

PRESS RELEASE – FOR IMMEDIATE RELEASE

SALUSANSVAR BOOSTS SALES, CUTS COSTS, THROUGH BUSINESS INTELLIGENCE BY TRADETECH CONSULTING

Stockholm – 26 May, 2009 – TradeTech Consulting, leading provider of consulting services to the treasury, capital markets and insurance space, has developed a business intelligence solution for SalusAnsvar that cuts costs and boosts the sales process. The solution has generated savings equivalent to at least two headcounts thanks to the centralization of data.

Better segmentation and clearly defined target groups have also reduced the cost of sales. Other business benefits realized to date include much improved, far-reaching daily reporting, as well as a centralization of all relevant data, providing a helicopter perspective on the sales process.

The challenge was to produce a complete picture of the sales process by collecting data from separate systems. The initial goal was to gain insight into four areas: sales overview, the performance of individual products, the performance of individual sales agents, and customer insight.

The solution was to build a customized business intelligence platform that will soon be rolled out across a wide range of functions: actuaries, sales, finance, marketing and company management.

“For the past 18 months, TradeTech has helped us develop our business intelligence platform, says Jenny Bengtsson, Head of CRM/Customer Analysis. “They started out as project managers, but evolved into advisors who helped us maximize the return on our investment in business intelligence.”

“We are pleased to have contributed to boosting efficiency while cutting costs at SalusAnsvar” says Fredrik Kjellman, Business Intelligence expert at TradeTech Consulting. “We expect to generate similar improvements as we continue to roll this out to other company functions.”

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About TradeTech Consulting

TradeTech Consulting is a leading provider of business and technology consulting services to the treasury, asset management and capital markets space. TradeTech also provides customized business intelligence solutions tailored to these segments. Established in 1998, TradeTech serves three of Sweden's top six corporates, as well as leading banks, asset managers and mid-sized companies in Europe, North and South America and the Middle East. Visit TradeTech at www.tradetechconsulting.com.