



Case Study Lloyd Fonds AG

Funds Management Reporting and Analysis

The Company

Lloyd Fonds AG, based in Hamburg, is one of the leading providers of closed-end funds and structured investment products. Founded in 1995, the company is active in the following asset classes: shipping, real estate, aircraft, secondary market life insurance, portfolio funds, private equity, aircraft and renewable energies. Over 44,500 investors have invested in by now more than 89 share offers. Lloyd Fonds employs more than 170 staff and achieved a consolidated net profit of 20.2 Mio. Euros in fiscal year 2007. In 2006, Lloyd Fonds designed the world's first open-end ship fund, Open Waters OP, in conjunction with Bankhaus Sal. Oppenheim; Lloyd Fonds Singapore provides the ship management services.

The Requirements: A Flexible Tool for the Analysis of Detail Data of Ships

In order to be able to cope with the flood of information in connection with the purchase and selling of ships and management of the funds, the company decided to implement a reporting platform based on OLAP technology. Besides controlling, reporting and ad-hoc-analysis, the solution was also to support documentation and archiving of detail data. Major project goals for the company were:

- Controlling of detail data in connection with ship purchase and ship operations
- Funds management
- Comparison with market data
- Immediate data availability in several departments
- Access from various locations, on a transnational level
- Department specific reports and analyses
- Reconciliation of important data increasing transparency
- Platform for external access

LLOYD FONDS

AKTIENGESELLSCHAFT

Lloyd Shipping, a division of Lloyd Fonds AG, implemented a reporting application based on Palo OLAP Server and Palo Worksheet Server for the funds management of the world's first open ship fund, for which Lloyd Fonds AG acts as investment adviser. The Business Intelligence solution is utilized to analyze extensive detail information on ships and fund. Sales Department, Executive Board and Committees, Accounting Department and also business partners to some extent receive user specific reports and analyses regularly. This ensures transparency in all departments and saves time in searching for and processing information.

SYSTEM

- PALO OLAP SERVER
- PALO WORKSHEET SERVER

SERVICE JEDOX

- COLSULTING
- IMPLEMENTATION
- TRAINING

The solution: Reporting Solution for Business Users

The project team of the division in charge, Lloyd Shipping, opted for using Palo OLAP Server as the technical basis for the solution. The reporting was built with Palo Worksheet Server, which utilizes MS Excel as the development tool for web applications.

Easy handling and Excel integration were the main reasons for deciding in favor of the Jedox products. The division's project team was able to build a sophisticated reporting solution without extensive IT know-how.

Supported by Jedox consultants, it was possible to implement the main project within five months. Afterwards, additional data ranges were integrated and data entry forms developed. With respect to the OLAP analysis, for example, Palo data cubes were created containing detail data concerning ships, cost of operation and off-hire. Source data originate from Excel primarily; an external budget planning tool is integrated as well.

Funds Management is now able to create flexible analyses for the various departments at any point in time. Sales Department, Executive Board, Accounting Department and to a certain extent business partners like banks have access to the information and they can view detail data. Branches abroad as well, such as Singapore, have access via Palo Worksheet Server.

In addition to the analysis of key figures, it is also the administration of numerous documents concerning the ships that is handled via Palo. For this purpose, the OLAP server has direct access to the filing systems of the corporation. A function that helps to considerably reduce manual work is the automated process of creating folder directories for documents on newly acquired ships.

The Result: Transparent Key Figures for all Departments

The time to search for certain information has considerably decreased for all report recipients connected with the application. Funds Management is also experiencing fewer inquiries. This in turn is a positive indication to the project team that proper analyses have been implemented for each department. The various departments are supported by current evaluations in their daily work. For instance, the current market value of ships that go into the funds, can be determined at any time.

Overview of the most important improvements for Lloyd Fonds AG:

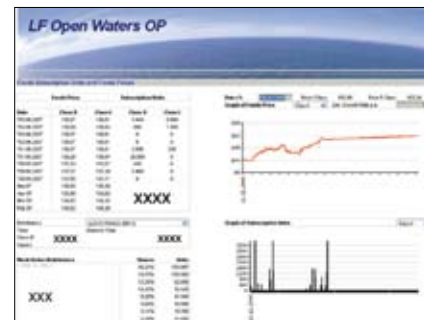
- Clear, transparent data
- Basic statement of e.g. credit agreements relating to the ships
- Improved liquidity management, direct tracking of monies received
- Immediate availability of numbers (sums, mean values, for various segments)
- Prompt information on ship's unexpected downtime
- International platform

Lloyd Shipping will be extending the application step by step. Additional ship funds will be included in the near future, and perhaps other funds such as real estate and special assets later-on.

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Main page: Overview of ships in the fund



Fund Overview: Fund price development and investor information



Market data: currency trends

»With Palo OLAP Server we are in control of the multitude of detail data on our ships and the fund and we can generate valuable, up-to-the-minute information for the Management. Furthermore, we are very flexible when creating customized analyses for the various departments, committees and partner companies which is a great plus.«

Maren Seifert, Project Management Open Waters and Management Lloyd Fonds Singapore