

# UNIQUARE Business-Management

## UBM CRM of Sparkasse Hannover

### Savings bank Hannover with new multi-channel CRM solution, incl. Call Center

At the savings bank Hannover were multiply application systems with CRM functionalities, due to some mergers historically grown, in different strategic business units (SBU) in use. To the course of a reduction of the IT product portfolio the savings bank Hannover implements UNIQUARE Business-Management as a uniform and incorporating solution for all strategic business lines and outlets.

Both the CRM solution and the call center components are not only adapted just for the requirements of the savings bank Hannover. Taking in consideration the ongoing consolidation of the savings bank sector the new solution is provided as high-innovative standard for the German savings bank sector.

### Initial situation

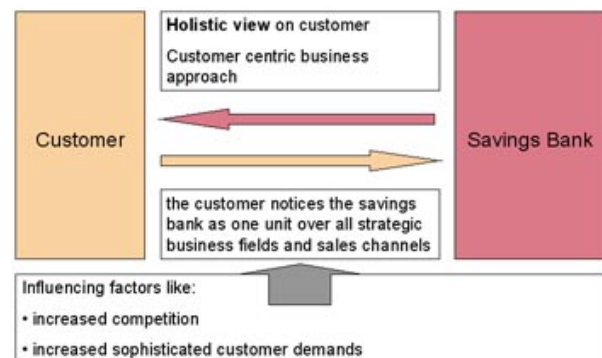
Before the beginning of the CRM project a differently deep CRM implementation was given within the individual divisions at the savings bank Hannover. A variety of different CRM products and subsystems have been in use. One of the reasons are the differentiated demands of the individual divisions for private customers and retail customers to a CRM system.

On the basis of a requirement catalog, that has been defined together with an external consultant, functional redundancies, system interdependences, options for extensions and economic aspects were lit up. In the course of the following request for information (RFI) ten solution providers have been chosen. Finally four of them were invited to a Beauty Contest. UNIQUARE has won the validation of the RFI statements on the basis of a proof of concept of UNIQUARE Business-Management (UBM) CRM.

### Target

Implementation of a Customer Relationship Management to generate profitable customer relations on a long-term basis and to increase sales success. In detail this covers:

- transparent and targeted activities controlling
- customer information as critical success factor: integration of all data
- sustainability of data quality
- direct, proper and standardized customer addressing incl. controlling
- integration of all strategic business units, of the Telephone & BankingCenter (T&BC) and the InternetBranch
- support of the employees in the customer contact with an appropriate technical system
- integration of the S-financial concepts in all strategic business units (SBU)




Benefit: common data basis and information, easy to use, standardized addressing of customers

### Solution implementation

Derived from "best practice" experiences the CRM project is converted with the savings bank Hannover gradually. The introduction of the operational CRM system takes starts in the 3. quarter of 2007, whereby the Telephone & BankingCenter (T&BC) goes into operation with October 2007. The full functional range of the CRM system will be productive and available in all sales units in 2008.

### Avaya Call Center for saving banks

The UBM Contact-Center is a solution of the UNIQUARE Business-Management (UBM) Suite. This call center is an integral component of the CRM solution and thus at full extent integrated with all -sales channels. The call center is based on most modern internet technology and uses all strengths of Avaya. The advantage of the using of a RMI server is that in future the implementation on the server side can be changed, without the need of updates on the clients in the savings banks.

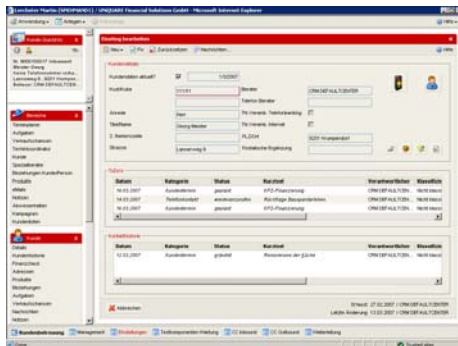
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## UBM CRM of Sparkasse Hannover

### Development of a CRM standard solution for savings banks

Already in the first step the foundation is laid for the future development of the CRM system to a central sales platform. The close partnership of the savings bank Hannover with UNIQUARE is used to develop a common standard CRM solution for savings banks, called UNIQUARE Business-Management

The new CRM standard solution for savings banks is based on the process orientated CRM standard product of UNIQUARE with specific extensions for the savings bank Hanover. High common quality assurance methods on technical and business side ensure that the solution is conform to the professional requirements of the savings bank sector and is based on a modern, state of the art internet architecture.



Example: initial user interface

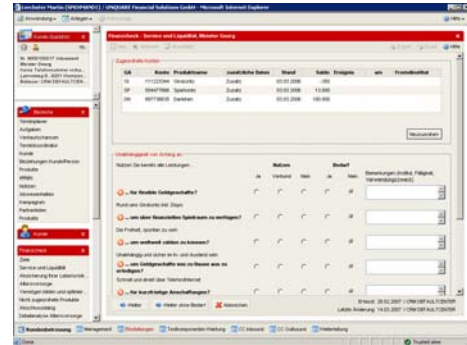
### Goals and objectives of UBM at the savings bank in Hannover

The lasting realization of a multi-channel customer relationship management based on an uniform database for the optimized use of all customer information and to increase the sales power.

### Scope of benefits

- UBM standard with savings bank-individual extensions for the savings bank customer information system and the customer user interfaces
  - Initial access interface / detail masks
  - Customer rating
  - View on group level
  - Addresses
- Secondary adviser overview
- Extension of UBM Activities Management
- Extension of UBM Product Information Systems
- Product management (bundle)
- Sales opportunities
- Integration of DP centre FinanzIT (Himalaya, AM, MKL)

- Reproduction of -financial concepts
- Financial checks with master forms and detailed analytics
- Controlling, risk controlling, reports
- Integration of the sales channel Call-/Contact-Center on a multi-channel platform
- Integration of Lotus Notes, synchronization of appointments and emails
- Campaign management
- -Customization (Desktop, Cockpits, Basic filters, etc)
- Creation of a configuration- and authorization concept



Example: Financial Check

### Sparkasse Hannover

- Actual balance (31.12.2005) in Mio. Euro / Nr.
- Volume: 13.574
- Balance sheet: 13.374
- Assets: 7.631
- Savings of customers: 4.050
- Liabilities: 9.125
- Nr. of employees in total: 2.802
- Branches: 106

### UNIQUARE Software Development

- Member of Asseco Group ([www.asseco.com](http://www.asseco.com))
- Form of company: GmbH, 60% Asseco Slovakia, 40% privately owned
- Headquarters Austria: Krumpendorf/Wörthersee
- Subsidiaries: UNIQUARE Ukraine, UNIQUARE MEA W.L.L
- Employees in the group: 150
- Business units and services: standard software for the Financial services industry, individual software development, customization and implementation, consulting
- Standard products: component based UNIQUARE Business-Management Suite with solutions for CRM and Sales Management, Loans and Counter/Teller and Transaction Frontend
- Exports accounting: 95%
- References: 400 financial institutions with about 150.000 installed workstations