

An overview of BTA Consulting Limited

Capability Statement

BTA Consulting Limited

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BTA CONSULTING CREATES A QUANTUM LEAP IN BUSINESS PROGRESS

Our clients seek our advice to continually assess:

- the directions of tomorrow's developments;
- whether they are in line with best practice

New ideas dominate the world of financial services today. What was relevant yesterday, or today, will no longer be relevant tomorrow.

BTA Consulting has an unsurpassed understanding of financial markets evidenced through international competition, deregulation and technological innovation. This enables us to ensure our clients make real breakthroughs. We continually re-appraise fundamental assumptions to deliver excellence! These assumptions relate to the business strategy and the infrastructure of our clients and to the selection criteria clients impose upon their suppliers. Many of the projects we have advised on have provided long term solutions for clients – ie in excess of 10 years.



With regard to suppliers, clients need to rigorously assess whether they are getting back as much as they are putting in?

At BTA Consulting such considerations have constantly proved to be our terms of reference during 15 years of client service development and strategic research. BTA has injected original and fresh thinking into securities markets structures, massively lowering risk whilst recognising the need to balance regulation, maintain liquidity and drive operational effectiveness.

Over the last decade, clients have demanded increasing value, leading edge experience, solution provision, lower risk and shorter delivery times. But the true question is can the consultancy profession deliver?

- Traditional large firm consultancy looks increasingly lifeless in a climate that demands agility, sensitivity to economic pressures and the flexibility to react immediately to market developments.
- Iterative consultancy and the long-term generalist contracting market have of course created advances - but not enough.



What is needed, are professional partners prepared to pioneer a quantum leap in business progress. This means:

- Fresh thinking
- Boundless energy
- Innovation
- Strategic vision
- Confidence

...all of which are being presented to you now!

We believe that BTA is simply unrivalled in its' sphere and is one of the most progressive consultancy organisations operating in the field of global financial services today.

Through continuous innovation, BTA Consulting has reversed the inexorable rises in fees, whilst expediting deadlines and adding real value. The result - clients can compete favourably on the global financial stage.



WHY SELECT BTA CONSULTING?

“Our whole objective is for our clients to win. We never take our eye off this goal.”

BTA Consulting delivers new and innovative strategies and solutions. We only undertake engagements where we are sure we add value and surpass client objectives – otherwise it is expensive for the client, costly in terms of time and destroys their brand as well as our own. BTA personnel have been exchange, CSD and global investment bank executives combined with training in Big 4 consulting/accounting organisations. As a consequence we understand the challenges and needs of our clients. This means our advice is not theoretical. Indeed to the contrary our team are in demand under executive lease contracts.

Figure 1: Our model for the creation of client success



“We welcome new challenges and look forward to making clients happy and successful.”

Table 1: Why clients select BTA Consulting

Our own objectives and values answer the question - why select BTA Consulting?	Thought and knowledge leadership	We invest in knowledge leadership and methodologies to ensure success and brand development, across many business models. Our internal knowledge management tools share our information throughout our firm, enabling us to reduce time and cost and increase quality.
	Think “outside the box”	BTA has the in-built ability to “think outside the box” and re-engineer business norms into original forms. We lead the field in both the old and new economy strategies. The hybrid is essential. Digital markets cannot ignore the complexities of history.
	Create a quantum leap in client business progress	We challenge fundamental assumptions. BTA are a premier consultancy house combining the needs of the 21 st century economy and traditional businesses, placing our clients in a position of strength for the markets of today and tomorrow.
	Create competitive advantage	Client surveys show that they become “Number One” when they select us – they claim this is not necessarily the case with our competitors.
	Deliver quality, to time and budget	BTA has a world-wide reputation for its market leading consulting services to exchanges, clearing houses and members founded on quality, timing and financial prudence.
	Independence	BTA Consulting is independent of mind, technology and capital providers. This creates clarity of delivery as opposed to confusion due to pre-arranged non-transparent ties, ill-conceived capital structures or strange ethical practices
	Scale	BTA Consulting is a niche firm that is currently being re-engineered through external investment and organic/inorganic growth programmes.

Our client list, overleaf, speaks for itself

UK
 ABN Amro Hoare Govett
 Dresdner Kleinwort Benson
 Kleinwort Benson Securities
 Merrill Lynch
 Jeffries International
 UBS Services Limited
 LIFFE
 S2 International
 CS RAND
 Lexit Financial
 Department for Constitutional Affairs
 Court Funds Office

Official Solcitor and Public Trustee
 SWIFT
 Percival Software
 Perot Systems
 TCAM Stratus
 Investors Notice Board
 BT Syntegra
 Finsbury Asset Management
 Ernst & Young
 Bank of Ireland
 Allied Irish Bank
 First Mercantile plc
 Computershare
 CityWebWatch

EUROPE
 SIA S.p.A Italy
 Broker Systems Greece
 Alpha Bank Greece
 Cedborsa S.p.A, Italy
 Finanzmarkt in Mittel-und Osteuropa
 Rabobank
 HP
 Compaq Milan @ exchange
 OM
 OM Jiway
 Oslo Børs
 CMA Small Systems
 Malta Stock Exchange

SWX/Virt-x
 Budapest Stock Exchange
 Keler/ Fornax Hungary
 Estonia CSD Ltd
 2 New ECNs
 KDPW Poland
 Lithuania Stock Exchange
 Perm Securities Market
 Ministry of Finance Czech Rep.
 KSI BV
 Czech Securities Market
 Slovak Securities Market
 Cyprus Stock Exchange
 Ministry of Finance Slovakia
 Icelandic Securities Depository

NORTH AMERICA
 Price Waterhouse Washington
 TCAM Stratus
 E*Trade
 EFA Software
 Compaq TANDEM
 John Hancock
 Alberta Market Solutions
 Vista Consulting

FAR EAST
 OTC Exchange of Thailand
 Malaysian Central Depository
 Tandem Singapore
 Rubber Authority Singapore
 Computershare

CARIBBEAN
 Cable & Wireless Cayman Islands
 Price Waterhouse Coopers Bahamas
 Bahamas International Securities Exchange
 BVRD Dominican Republic
 CAPS
 CIBC Bank Cayman Islands

CENTRAL AMERICA
 Mexico Stock Exchange
 Compaq Mexico

SOUTH AMERICA
 Mercado Aviento Electronico
 Price Waterhouse

AFRICA
 Nairobi Stock Exchange
 Capital Markets Authority
 Kenya
 British Council Kenya
 Government of Kenya
 Organisation of African Unity

MIDDLE EAST
 Al Khaldiya
 Kuwait Stock Exchange
 Batelco B.S.C
 Bahrain Stock Exchange
 Abu Dhabi Stock Exchange
 Doha Securities Market
 Gulf Business Machines
 Qatar Financial Markets Authority

INDIA
 OTC Exchange of India
 Bombay Stock Exchange
 Stock Holding Corp. of India
 CMC India

