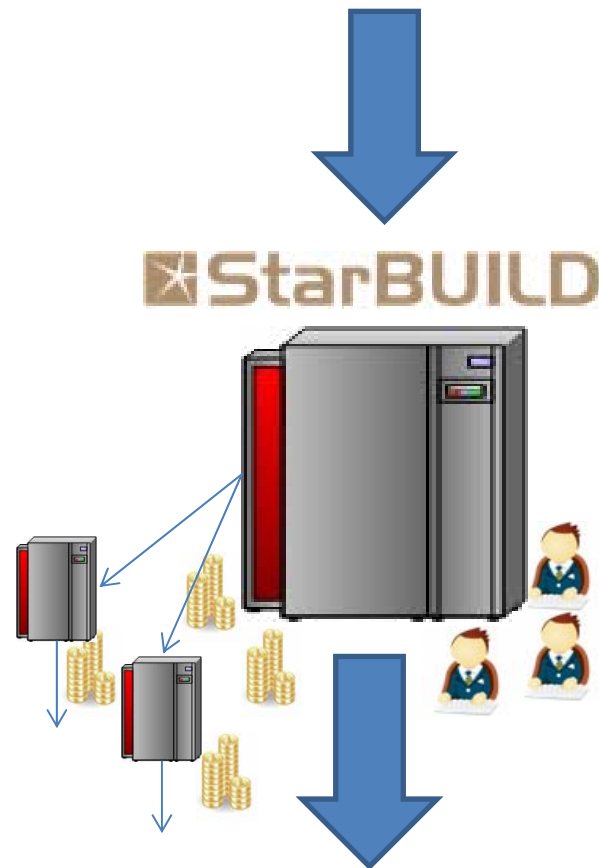
- dramatically reduces demands on system administration and system support
- leads to personal cost cutting



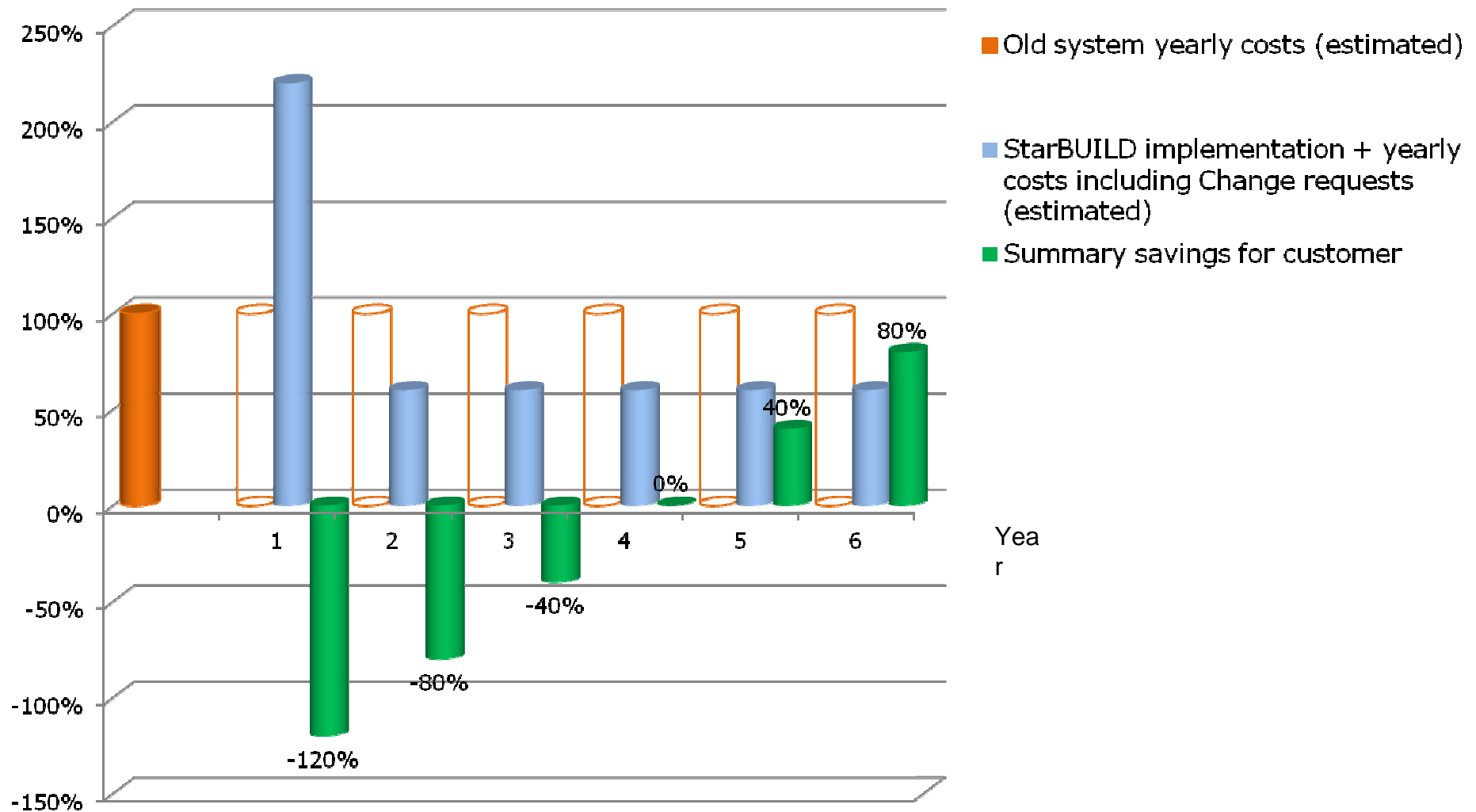
A3. EXAMPLE OF EXISTING COMPLICATED IT SOLUTION BEFORE INTEGRATION (AT OUR CUSTOMER)



