



New Web site and online services strengthens OVB



Customer
OVB Holding AG

Industry
Financial services

Company profile

OVB Holding AG is one of Europe's leading providers of financial services with subsidiaries in 14 countries. Its staff of over 9,600 advisors and financial consultants offer sound financial advice to over 2.5 million customers, through a portfolio of about 100 well-known product partners. OVB's services cover asset management (including diversification and accumulation), pension schemes, and home financing.

Role of ec4u

ec4u started by thoroughly reviewing the status quo. In a subsequent phase, it worked with OVB and developed a communications strategy suitable for the times, based on relevant processes. ec4u prepared the concept for a Web portal and advised OVB Holding AG on selecting and implementing appropriate technologies.

Benefits

This innovative Web site and online services portal boosted the OVB Group's ability to save costs and communicate with target groups using electronic media – more effectively than in the past.

If you do not go with the times, the times will go without you! This maxim of OVB means that a modern service provider must adapt its products and services to the needs of increasingly demanding customers. In particular, it applies to pension and asset management services – ...

... which were the reasons for the decision to revamp the Web site of the OVB Group to meet the new challenges and social services situation in Europe. And of course the upcoming IPO of OVB Holding AG.

ABOUT OVB HOLDING AG

OVB Holding AG is one of Europe's leading providers of financial services. Based in Germany, independent divisions represent it in 12 other countries. OVB's complement of over 3,900 consultants serves more than 2.3 million customers on all facets of individual retirement arrangements, asset accumulation and safety, and home financing. With over 35 years of experience and over 100 well-known partners, OVB offers sound advice to its customers and helps them overcome the uncertainties of life.

NEW CHALLENGES FOR OVB'S WEB SITE AND ONLINE SERVICES

OVB's decision to revamp its external communications and sales channels arose for three key reasons:

- 1) the IPO for OVB Holding AG scheduled for mid-2006. This called for restructuring the current communication channels to investors, while complying with regulations that the prior technologies and processes could not handle,
- 2) customer needs had changed dramatically enough to create new requirements for OVB's online services. The existing processes and technologies could not handle these aspects either, and
- 3) the expansion was clearly necessitated by the need to consolidate communications for 13 country divisions from both cost and corporate standpoints.

EC4U PROVIDED PROCESS AND TECHNOLOGY CONSULTING SERVICES

In order to assess the status quo, ec4u expert consulting AG worked with OVB to come up with a new strategy for communications, while rigorously considering the specifications of relevant processes. ec4u used this as the basis to pre-

pare the concept for a Web portal and advised OVB Holding AG on selecting and implementing appropriate technologies. ec4u was also the project manager.

READY FOR TAKE-OFF

Backed by the newly designed system for external communications, OVB is ready to mold the strategic content to the needs of its target groups without encountering significant losses. Major cost savings arose from applying a standard technology for the intranet and Internet that link about 550 offices across Germany.

"We strive to strengthen our role as one of Europe's leading providers of financial services. For me, this strategic target and the planned IPO of OVB Holding AG were the key reasons for selecting ec4u expert consulting AG as our consultant and implementation partner."

Jürgen Kotulla, General Manager
Marketing/Sales Support
OVB Holding AG

The processes and systems at the OVB Group are now best suited and easily adaptable for both domestic and international expansion, and for boosting the content of its communications. This once again underpins the corporate slogan, "Ready for take-off."