

Alphasys – the Software Partner for Asset Management

Alphasys, based in Winterthur, develops software solutions geared towards the needs of asset managers, private bankers and pension funds. The company has made a name for itself in the industry with its "Netfolio" product.

The founding of Alphasys coincided with a pilot Netfolio installation project. Netfolio is the software company's most important product. In 2003, after a two-year development period, it was ready for the market. To be able to market the product professionally and provide users with an optimal infrastructure, Andreas Bachmann, Fabrizio De Ambroggi and Roger Rüfenacht founded Alphasys IT Services AG.

It was no coincidence that they chose the Technopark Winterthur for their headquarters. "Since it was founded, Alphasys has been using the location synergies provided by the Technopark Winterthur," explains CEO Andreas Bachmann. "We maintain an intensive relationship with the ZHAW Zurich University of Applied Sciences, including knowledge transfer, to advance innovations and further development of our products." Alphasys is continually expanding its range of software solutions and adapting these to the changing needs of the market.

A Combination of Finance and IT Knowledge

Netfolio contains a multitude of functions that can be used for managing, evaluating, calculating, comparing and monitoring portfolios. The software's modular design allows asset managers to customise portfolio calculations and representations in accordance with the individual wishes of their clients. One particular strength of Netfolio is the ability to produce key risk indicators. This function can be used to calculate the "Sharpe ratio" or the "value at risk" for all portfolios. As an Internet tool, Netfolio allows users to access managed portfolios at any time and from any location. Both individual portfolios and consolidated portfolios can be displayed on the screen.

Many renowned customers, such as Adnovis AG and Comes Treuhand AG, have implemented Netfolio. According to Bachmann, the success of Alphasys is due to the combination of financial sector knowledge with information technology know-how: "We have many years of experience in both the financial and IT sectors. Alphasys can therefore offer its customers customised software solutions, which fulfil the requirements of modern technologies as well as the demands of the financial sector. Asset managers not only demand the highest quality with regards to security and compliance, but also a high level of user-friendliness." Co-founder Fabrizio De Ambroggi, who is responsible for Front-end development at Alphasys, adds: "A decisive element was the fact that we developed the software in close cooperation with asset managers. This meant Netfolio fulfilled the requirements of the users from the very beginning."

Internet-based Applications

In addition to Netfolio, Alphasys also offers die Belegerkennungssoftware "ScanEngine", the "DeaFramework" development tool for Java web applications and the Client Relationship Management tool "NetfolioCRM". DeaFramework is a development tool for web applications based on the object-oriented Java programming language. This programming framework is ideal for creating Internet-based applications, i.e., computer programmes that run on a web server. User interaction is via a browser (in other words, a graphical user interface).

The ScanEngine is software for automatic document entry developed by Alphasys. It is ideally suited to document handling for banks and asset managers that are not connected to a system for the electronic exchange of messages. The tool can generate business transactions directly

from the PDF. Thousands and thousands of documents can be processed each year, without the need for additional staff. Alphasys makes the various advantages of the ScanEngine available to other software providers, as well.

With its MiniCRM, which was expanded to produce the NetfolioCRM, Alphasys is the first ever software company to develop an Internet-based Client Relationship Management (CRM) tool that is integrated into portfolio management. This new generation of CRM tools offers a high level of transparency, allowing asset managers can show their customers specific parts of the system. Clients thus have the possibility to view the transactions and understand how they are processed. Graduated access rights ensure data confidentiality is maintained. The tool consists of three basic modules: person objects journal and workbook. A feature that sets it apart is the possibility to link journal or workbook entries with other documents in PDF format, such as contracts or portfolio summaries.

A Team of Doers

Alphasys IT Services AG currently has around a dozen employees. Bachmann views his company as a team of doers: "Alphasys is geared towards the development of easy to use, high quality solutions, which are tailored to the needs of our customers. Slim structures and quick decision making enable us to work in a flexible, uncomplicated and efficient manner. Communication is direct and fast, and our procedures are transparent to the customer."