



Spotlight interview with Annelie Ek Krepp, Customer Account Manager for Orc Software



Based in Orc Software's London office, Annelie Ek Krepp has been employed by Orc for nearly 10 years, focusing specifically as key account manager for Orc's large global investment banking customers over the past three years. During this time, Annelie has been closely involved with the expansion of Orc's customer-focused services, reflecting today a more mature global IT company that continuously works with its customers to meet their increasing market requirements.

Q1: When dealing with Orc Software, what in your view are the main benefits for the customer with regard to Orc's account management strategy?

A: A number of Orc clients are large global banks who require us to understand their cross-region business complexities in order to correctly advise and manage them according to their intricate requirements. Often the client can benefit enormously from the system integration strategy expertise we offer that takes into account, as well as anticipates, internal issues they may not have otherwise been aware of. Global solution contracts as opposed to multiple regional contracts save on cost and administration for the customer. Orc's truly global approach to customer services backed with local knowledge and market expertise is also very highly valued by customers.

Q2: How have Orc customer requirements changed over the past few years?

A: The financial market has grown tremendously during the last 8 years. Clients have changed their trading perspective from market based to sector based trading. Customers in general have grown significantly in size by diversifying their business offering, now requiring additional solutions and services to support their expansion. This direction requires greater connectivity to more global markets.

Q3: In your experience, with the onset and continued uptake of trading automation / globalization, what are the pitfalls global financial firms should avoid when it comes to selecting and working with technology vendors?

A: It should be very important for a global financial firm to ensure the vendor / supplier really understands the global markets and the complexity and requirements around a global installation. If you had asked me nine months ago,

the next part of my answer might have been a little different, but today the financial stability of the vendor is critical for financial firms as you cannot risk your supplier going out of business. Aside from the obvious investment expectations related to trading efficiencies and maximising profits, firms also invest

so much in vendor solutions by way of people, resources and infrastructure for integration and ongoing performance / maintenance. Orc Software is a publicly listed, financially stable company. This provides peace of mind for our many customers.

Q4: When migrating a customer, such as a large trading firm, from an alternate vendor solution to an Orc solution, briefly describe how this may take place.

A: Orc has many years experience in solution migration. Numerous times we have been asked by the customer to replace one or up to three different vendor solutions due to our ability to deliver 'whole' global trading solutions.

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This migration is often complex and can take some time, but at the end of the day the many benefits for the customer greatly outweigh any initial sticking points. To name a few competitive differentiators, Orc provides unmatched market connectivity on a truly global basis paired with a very strong front-end trading application for all asset classes.

“ Orc runs regular meetings with our clients ensuring we stay on top of their future requirements. ”

Q5: Explain how a customer's use of Orc technology might expand over time.

A: During my time at Orc I have worked with a number of the large global banks we have held as customers for approximately the past 10 years. One such global customer

uses Orc for Global Equity Derivatives. As has been the case, what started initially as one major site installation in London has over the years, expanded to include the additional financial sites Frankfurt, New York, Tokyo, Singapore and Sydney. They also have offices in Moscow and Mumbai dealing with Orc. Each site uses Orc in various ways but for the most part, Orc is used for its derivatives business.

Q6: Sometimes customers are not aware of tomorrow's 'latent' needs. In this instance describe a case example where you were able to help guide the customer to their future needs?

A: Orc runs regular meetings with our clients ensuring we stay on top of their future requirements. In addition, Orc's dealings many industry entities and participants provide valuable insight regarding future market direction. For example, this is especially important when we learn in advance markets might either be merging or migrating to a new platform. Either of these scenarios will potentially affect our customers, requiring big changes on their side. One recent case of exchange migration and the steps Orc took to prepare our customers was the Italian MTA to the London Stock Exchange TradElect platform. ■