A3. EXAMPLE OF EXISTING COMPLICATED IT SOLUTION AFTER INTEGRATION (AT OUR CUSTOMER)



A4. EXAMPLE OF COMPARISON COSTS



B. How to **increase productivity?**

B1. HOW TO INCREASE PRODUCTIVITY ?

- **Business process automation = increasing productivity**
- Maximal automation and optimization of all business processes brings:
 - productivity increase
 - decrease in manual work
 - personal cost-cutting in back office processes
 - decrease in (personal) mistakes = cost saving
 - high performance and high system throughput = decrease in processing-time (client's demands)

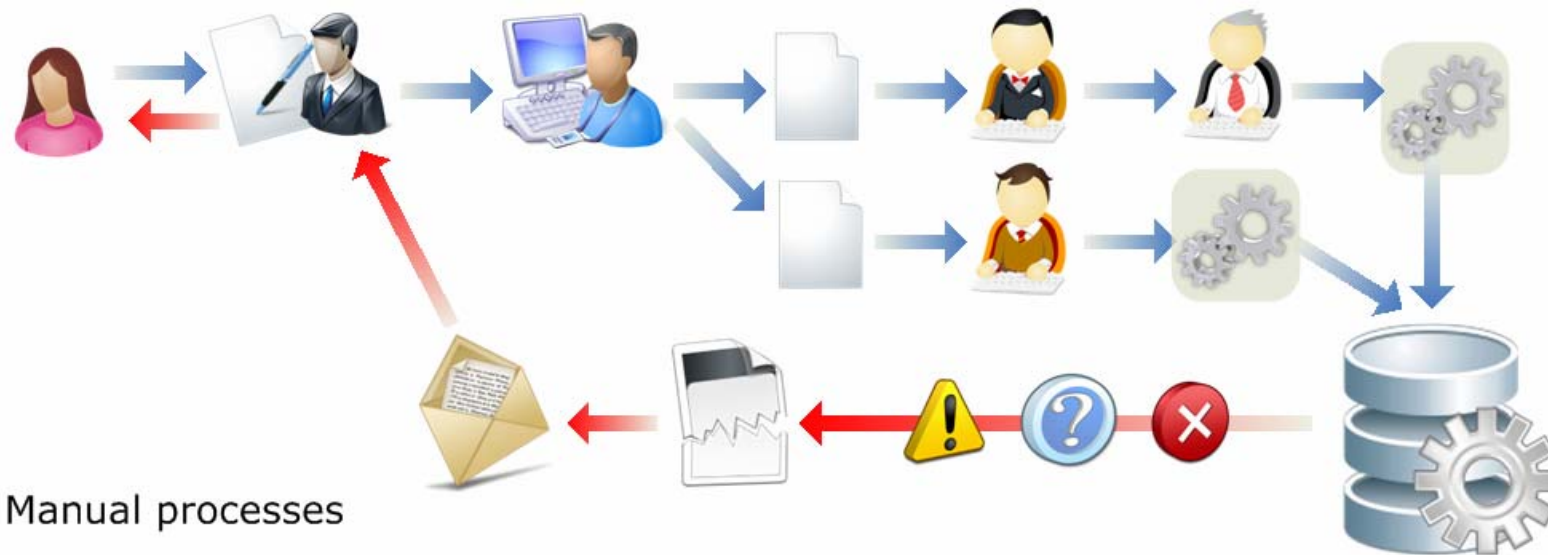


B2. HOW TO INCREASE PRODUCTIVITY ?

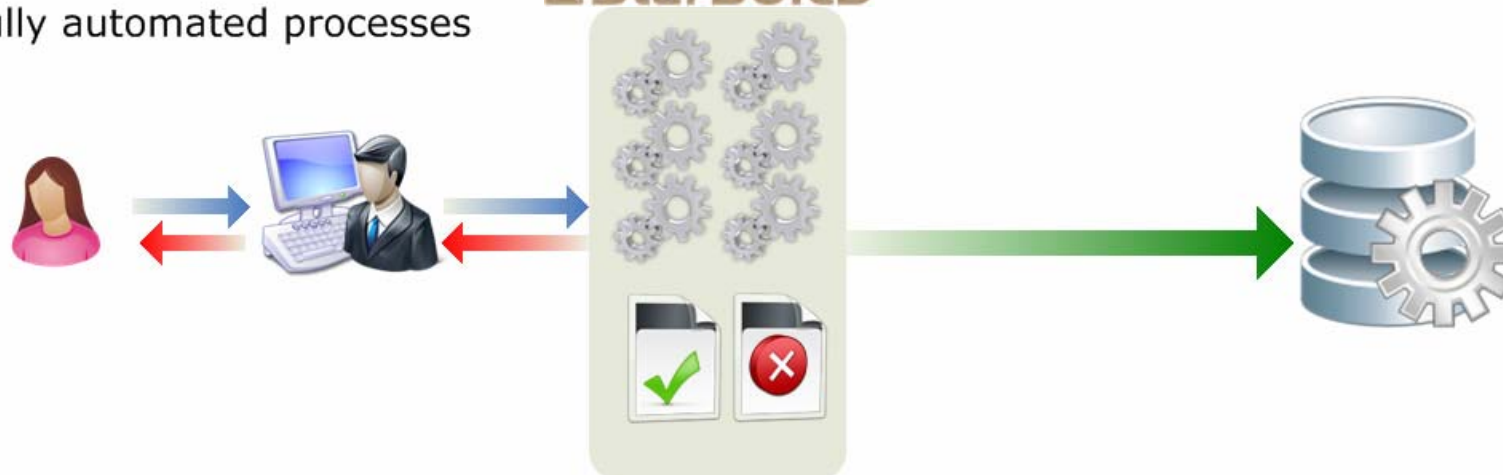
- **Using electronic documents in all business processes**
 - decreases processing-time for client's demands
 - easier business processes
 - enables effective business workflow
 - enables measuring system throughput
 - helps to identify bottlenecks in business processes



B3. HOW TO INCREASE PRODUCTIVITY ?



