

COMPANY PRESENTATION

alphra partners





alphra
**BUSINESS &
REGULATORY
STRATEGY**

1

Innovating your
business- and
growth model



alphra
**DIGITAL
STRATEGY**

2

Defining the
digital business
model of
tomorrow



alphra
**OPERATING
STRATEGY**

3

Delivering
excellence in
the things you
do



alphra
**SYSTEM-
INTEGRATION
&
DATA
MANAGEMENT**

4

Unleash
hidden
potential by
utilizing
technology



alphra
**PROGRAM-,
PROJECT- &
CHANGE
MANAGEMENT**

5

Getting your
organization
ready for
change

alpha partners at a glance

alpha partners
delivering excellence in consulting

Delivering excellence to financial services



LOCATION

Zurich, Switzerland



CAPACITY

approx. 40 FTE's



INDUSTRY

Financial Services
Consulting



SERVICES

5 service areas



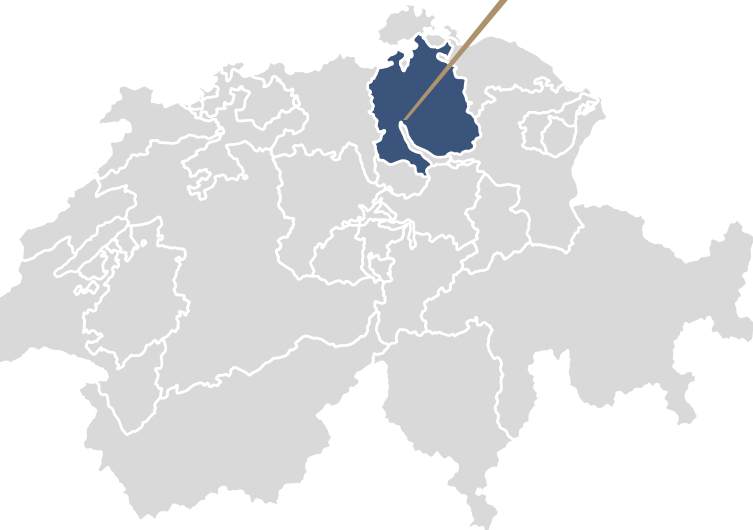
CLIENTS

3



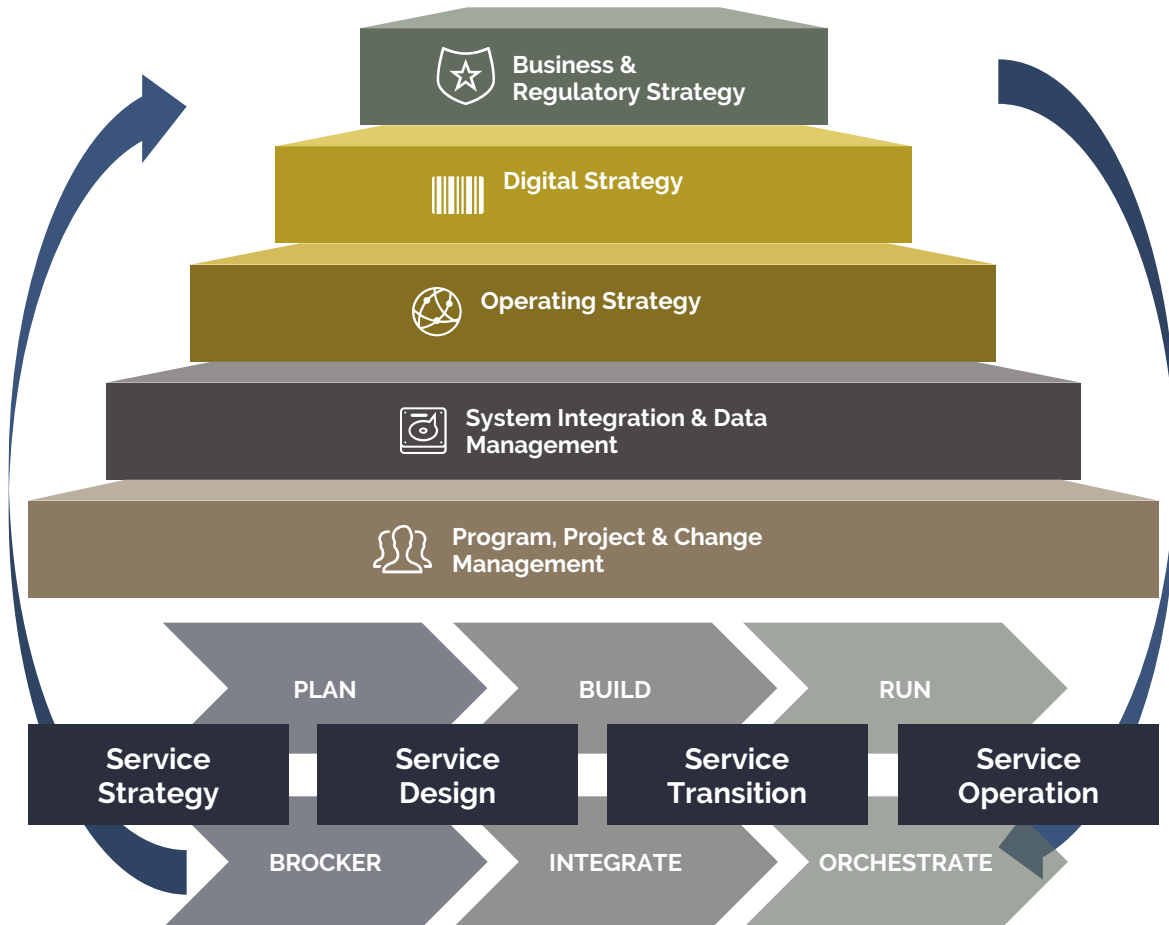
DEDICATION FOR OUR CLIENTS

infinite



alpha partners action space

alpha partners is well-positioned in the core of the technology change management environment



In-depth content expertise

alpha partners is a Zurich based consulting boutique focusing on financial services. We feel at home in a business context and are bridging the gap between business and IT.

