

Press Release

HSH Nordbank selects Granville Associates to transform its management information and reporting

25 June 2007 – Granville Associates, who provide Business Intelligence solutions for banks, announced that the London branch of HSH Nordbank has selected Granville's Business Intelligence Harvester to transform its management information and reporting.

Harvester is a unique, packaged BI solution that combines a powerful Microsoft data warehouse with the fastest data modelling software on the market - namely TM1 from Applix, a global leader in business analytics.

Data will be extracted from HSH Nordbank's Midas Plus system and then transformed, loaded and reconciled into the data warehouse. From here the data is restructured and loaded into TM1 OLAP cubes to allow bank staff to perform fast, sophisticated analysis, modelling and reporting. The intuitive user interface includes Applix's Executive Viewer, which will be used to present information in an easy-to-read and attractive format, both within the branch and for the bank's head office.

David Forster, Head of Operations, HSH Nordbank says, "With our expanding London operation, we have a number of challenges with our reporting and management information that need to be resolved urgently. Our existing reporting capability is slow and inefficient and it is difficult to get at the information we require. We are consequently spending too much time on reconciliation and investigation and have little time for important analysis work. We also want to improve the quality of key information available to senior management – for instance regarding client profitability.

Granville's products will not only address our current challenges, but will also allow us to gather data from our other operational systems in the future (e.g. Kondor+). This data can then be maintained in the data warehouse and included in our management reporting.

The capabilities of the Granville solution were successfully demonstrated to the bank in a 'proof of concept' exercise prior to purchase. This, together with the short implementation time, means that Granville's Harvester was the ideal choice for HSH Nordbank".

Richard Peddar, CEO of Granville Associates, comments "HSH Nordbank needed a solution that could solve problems that are typical of many banks with legacy transaction processing systems. These systems were generally not designed with reporting in mind and it can be a major challenge achieving transparency of the valuable data which they contain. With its data warehouse, designed using Granville's generic banking data model, Harvester provides a single reconciled source of information for all reporting and management information needs. Applix's TM1, which we package with the solution, is an ideal complement to the data warehouse as it allows banks to view, analyse, model and report this information in any way needed. To meet possible future needs at HSH Nordbank, there is an easy upgrade available to our Factory solution which allows data from many other source systems to be loaded into the same data warehouse."

The implementation of Granville Harvester at HSH Nordbank has commenced and the system is planned to go live in September 2007.

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About HSH Nordbank

Established in June 2003, with headquarters in Hamburg and Kiel, HSH Nordbank AG is the result of the merger between Hamburgische Landesbank and Landesbank Schleswig-Holstein (LB Kiel). It has total assets of EUR 189 billion and 4,400 employees around the world. HSH Nordbank is a strong commercial bank in its core region of Northern Europe and is the world's largest provider of ship finance. Internationally they have offices in 17 foreign locations including London, US and Asia operating in selected growth markets, with the main focus on transportation and real estate.

About Granville Associates

Granville Associates delivers Business Intelligence solutions for banks.

These solutions extract and transform data from banking systems and populate a generic banking data model to create a fully reconciled source of reliable banking information - "*one version of the truth*". The combination of a data warehouse and TM1 OLAP software allows immediate access to consolidated data with many flexible views, the ability to instantly drill to the underlying detail and perform quick, sophisticated analysis, modelling and charting.

For more information about Granville Associates, please visit www.granvilleassociates.co.uk.

About Applix

Applix (NasdaqGS: APLX) empowers agile enterprises by offering the only complete Business Analytics software solution. The Company is focused exclusively on providing a single, cohesive Performance Management and Business Intelligence solution, with strategic planning, forecasting, consolidations, reporting and analytics across financial, operational, sales and marketing, and human resources departments. The Applix platform, powered by the renowned TM1 analytics engine, reaches farther, deploys easier, and reacts faster than any business analytics solution available today. Applix and its global network of partners help 3,000 customers worldwide manage their business performance and respond proactively to the marketplace. Headquartered in Westborough, MA, Applix maintains offices in North America, Europe and Asia Pacific. For more information, please visit www.applix.com.

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