Fully automated processes

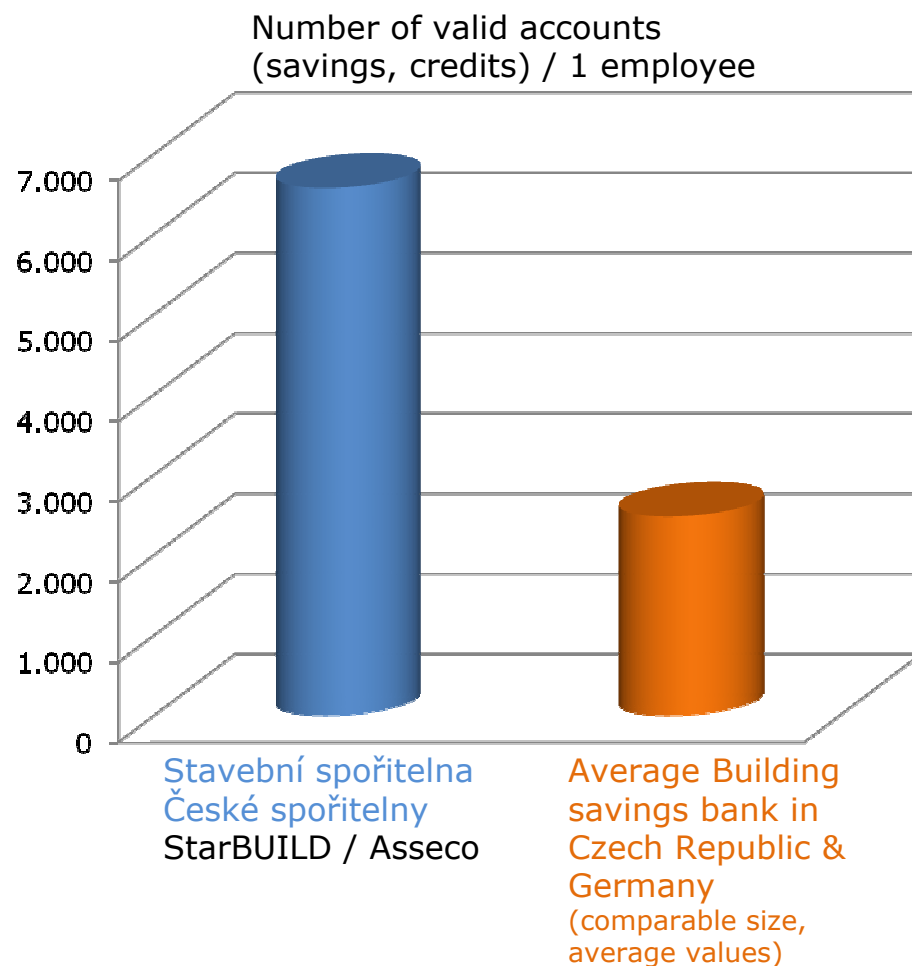


C. How to have a **competitive advantage?**

C1. HOW TO HAVE A COMPETITIVE ADVANTAGE ?

- **Utilization of IT solution with high degree of product parameterization**
 - Allows flexible and dynamic definition of new business products without source code modification
 - Shortens time to launch new business products = brings success in competition on building savings area
 - Strong support for marketing process
 - definition of parameters for new product
 - choosing the right portfolio of clients
 - targeted client addressing – sending “business signal”
 - processing client’s requests
 - evaluation of success rate of new product

C2. COMPARISON OF PRODUCTIVITY IN BUILDING SAVINGS BANKS



	Stavební spořitelna České spořitelny StarBUILD / Asseco	Average Building savings bank (average values for Czech Rep. & Germany)
Nr. of valid accounts (savings, credits)	1 374 551	1 086 420
Nr. of employees	209	420
Nr. of valid accounts /1 employee	6 577	2 481

Source: annual reports from 31.12.2008

D. How to continue in the **near future**?

D1. HOW TO CONTINUE IN THE NEAR FUTURE ?

- **Future of building savings bank is e-Banking for all business processes**
- **Use of modern electronic channels**
 - For network sales
 - own client's portfolio support
 - on-line information about savings, credit accounts
 - on-line overview of transactions
 - For clients
 - on-line information about savings, credit accounts
 - simulation of whole account life cycle both in savings and credit phase
 - on-line changes on own accounts
- **Use of modern electronic channels = increased productivity**
 - Decreased manual work in Back-office
 - Eliminated personal mistakes

D2. HOW TO CONTINUE IN THE NEAR FUTURE ?

