



UniCredit - Business Case



About UniCredit

UniCredit Group is a major international financial institution that operates in 22 countries, with over 162,000 employees and approximately 9,600 branches.

UniCredit Group benefits from a strong European identity, extensive international presence and broad customer base.

Its strategic position in Western and Eastern Europe gives the group one of the region's highest market shares.

www.unicreditgroup.eu

Challenges : display Fund of Funds investments and complex data migration

FrontInvest has been chosen to display the Fund of Funds Investment Management of UniCredit Group's Corporate & Investment Banking division. Against this background, great attention was given to the high degree of automated display of fund structure, deal flow, investment process and share ratio.

Regarding implementation and configuration of the system at UniCredit Group, one of the challenges was to realize a complex data migration of historical data from all levels of business activities to be imported into FrontInvest. Moreover, UniCredit Group had defined customer-specific reports whose contents were to be generated by FrontInvest. The accuracy and correctness of content provided by FrontInvest therefore belonged to the selection criteria.

The capability to enable access to (parts of) FrontInvest for authorized users within the institution's LAN as well as for an authorized group outside of UniCredit Group via Intranet and Extranet was also considered in the decision making.

Finally, for such a major international financial institution it was critical to ensure the flexibility of a software solution planned to be implemented for a decade or more: future changes in the company's requirements (e.g. internal business structure, reporting requirements etc.) therefore would be accommodated.

A successful implementation according to deadlines

Due to its global activities, UniCredit Group demands high standards of fund of funds software. The system requirements of FrontInvest had to meet the institution's needs accordingly – in respect of both customized configuration for efficient management of highly complex fund structures and users working at different offices: As a consequence, on the one hand, the implementation of FrontInvest had to provide user access from various locations and on the other hand, precisely fitting adjustment of specific reports was required. Digital rights management had also to be considered.

The quality of the consultants who carried out the entire implementation process was a key issue for UniCredit Group as well as budget compliance and the consultants' business expertise and application knowledge while adhering to the deadlines set, all objectives of the application's implementation regarding the initial objectives were achieved.

Great ergonomics and intensive usability

Since its implementation at UniCredit Group, the FrontInvest system has been used intensively by respective users – thus giving proof of the ergonomics and usability of the system as well as of its performance. Moreover, eFront also successfully mastered the big challenge of adjusting the running FrontInvest system to the restructuring of UniCredit Group's organization after having acquired UniCredit Bank AG (formerly Bayerische Hypo- und Vereinsbank AG). Finally, the rate of use allows the conclusion that the functional coverage of FrontInvest complies well with the specific requirements of the UniCredit Group users.

As UniCredit Group emphasizes customer satisfaction as its own focal point, their users' appreciation of the quality of eFront experts' support and products skills is a great motivation for the eFront team.

Conclusion

As a major financial institution, UniCredit Group has set high standards for itself – and naturally expects the same from its service providers. eFront is very pleased with the exceptional customer relationship it has developed with UniCredit Group over the last few years by providing reliable support and having proven to also meet tomorrow's needs.