

Odyssey Partners with Actuate to Deliver Industry-Leading Solutions for Private Wealth and Asset Management



“Actuate has enabled us to deliver more value to our customers, with professional reports that meet the discriminating needs of high-net-worth individuals. In addition, Actuate’s strong reputation and presence in the financial services market has provided a competitive advantage with prospective customers.”

— Fabrice Bidard, Product Marketing Manager, Odyssey Financial Technologies

About Odyssey

Odyssey Financial Technologies (Odyssey) is an industry leader in the global provision of private wealth and asset management solutions and services. Odyssey provides a comprehensive range of components for portfolio management, client relationship management, advisory, compliance, risk, and analytics - deployed on a single scalable platform, facilitating the enterprise-wide implementation of solutions and data management.

With more than 600 employees worldwide, Odyssey leads the field in wealth management automation in Europe; of the top 25 European banks, 15 are Odyssey customers. More than 180 financial institutions in 29 countries have chosen Odyssey solutions.

The Odyssey Challenge

Prior to Actuate, Odyssey lacked a competitive, user-friendly reporting solution to complement its private wealth and asset management solutions. Odyssey was using the SQR reporting platform, a 4GL technology developed by Sybase, that did not provide an intuitive user interface or up-to-date technology platform.

Odyssey’s market was evolving towards a more attractive, sophisticated reporting interface. According to Fabrice Bidard, product marketing manager for the technology products at Odyssey, “Our market was becoming more sophisticated and end users were starting to expect a more intuitive experience. As a result, we changed our reporting strategy in order to maintain our competitive edge.”

- > **BUSINESS PROFILE**
Provider of private wealth and asset management solutions and services
- > **INDUSTRY**
Software
- > **COMPANY SIZE**
Odyssey is a privately-held company with over 600 employees
- > **SOLUTION**
Integrate and distribute the Actuate Rich Internet Application (RIA)-platform with Odyssey’s private wealth and asset management solutions
- > **BUSINESS BENEFITS**
 - Increase market share in the financial services industry
 - Drive sales and profitability
 - Better serve high-net-worth individuals
 - Enhance customer support
 - Help customers comply with government regulations
- > **WEB SITE**
www.odyssey-group.com



The Actuate Solution

Odyssey selected Actuate to provide an industry-leading, integrated reporting solution for its private wealth and asset management solutions. The company selected Actuate over Crystal Reports based on the following reasons:

- More attractive, user-friendly report interface
- Variety of outputs, including fully-functional Excel
- Interactive user screen
- Open architecture to integrate with multiple applications and systems
- Ability to embed the Actuate interface in the Odyssey application, creating a seamless user experience

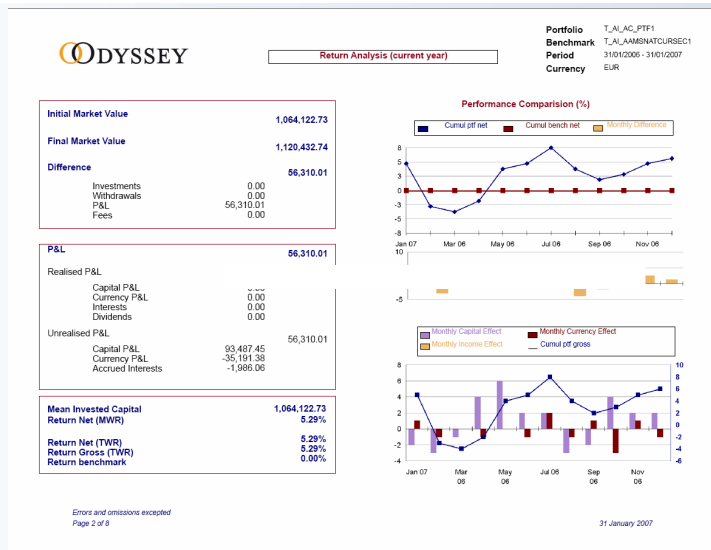
Odyssey delivers a Customer Relationship Management application that offers private banking and wealth management functionality, integrated and bundled with the Actuate platform. Odyssey's Private Banking Solutions are built to meet the specific requirements of Private Banking organizations catering to the needs of high-net-worth clientele.

Actuate delivers brochure quality reports that meet the discerning needs of high-net-worth individuals. "High-net-worth individuals want, and expect, very high-quality reports," states Bidard. "Our reputation is shown through the reports. How good our reports look reflects on the strength of our company and application."

Odyssey's Wealth Management Workstation allows banks to profile customers and proactively advise them in order to reach ambitious goals. It enables banks to meet compliance and traceability requirements at every step of the process and handle volumes in a multi-system environment using a flexible and open technical architecture. The primary users of the Odyssey application are portfolio and relationship managers.

Odyssey ships multiple reports with its applications so that its customers can realize immediate value. These reports include:

- *Portfolio views* – shows private banking clients the status of their holdings by month, quarter or year
- *Assets report* – show asset classes and holdings
- *Sector/industry view*
- *Currency view*
- *Portfolio performance* – compared with benchmarks and reasons behind results
- *Projected cash flow*
- *Most recent transaction summaries*



High net worth end users receive graphical performance analyses to view investment performance and track progress against goals.

Actuate reports can be generated as web pages, PDF and Excel files. In addition, Odyssey provides batch printing capabilities in its application to facilitate large printing jobs for financial reports.

Odyssey performed the integration with Actuate on time and within budget using only one internal developer that was trained by Actuate Professional Services. The developer leveraged Actuate's open architecture, creating an interface between the Odyssey application and the Actuate platform.