■ Use of payment cards

- Issuing payment cards for Building savings bank products
- Easy to get current balance on building savings account
- Possibility to pay in selected network of stores - easier check for expediency of drawing



ASSECO'S EXPERIENCES WITH GERMAN BUILDING SAVINGS MODEL

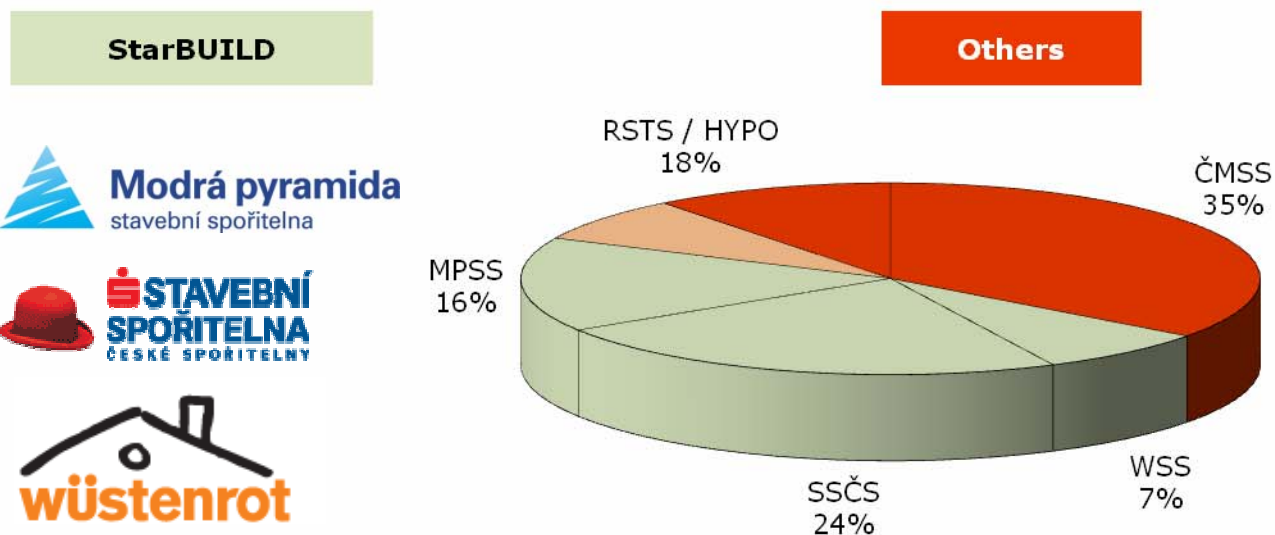
- Czech building savings model and know-how was taken from Germany and Austria in 1994, when 6 Czech building savings bank were established
 - StarBUILD includes features from Germany and Austrian building saving's model
 - StarBUILD has fully replaced former German solutions with full data migration in:
 - HELIS in HYPO Stavební spořitelna in 2004
 - Zebus and ABIT in Modrá pyramida stavební spořitelna (former shareholder BHW Bausparkasse) in 2008
 - CICS in Wüstenrot – stavební spořitelna (commission in operation; StarBUILD in progress, planned date 10/2011)

 StarBUILD

ASSECO'S MARKET SHARE IN CZECH REPUBLIC

Stavební spořitelna České spořitelny	24%
Modrá pyramida stavební spořitelna	16%
Wüstenrot stavební spořitelna	7%

Raiffeisen stavební spořitelna / HYPO	18%
Českomoravská stavební spořitelna	35%



StarBUILD – future and strategy

STARBUILD – FUTURE AND STRATEGY

■ **StarBUILD - nowadays**

- standardized solution in the Czech republic, second largest building saving market in Europe
- dominant market share in Czech Building Saving Societies
- ASSECO Group strategic product
- experience and know-how in real Building savings operation

■ **StarBUILD - near future**

- expansion to other European countries
- strong back-up of ASSECO Group, 5th most successful IT Group of Europe with branches in 13 European countries
- Our strategy
 - **StarBUILD = standard solution in integrated Europe**



StarBUILD

THANK YOU FOR YOUR ATTENTION

Asseco Central Europe

Contact Information:

Trenčianska 56/A, 821 09 Bratislava

Phone: +421 2 20 838 400

Fax: +421 2 20 838 444

Email: sales@asseco.sk

www.asseco.sk

This presentation is the property of Asseco Central Europe (ACE) business group. Information presented serves for marketing purposes only and constitutes neither an offer to sell nor a solicitation to buy. ACE members accept no liability whatsoever for any loss arising directly or indirectly from the use of, reliance of any information contained in this presentation or for any omission of the information. The processing, copying, recording on information carriers, as well as making this presentation or any part thereof available in any way to third parties requires the prior consent of ACE member.