



The Nordic market: **Banqsoft strengthens its position!**

Content:

- Banqsoft strengthens its position!
- Latest news from Banqsoft!
- Banqsoft, supplier of expertise
- New agreement with Lantmännen Finans AB
- SG switches system for its Dansih activities
- Toyota Finance in Finland chooses Banqsoft for their leasing operation
- User association View21



In 2005–2006 the Nordic market was characterized by a very high level of activity. The competition between the players in the financing market has been intensified, and this has resulted in a number of system changes and more development of existing solutions than before. The market particularly demands solutions for the dealer channel, with focus on automation processes. During the last calendar year, Banqsoft has proven to be in the centre of the action, we now enjoy a strong position on the Nordic markets. During the last years we have won several Nordic tenders, and we have seen examples of sales increasing by almost 60% after the introduction of our solutions in the distribution channel.

Since our last issue I am also happy to welcome the following new customers: SC Finans, Lantmännen Finans and Toyota Finland. I would also like to take this opportunity to invite everyone to this year's user conference which will take place in September in the Baltic Sea. You will find more information in this issue. I can promise many interesting topics, which will not only concentrate on our solutions, but which will also take a look at market trends and their impact on our and your activities. Rules and regulations are, however, not a trend, but Basel2 and IFRS implications on systems and the enforcement of these rules will also be discussed. Basel2 and IFRS are also good examples of areas in which we want to be a sup-

*"As usual the future looks exciting",
says Stefan Niemi.*

Banqsoft strengthens its position!

portive and educational business partner for our customers. This year we are also implementing an initiative within development of expertise in our organization, focusing on financial expertise in order to become an even greater support for our customers in developing their business. In order to better safeguard our expertise and assist in the business development, we have also developed a model for customer cooperation termed Service Manager. A Service Manager will, in addition to being a mentor in the business development process, also have overall responsibility for ensuring that our competence within the different areas of expertise will benefit our customers to the full. We have worked successfully according to this model, and it has become yet another example of how we, as suppliers, can become even more customer and market oriented. This is something we value.

As usual the future looks exciting. When you all hopefully have enjoyed a well deserved vacation, we start the autumn with our user conference. Then we will continue with our local seminars on various topics which we so successfully started in Sweden. We will take this concept to the other Nordic countries focusing on topics such as wholesale financing (Floorplanning) and "the battle of the channel". As usual we will also promote an autumn release of our product family, View21.

Finally, I would like to wish you all a good summer, and hope to welcome you all on a Baltic Sea cruise this autumn.



Stefan Niemi
CEO
Banqsoft ASA

Latest news from Banqsoft!



Our main focus is on the Nordic market, where Banqsoft's solutions have received an excellent response. Through our most recent sales we have strengthened our position as a market leader in one of our business areas, vehicle financing. In addition we see a big increase in our other areas, such as equipment financing, mortgage loans and warehouse financing.

In general, both new and existing customers want better flow and automation in their distribution channel. Banqsoft's product solutions SalesView (external front system) and PreView (internal front system) have proven efficient tools in this area.

New people on Banqsoft

We are now enhancing our sales organization with two new people in the sales and market department, Mats Wennergren and Ulf Hagen.



Mats Wennergren has been in the IT business for more than 20 years. After completing his university studies in Uppsala, he started out as a consultant and project manager and has held various management positions. For the last ten years he has been in sales in the consultancy, storage and above all the software industry.

Ulf Hagen has worked as a consultant focusing on productivity and streamlining of processes since 1997. Having trained as a business economist in Scotland, he has worked within various leadership functions in the banking and finance industry at home and abroad for more than 20 years.



Like all other new engagements, these two cover the Nordic area, Mats with a primary focus on the Swedish market and Ulf on the Norwegian.

Seminar on Floor Planning

On 6 April, Banqsoft conducted a breakfast seminar on the subject of floor planning. We were delighted to have many visitors attending, and the participants were most appreciative. People particularly enjoyed the guest speaker Bengt Astrén's lecture on the experiences of Svenska Volkswagen Finans following the introduction of Banqsoft's floor planning system. Bengt pointed out the benefits Svenska Volkswagen Finans had achieved in terms of efficiency, costs and loyalty after the introduction of the system. The good response from this seminar paves the way for more seminars. This autumn we hope to organize another breakfast seminar on how Banqsoft can automate the flow and forms of working in the distribution link.

This years user conference

On 7-8 September, "Silja Symphony" is heading into the Baltic Sea, and on board we will have this year's user conference. Our ambition is to create a conference with the perfect balance between different ingredients - peace and quiet to give concentration and focus, and opportunities for relaxation and fun that will give energy and lead to a successful conference! Sounds exciting? If you would like to know more about the user conference, visit our website: www.banqsoft.no or send an e-mail to: seminarium@banqsoft.se



Magnus Åhlén
Vice President
Sales & Marketing Nordic

Banqsoft, supplier of expertise

Compared to other IT suppliers, Banqsoft has a fairly long history. Our roots go back to the mid 80s. and some of our employees have been with us from the very beginning. Our company has survived more than one yuppie period, and we can certainly claim to have weathered a storm or two. With wide experience from lives rough and tumble, we are ready for all our customers IT and business challenges.

For the entire period we have focused on production of software for financing companies by developing tailor-made products and our standard product series View21. These have been our dominant focus areas.

