



Case Study Lloyd Fonds AG

Funds Management Reporting and Analysis

The Company

Founded in 1995 and based in Hamburg, Lloyd Fonds AG is one of the leading providers of closed-end funds and structured investment products. 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. More than 44,500 investors have invested in 89 share offers. Lloyd Fonds employs more than 170 staff members and achieved a consolidated net profit of 20.2 million 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

Lloyd Fonds AG needed to implement a reporting platform based on OLAP technology in order to cope with the flood of information connected to the purchase and sale of ships and associated fund management. Besides controlling, reporting and ad-hoc-analysis, the solution would also support documentation and archiving of detail data.

Major project goals for the company were:

- Control of ship purchase and ship operations detail data
- Funds management
- Market data comparison
- Immediate data availability in several departments
- Access from various locations, on a transnational
- 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 analyzes extensive detail information on ships and funds. Sales Department, Executive Board and Committees, Accounting Department and business partners (to some extent) receive user specific reports and analyses regularly – ensuring transparency in all departments and saving time spent searching for and processing information.

SYSTEM

- PALO OLAP SERVER
- PALO WORKSHEET SERVER

SERVICE

- CONSULTING
- IMPLEMENTATION
- TRAINING

The Solution: Reporting Solution for Business Users

The project team of Lloyd Shipping, the division in charge, opted to use 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 Lloyd Shipping decided 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, the Lloyd Shipping team took less than five months to implement the main project. 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 can view detail data. Branches abroad, such as the Singapore branch, have access via Palo Worksheet Server.

In addition to the analysis of key figures, Palo also handles the administration of numerous documents concerning the ships. For this purpose, the OLAP server has direct access to the corporation's filing systems. The generation of folder directories for documents on newly acquired ships is automated to help considerably reduce manual work.

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 – 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 can be determined at any time:

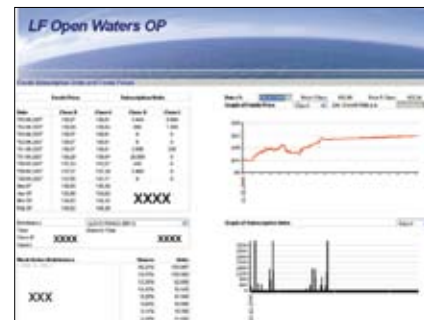
Overview of the most important improvements for Lloyd Fonds AG:

- Clear, transparent data
- Basic statement of credit agreements relating to the ships (for example)
- 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, including additional ship funds in the near future and other funds like real estate and special assets later on.



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 management. Furthermore, creating customized analyses for the various departments, committees and partner companies is now a very flexible process which is a great plus.«

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

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