



software for the securities and investment industries

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market view

the quarterly newsletter from peterevans

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SIBOS 2008 - stand number B528

A year that has seen the global technology business hurled to the front of the agenda in the capital markets.

Vienna will mark peterevans fifth year at Sibos and this year's conference will promise to address some exciting issues.

The combination of credit crunch, consolidation, regulatory change and the burgeoning of wealth management mean that technology providers hold a position like never before.

From debating the growing momentum of the Euroclear Harmonisation Project to evaluating Swift's progress over the past year; delegates will be discussing issues that will shape the financial technology landscape for some time to come.

"peterevans is as always developing innovative solutions to meet with the new demands of this rapidly changing landscape. We look forward to welcoming you to our stand to discuss these changes and how peterevans can deliver the solutions you need to stay ahead" says CEO Mike Foley.



stop press : peterevans stand design

Each year peterevans stand design for Sibos reflects in some way the country being visited, such as last years sailing theme for Boston.

This year at Vienna, hailed as a City of Music, peterevans have taken a musical theme for their stand, highlighting the richness and diversity of Wales musical talent from the harpist Robert ap Huw, via Ivor Novello, Dafydd Iwan, Bryn Terfel, The Stereophonics through to Duffy and Catrin Finch.

Just as the many Welsh musicians featured in a photographic montage on this year's stand have established Wales as a leading source of talent for the arts, so our partner at SIBOS, International Business Wales, promotes Wales as global centre of business excellence. IBW will again be hosting one of their Welsh Whisky tasting sessions on the stand.

peterevans also use the Sibos venue as an opportunity to incorporate work by a local artist in their stand display and this year they are delighted to be exhibiting work by Phil Holden. Phil is a Mumbles based photographer who specializes in location work with the occasional foray into fashion and portraiture.

Sue Foley who came up with the concept for the stand said "at peterevans we have always been committed to promoting Welsh talent. The musicians featured in these photographs have stood out by offering something



different in their space, an approach we seek to emulate as a company. One of peterevans key strengths is that we are a niche player in a global market and each year we enjoy designing a stand that is as unique as our offering".

Furthering their dedication to delivering non-legacy, solutions peterevans are offering the chance to win a state-of-the-art Roland TD-3KW electronic drum kit. Please drop by stand number B528 to test your skills.



the view from where I'm sitting - Dr Mike Foley

Chill winds have been blowing through the financial services industry over the past 12 months. Having been through several economic cycles in its 24-year history, peterevans is firmly established and well positioned given the current conditions, says CEO Dr Mike Foley.

"I am sure that life is tough for start-ups right now" says Dr Foley. "We are in the fortunate position of having a good track record and firmly rooted relationships which mean that our clients are looking to us to collaborate on finding ways forward in these times."

Established in 1984, peterevans provides front to back office solutions for the financial services sector. With its clear focus on the securities and investment market, peterevans offers a sophisticated boutique approach and herein lies its strength in difficult economic times.

"Many of our clients are calling on us to help identify ways of promoting efficiency." As a consequence, business at peterevans this year is ahead of last year thanks in large part to the relationships the company has with its key customers.

peterevans' customer base runs the gamut of financial services organisations and includes internet stockbrokers, global custodians and market makers - ranging from established market players to new entrants to the industry.

Indeed, some parts of the financial services industry are thriving. The insurance market, for example, is storming ahead, notes Dr Foley, and that's a sector that offers great opportunity for peterevans.

The Euroclear Harmonisation project, presents another longer-term fillip to peterevans' business. Under this initiative, the ECB hopes to build a single European securities settlement system. peterevans plans to play a key role in managing the process by shielding its clients from the day-to-day logistical hassles that accompany any transition to a new system.

"Harmonisation is very exciting for us, offering the opportunity to combine two of our core competencies CREST and SWIFT messaging," says Dr Foley.

"One of the advantages of being a private company is that we are able to pursue a policy of sustained investment resulting in a high level of product innovation. Indeed, at present, the company invests on average 30% of its annual revenue on R & D and this commitment to innovation will stay in place for the foreseeable future". Dr Foley says that the development of new software solutions is his driving passion and the company's key engine of growth.

xanite - the peterevans flagship product range - epitomises the company's development-orientated company ethos. The xanite solution offers securities and investment companies a flexible and functionally rich platform - online anywhere in the world. It's a browser-based, front to back solution that can be used as a single application or integrated as components into a clients' existing platform.

peterevans now intends to look further afield to broaden its customer base. The xanite architecture, first piloted four years ago for a bespoke development, is a thin client Java platform that allows an anytime anywhere approach. It has also been used for the peterevans B2B insurance product and Dr Foley sees great potential for further growth, tapping new pools of potential customers due to the platform's ability to reach out to previously elusive markets.



profile; matthew deane

Ten years ago Matthew Deane was fresh out of college and looking for a local employer who could provide the opportunity to work in an exciting, growing sector. These are two demands that peterevans clearly met, as a decade later Matthew is still with the company. In a time when longevity and loyalty to an employer is a rarity, peterevans are acknowledging Matthew's commitment with the presentation of a Long Service award.

Now a Senior Developer at peterevans, Matthew has been a part of many projects throughout the years but says his work on the development of the xanite product suite has been the most rewarding to date. "It was great to see the project through from inception to completion" says Matthew.

Work on this offering continues with the latest development in the series, the xanite SP platform, showcasing at Sibos 2008. xanite SP has been designed to provide a single, consistent and secure interface for clients during the migration between messaging formats as part of the Single Platform Harmonisation project.

The initiatives surrounding regulatory changes such as this often come at a fast pace and peterevans prides itself on being a step ahead of the competition when it comes to adjusting their offering. "We were one of the first companies in our space to be MIFID compliant," says Matthew.

peterevans' commitment to innovation means they are always working to develop their products and the changing landscape of their sector means it's a time of great

opportunity for the business. Matthew says "a lot of clients are expanding their operations into the wealth management space at the moment and so developments to xanite WMS will be a particular area of focus for us". Other opportunities in the future could come from the growing number of clients opting to outsource their IT requirements, meaning peterevans could increasingly host IT infrastructure for their clients.

In addition to working on varied and interesting products like xanite, Matthew cites his co-workers at peterevans as a reason he has stayed with the company these ten years. "peterevans is a great company to work for and that's why people stay with them for such a long time" he says. Adding the simple truth "I wouldn't still be here if didn't really enjoy it".



the xanite line up:

xanite WMS
Wealth Management System

xanite CA
Corporate Actions

xanite CS
Custody Services

xanite PCS
Private Client Stockbroking

xanite OSB
On-line execution only Stockbroking

xanite SP
Euroclear Single Platform