This will still be the case in the future and we will also concentrate on other areas associated with our products. Since we have had our main activity and our majority of our customers in the financing industry for more than 20 years, we have established a considerable expertise base on that industry in general. This is not only true in Norway and Sweden, but gradually also in Finland and Denmark.

Frequently our customers ask us to get more involved in their activities. They have questions about the streamlining of processes, development of strategies and specific problems concerning changes in public regulations related to their activities.

It is within this segment that we are currently developing a new focus area. In addition to software, Banqsoft also delivers competence to financing activities. Listed below are some of the service areas where we currently deliver expertise to our customers –

areas that will in the future be important parts of Banqsoft's consultancy services:

• Reporting



In this area we have conducted several projects already. Basel II is an increasingly hot subject for our customers, and this spring we are conducting two projects while we are also in a dialogue with customers who want to discuss issues in this area with our consultants.

• Output management



In Norway we have just entered into cooperation with an external partner on maintenance of documents. This entails that Banqsoft can offer documents with the correct legal content as well as updating of them. Through an external partner we are also offering a review and quality assurance of our customers' documents.

• Upgrades and migration



Twice a year, a new version of our core product View21 will be released. There will always be new functionality in the new solutions, and the existing functionality will be used in a new way. Databases may also need to be converted from an old to a newer format. Banqsoft conducts upgrades based on analy-

ses and individual facilitation for customers who request it.

• Process management



Our consultants have many years' experience in the financing sector and conduct analyses for process improvement and streamlining, both relating to our own solutions and independently. If questions regarding IFRS have been on your company's agenda, this is an area where we are able to assist. How should the company's present-day routines be adapted to this kind of bookkeeping, and how should we set up our solutions?

• Education



About time to refresh your knowledge on how to use the solutions as efficiently as possible, or maybe you have new employees? We conduct courses on our solutions in our own or in our customer's premises.

Banqsoft is already a supplier of expertise in these areas. We will be developing more products to be launched in the course of the year. Our vision is that our expertise and our service product will be as much in demand as our IT solutions.



Trond G. Christophersen
Vice President
Professional Services Nordic

New agreement with Lantmännen Finans AB

During 2006, Banqsoft will implement the whole View 21 product family. This means that Lantmännen Finans AB is automating the entire process from dealer to invoicing, at the same time improving their service to the dealers.

The company Lantmännen Finans AB was established in the autumn of 2004 and is owned by Lantmännen. The finance company was set up to provide simple, low-cost and efficient customer financing to meet the ever increasing competition on sales and financing in the agricultural and construction machine market. With its own finance company and its own customer finance expertise, Lantmännen's customers are provided with yet another link in the value chain. ■

Toyota Finance in Finland chooses Banqsoft for their leasing operation

Toyota Finance Finland will during the spring of 2006 implement Banqsoft' View21 product family for their leasing operation. The company has since inauguration in Finland been highly successful in the market and is today enjoying a strong position in the local vehicle financing market. Banqsoft is proud to be chosen as their solution provider and will in addition to the back-office solution also handle the sales process at the dealers as well as their reporting requirements. In other words, Toyota Finance Finland has chosen the View21 product family for their entire business process.

Being the solution provider to Toyota's Norwegian operation during the last few years it makes us specially proud to be chosen again, as yet another company in their Nordic operations decided to replace their existing system. ■

SG switches system for its Danish activities

Banqsoft has been commissioned to implement a change of system for SG's activities in Denmark. The switch will mean fewer systems for SG's activities in the Nordic countries. The old system will be replaced by the one which is already used in both the Swedish and the Norwegian company. The project will mean adaptations and an increase in the present functionality. There will also be a conversion of the present contract.

The project commenced in December 2005, with the new system up and running from 1 June 2006. The SG project manager is Birgit Sörensen, while Susanne Bäckman started off as Banqsoft's project manager. Malin Rimbark has gradually taken over for Susanne, who gave birth to a new Bäckman half-way through the project. ■



*We wish you a
good summer!*

User association–View 21

The user association for Banqsoft system customers was established in connection with the user conference in Oslo in 2005. The purpose of the association is to conduct a dialogue with Banqsoft regarding development, support, quality and documentation of the systems used by the members.

The interim board of the association has consisted of the following members: Cathrine Sirevåg Andreassen (GE Money Bilfinans), Merete E. Karlsen (SkandiaBanken), Ulv Eirik Seter (Innovasjon Norge), Jari Taxell (OKO Bank) and chairman Kjell Løvold (SpareBank 1 Finans Nord-Norge).

At next autumn's user conference we intend to formally establish the association and elect a board.

The user association View21 wants all companies that use View21 to participate in the association. Please get in touch with us and let us know your opinion and whether you would like to get actively involved in the user association. We are also grateful for proposals regarding board member candidates, so that we can elect a strong board with good representation from all users of View 21.

Contact: User association View 21
Kjell Løvold, e-mail: kjell.lovold@snn.no
Direct phone: +47 77 62 23 70

BanQsoft

Brynsengfaret 6B

N-0667 Oslo

Phone: +47 22 31 44 00

Fax: +47 22 31 44 99

www.banqsoft.no

Publisher:
Stefan Niemi

Editor:
Magnus Åhlén

Graphics:
Lilian Hildestrand, grafisk form och illustration

Print and distribution:
Nockeby Tryckeri AB