Our main expertise resides in the area of technology spanning over the areas of *business, regulatory, digital & operating strategy, system integration and program, project & change management.*

Technology change management expertise

No matter which technology operating model you run we are experts in guiding you to take the right decisions

Main areas of expertise



- **Growth & business model innovation** – we excel your in-house innovation potential to transform your business model, including where and how you compete, in order to spur growth, provide differentiation and increase competitiveness.
- **Product and pricing strategy** – we help you to define which products and services you want to offer to utilize your resources efficiently, to position yourself in the pole position and finally to drive top-line revenue growth
- **Regulatory strategy** – advising you to effectively handling your regulatory strategy by having a clear framework on how you engage effectively with governments, regulators, and other external stakeholders
- **Customer experience and customer centric strategy** – we assess, analyze and build strategies for our customers to address markets, marketing, sales, service and online interactions
- **Conquering changing market dynamics** – Banks must start disrupting themselves and creating new options for growth outside of their core business. We assist you to build up or adapt your digital business model to arm you and your business to tackle the challenges ahead
- **Data analytics and customer centric intelligence** – getting the most out of your data pool to make better and informed decisions and finally to better understand the drivers making your business and client base grow
- **Target operating model 2.0** – delivering excellence in designing your target operating model to enable flawless processing and to reduce the future overall cost base
- **Unleashing hidden efficiencies** – overcoming challenges within operations by applying a holistic and thought-through operational strategy to balance cost reduction with efforts to address regulatory compliance and to enhance the customer experience
- **Operational excellence check** – Conducting business unit readiness checks to properly align the organization's internal departments and readiness preparation, including process definition for core functional areas
- **Complex application development** – in-depth business analysis & architecture design ability provides deep level analysis that is both scalable and cost effective
- **Complex migration management** – building on a well-proven, scalable, software supported framework to enable a controlled migration process
- **Complex system integration** – Deep understanding of functional processes and technology environments (eg. Finnova, Murex, Simcorp)
- **Outsourcing & vendor selection** – we help you to take the right decisions through our extensive integration knowledge of key technology platforms and service providers across many services and products
- **alpha content PMO service** – leveraging delivery performance through the combination of extensive project management competence and industry expertise when, how and where you need it
- **alpha program management cockpit** – installing glass doors within your organisation by facilitating a common standard, assisting in spreading information across a program, driving out waste, providing focus for activities, and giving context on the importance of delivery to fixed timescales
- **Change portfolio governance & roadmap development** – unparalleled breadth and depth of experience in using a wide range of technology solutions provides a sound basis for estimations

alpha partners value proposition

alpha partners
delivering excellence in consulting

Successful project delivery is all about the right experience, the right people and a plan you can rely on



INDUSTRY EXPERIENCE

Our consultants are industry ninjas which have served - depending on their tenure - multiple years in line functions within the financial services industry. We are at the pulse of developments on the market, may it be regulatory topics or digitization.



AGILE FRAMEWORK

The world is turning faster than ever. Companies have to adapt to those changes quickly. alpha partners is a speed boat that is guiding you through proven and agile frameworks to enable a fast implementation and delivery.



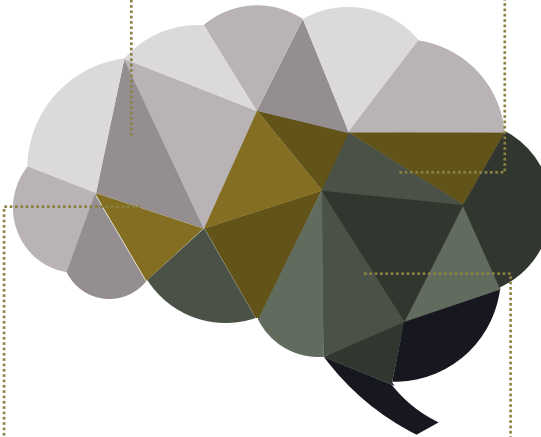
ACADEMIC BACKING

alpha partners has active cooperations with top-tier universities to be on track with latest academic developments, to unleash further potential in our people, to find new talents and to be able to offer you state-of-the-art services



DELIVERY EXCELLENCE

Each of our consultants has gone through a dedicated, rigorous program equipping them with a state-of-the-art toolcase to adapt quickly at the client ground and to be a reliable excellence partner for you and your project.





DELIVERING EXCELLENCE TO FINANCIAL SERVICES

alphra partners

delivering excellence in consulting

Philippe Ramsebner
Managing Director

alphra partners AG
Krönleinstrasse 15
8044 Zürich
Switzerland

phone: +41 43 536 84 17
mobile: +41 79 750 89 97

mail: philippe.ramsebner@alphrapartners.com
www.alphrapartners.com