

Press Release

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Software providers' new power for asset managers

From BETAX-systems, SOBACO Betax AG with headquarters in Regensburg (DE)

Zurich / Regensburg, September 2015 – SOBACO has taken over the complete range of services for the German Top Ten from BETAX-Systems GmbH. By integrating it into their group structure, SOBACO has strengthened its position as leading solution and service provider for national and international asset managers. Today, more than 2,500 users manage assets with the solutions from SOBACO. This encompasses more than 1.5 million client transactions from a variety of banks and depositories each month.

Make or buy?

With PAS, SOBACO has its own integrated software for asset managers. This is used by many clients in Germany and abroad on a daily basis. Significant investments in the solution would have been required to continue to meet all regulatory, technological and functional requirements. As an alternative to continuing its development, SOBACO considered purchasing existing asset management packages. The criteria: a product based on a current technology that can be offered as "software as a service" and that loads transactions, master data and price data efficiently. "We discovered the German company BETAX-Systems," said Peter Haist happily. "Its MyWebDepot software not only exceeds our defined requirements, but also meets many future requirements," said the CEO of SOBACO about the advantages of this solution.

National and international substantial growth

For years, the SOBACO group has pursued a consistent growth strategy in the Swiss and international market. BETAX-Systems GmbH, in turn, focussed on the German market through qualitative development of the data processing services and product development. The takeover resulted in attractive synergies for SOBACO Group and for its clients both in terms of strategy as well as total offer. "We expect our business with asset and fund managers as well as sales organisations to expand substantially in Germany, Switzerland, as well as other international markets," said Haist, looking ahead. "Web services play a central role in this. By integrating BETAX-Systems into the SOBACO group, we now have the experience and the necessary technical know-how. In addition, we have not only doubled our market share, we are also massively developing the technical resources for the future development of our solutions."

Focus on service performance

SOBACO continuously updates and expands its operating model for asset managers and fund companies. In doing so, the IT company is abstaining from the licensing business and is focussing on service performance. It is therefore developing and offering comprehensive services in addition to the use of the software. This includes the maintenance of the master data and the loading of the price data from more than 60 different banks and depositories, thus providing clients with complete portfolio management that is updated daily. "Of course our new clients in particular, but also our existing clients will benefit from the expansion and securing of the

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services. Thus the top ten group with its Swiss subsidiary will continue to rely on our services in the long term," said Jörg Richard, Managing Director of BETAX for the past 12 years and now sole member of the Board of SOBACO Betax AG. "And at an attractive price, because the clients only pay the required and related services."

About SOBACO

SOBACO develops innovative IT products and services for banks and asset managers. For more than 30 years, it has designed and implemented specific solutions for small to mid-sized private and universal banks as well as for asset managers in Switzerland and abroad. Its services range from IT and process consultancy to the organisation and implementation of complex IT projects. One focus is the introduction, operation and application management of its core banking system based on Finnova. With PAS and MyWebDepot, SOBACO has two portfolio solutions for asset managers; reporting packages and bank-specific IT solutions complete its offering. SOBACO operates its FINMA-compliant data centre and has around 45 employees in Schlieren, Zurich, Geneva and Regensburg.



Foto_Peter Haist

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