

BSB selects the RIA Flex development technology of Adobe for the latest version of its Soliam software

Louvain-La-Neuve, 4 July 2008 – BSB, a software publisher specialized in Asset Management and Insurance, uses the Flex technology for integrating the latest RIA (Rich Internet Applications) functionalities into the new version of its software for Asset Management 'Soliam'.

BSB has selected Adobe's Flex product range for its Soliam software dedicated to Asset Management.

BSB uses the development platform Adobe Flex to integrate the latest innovations regarding rich webinterfaces into its Soliam software. These technologic developments allow to create intuitive, interactive, customizable and high performance internet applications.

Edgard Gassino, General Director of Adobe West-Europe declares : "Adobe strongly believes in the development of 'Rich Internet Applications' within the financial sector. Our partnership with BSB clearly illustrates our common objective which consists in offering our clients ergonomic, customizable and evolutive solutions. Within today's financial world, these three features stand for efficiency."

Together with its client's managers, BSB has decided to focus on the ergonomic aspect of the Soliam software.

In order to offer its clients tailor-made solutions in terms of accessibility and userfriendliness, BSB presents the latest version of its Soliam software including for the first time the Adobe Flex development platform for rich internet application. The latest version of Soliam has been built around the concept of 'Desktop Manager' that has been developed in partnership with wealth managers. This concept allows the managers to optimize their day-to-day activities, mainly through the following functionalities :

- Accessibility to the CRM and Front Office functions, via both internal and remote access,
- High rendering level of the interface, fully configurable Look & Feel,
- Dynamic content management and customizable views.

Florent Fabre, Director of BSB France, explains : "The new technologies allow us to better meet the requirements and needs of our customers. By choosing RIA we can offer our clients more extended functionalities and a tailor-made interface accessible via Internet. Our Soliam software offers wealth managers a complete new ergonomic experience allowing them optimizing their day-to-day activities and helping them with their decision taking."

This technologic choice combined with the active participation of wealth managers in the development of the new functionalities, puts Soliam within its sector in the vanguard of ergonomics. The userfriendliness of a software is indeed becoming a decisive factor in the choice of a new wealth management tool.

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BSB is a European group, founded in 1995. It is specialized in IT-services and publishes software specially designed for the financial sector. The 195 BSB team members are equally spread over the two major divisions.

The « services » department covers the complete value chain : from operational advice until the training of the users, including IT audit, definition of directive plans, conception, development and implementation of tailor-made solutions. And last but not least, the integration of third party software such as SAP and IDIT.

The « software » department develops 3 software packages for the financial sector : Soliam (management of financial assets), Solife (management of life insurances) and Bank Suite (back-office management of securities).