Benefits of Actuate

Increase market share

Since its founding in 1993, Actuate has served the information application needs of the world's leading banks including four of the top five US-based global banks and 22 of the top 25 financial services providers in Europe.

"Actuate's strong presence in the financial services industry helps us win business from prospective financial customers," says Bidard. "Many banks already have Actuate in-house – they know it and like it. This reduces the barriers to entry for our sales teams and helps us win more financial services customers."

Drive sales and profitability

The Actuate RIA-ready information platform speeds time to market for embedding rich, high performance information access, integration and presentation capabilities into software offerings. Odyssey was able to quickly integrate the Actuate platform and help their customers realize immediate value from the application. For example, the Actuate customer reports help enable Odyssey's banking customers to better know and serve their clients, resulting in more sales and enhanced profitability.

Serve high net worth individuals

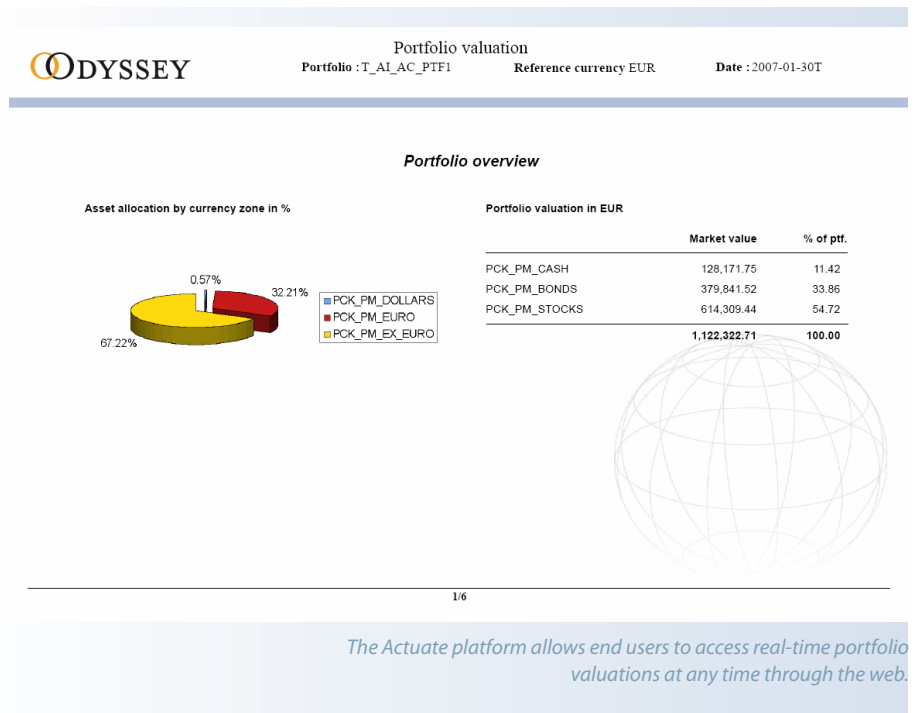
Actuate brochure-quality reports help Odyssey appeal to and service high-net-worth individuals. Odyssey is able to generate "picture perfect" reports for their private banking and wealth management customers. And end users can access Actuate reports anywhere, viewing real-time portfolio and investment information through the web.

Improve customer support network

The Actuate sales team supports Odyssey throughout the customer lifecycle, enhancing service and support levels throughout its customer base. Odyssey provides the first level of support for its customers on Actuate products, but is supported by the Actuate support team that has an office near Odyssey's support group. In addition, Actuate takes an active role in Odyssey's annual user conference, illustrating the strength of the partnership to customers.

Maintain regulatory compliance

Odyssey includes Actuate reports that monitor their financial service customers' compliance with governmental regulations, such as Markets in Financial Instruments Directive (MiFID). As a result, Odyssey's customers can ensure compliance with the legal and regulatory environments at each step in their operations.





The Odyssey Future

Odyssey plans to incorporate the latest technology from Actuate, including the ability to output reports to PowerPoint. In addition, Odyssey plans to leverage Actuate Analytics to extend the Actuate platform by providing web-based Online Analytical Processing (OLAP) to its customers. Actuate Analytics will empower Odyssey customers to interactively explore information, build multi-dimensional reports and improve decision-making capabilities.

“Actuate has made us more competitive in the private wealth and asset management market,” states Bidard. “Going forward, we will continue our strong relationship with Actuate and continue to deliver more value to our customer base.”

About Actuate

Actuate Corporation is dedicated to increasing the richness, interactivity and effectiveness of enterprise data, for everyone, everywhere. Actuate delivers the next generation RIA-ready information platform for both customer and employee-facing applications. The Actuate platform boasts unmatched scalability, high-performance, reliability and security. Its proven RIA capabilities and highly collaborative development architecture are backed by the world’s largest open source information application developer community, grounded in BIRT, the Eclipse Foundation’s only top level Business Intelligence and reporting project.

Global 9000 organizations use Actuate to roll out RIA-enabled customer loyalty and Performance Management applications that improve customer satisfaction and employee productivity. The company has over 4,200 customers globally in a diverse range of business areas including financial services and the public sector, many of which have a long history of deploying Actuate-based solutions for dozens, or even hundreds of their mission-critical applications. Founded in 1993, Actuate has headquarters in San Mateo, California, with offices worldwide. Actuate is listed on NASDAQ under the symbol ACTU. For more information on Actuate, visit the company’s web site at www.actuate.com.