

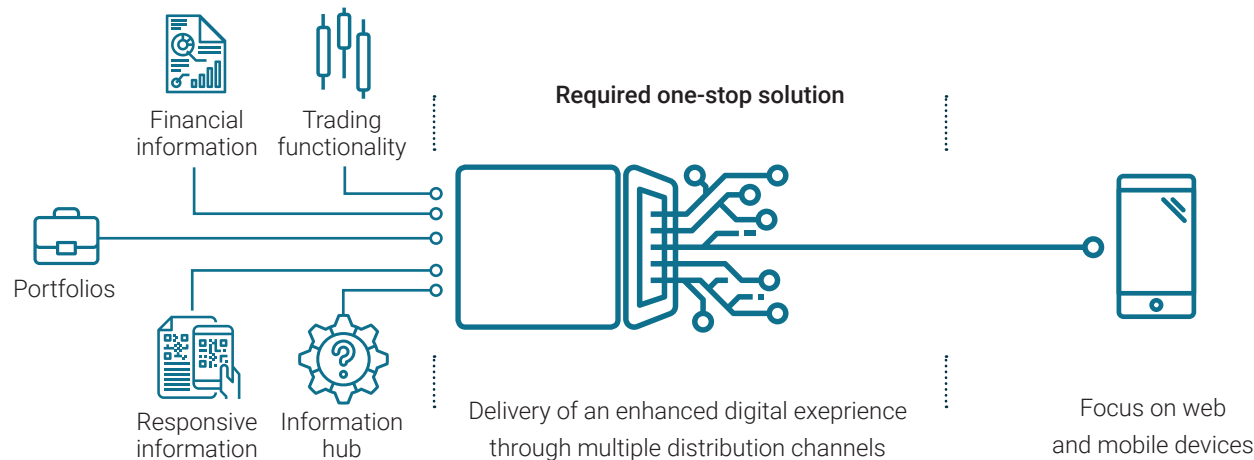
A Leading Nordic Bank Selects Infront as Technology Partner for Web Solution

A leading Nordic bank has selected Infront as a technology partner for its web-based financial data solution. The bank is a provider of a full range of services towards different customer segments, and is a leading provider of investment analysis. The bank gives customers the opportunity to trade mutual funds, shares, and other market-traded instruments. Internet banking is the main trading hub used by private investors, and includes various advice regarding funds or share investments – in addition to information about markets and political events. Communication about different types of investments mainly takes place by email, on the company's website, and some via mobile apps.



The Problem

To meet the requirements of private customers, the company would like to present their savings offering in a modern way. The need for portfolio and trading functionality, in combination with an information hub must be fulfilled in the new solution, with delivery through one complete service. The bank would like to enhance the customer's digital experience with additional distribution channels, and a focus on mobile devices.



“Creating value by placing the customer’s needs first is of utmost importance to us. The Infront web solution has allowed us to save a considerable amount of time in developing a personalized savings offering. We have lifted our web presence, and can now offer our customers a complete and proactive trading and information portal.”



Reduced



Time to launch service



Resources required to launch service

Increased



Cost savings



Customer satisfaction



Functionality and trades



The Solution

The solution is based on the Infront Web Toolkit, providing ready-made HTML5 web components, which display real-time market data and trading services. The bank has combined these with their own content and has significantly reduced the time and resources that would be required to launch in-house market data and trading services. The solution also enables significant cost savings as it includes the managing and hosting of market data services. The technology targets private investors and small and mid-sized companies, and is available to the bank's private and corporate clients as an open web service.



Effect on Business

With the Infront Web Toolkit, the organization aims to increase customer satisfaction by being able to offer a personalized service for the end-user. The quality of investment recommendations will improve, and trading functionality in the Internet bank and in other distribution channels will be improved – yielding a higher number of trades.

For further information:

<http://infrontfinance.com/products/enterprise-solutions>

Financial professionals in more than 50 countries rely on Infront for global real-time market data, trading, news, and analytics covering key markets. Infront's proven solutions are driven by our clients' business needs and have been developed by industry experts over 25 years. The Infront Professional Terminal helps institutions reduce costs, adapt to fast changing market requirements, and work more efficiently with the increasing amounts of information available. Infront is listed on the Oslo Stock Exchange and has offices in seven countries.

infrontfinance.com  [@infrontfinance](https://twitter.com/infrontfinance) contact@infrontfinance.com

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