

WHERE LOGIC GOES MAGIC



Focus on E-Business

[2] Our Business

- Leading Swiss e-business company
- Integrated full array of services
 - Consulting
 - Technology
 - Multimedia Design
- Dedicated to client's needs and "time-to-market" for
 - E-strategy consulting
 - Business critical Internet applications
 - Rapid e-incubator services

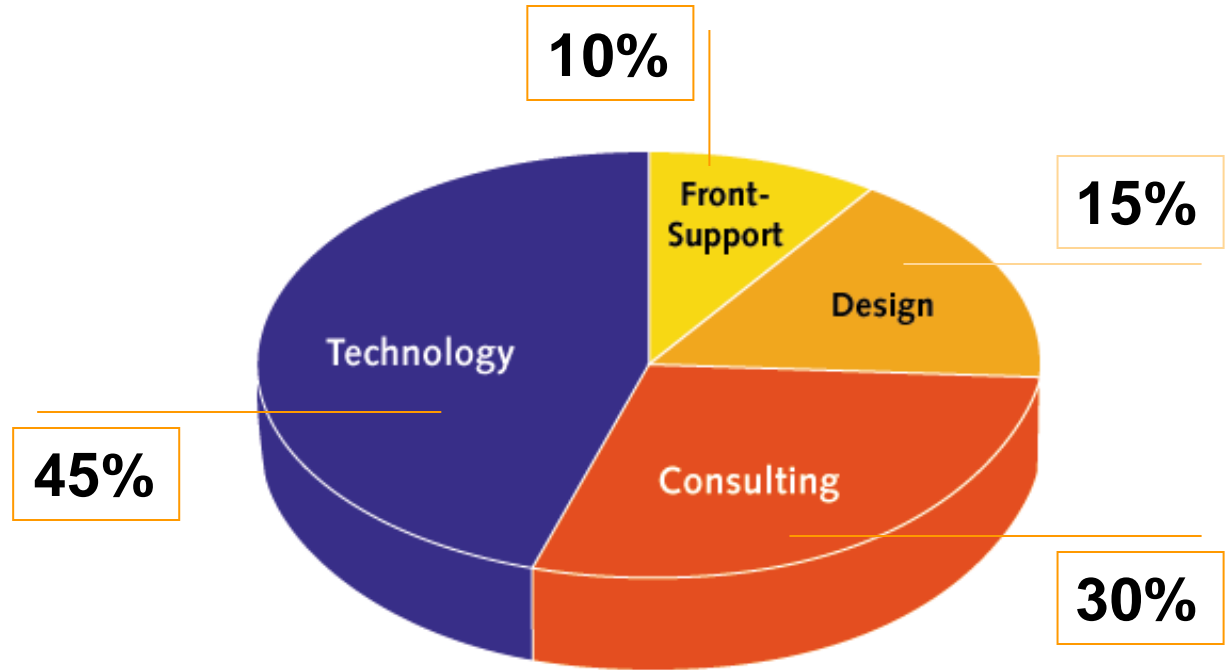
[3] Vision

- Local market
 - The leading supplier of e-business solutions for blue chip companies
- International market
 - Growth at prime locations with focus on e-finance
- Employees
 - Attract the highest quality staff
 - Acting as owner (ESOP)
- Innovation
 - Close co-operation with universities for R&D and Training
- Investors
 - Attractive and realistic growth strategy
 - Short- and long-term profitability

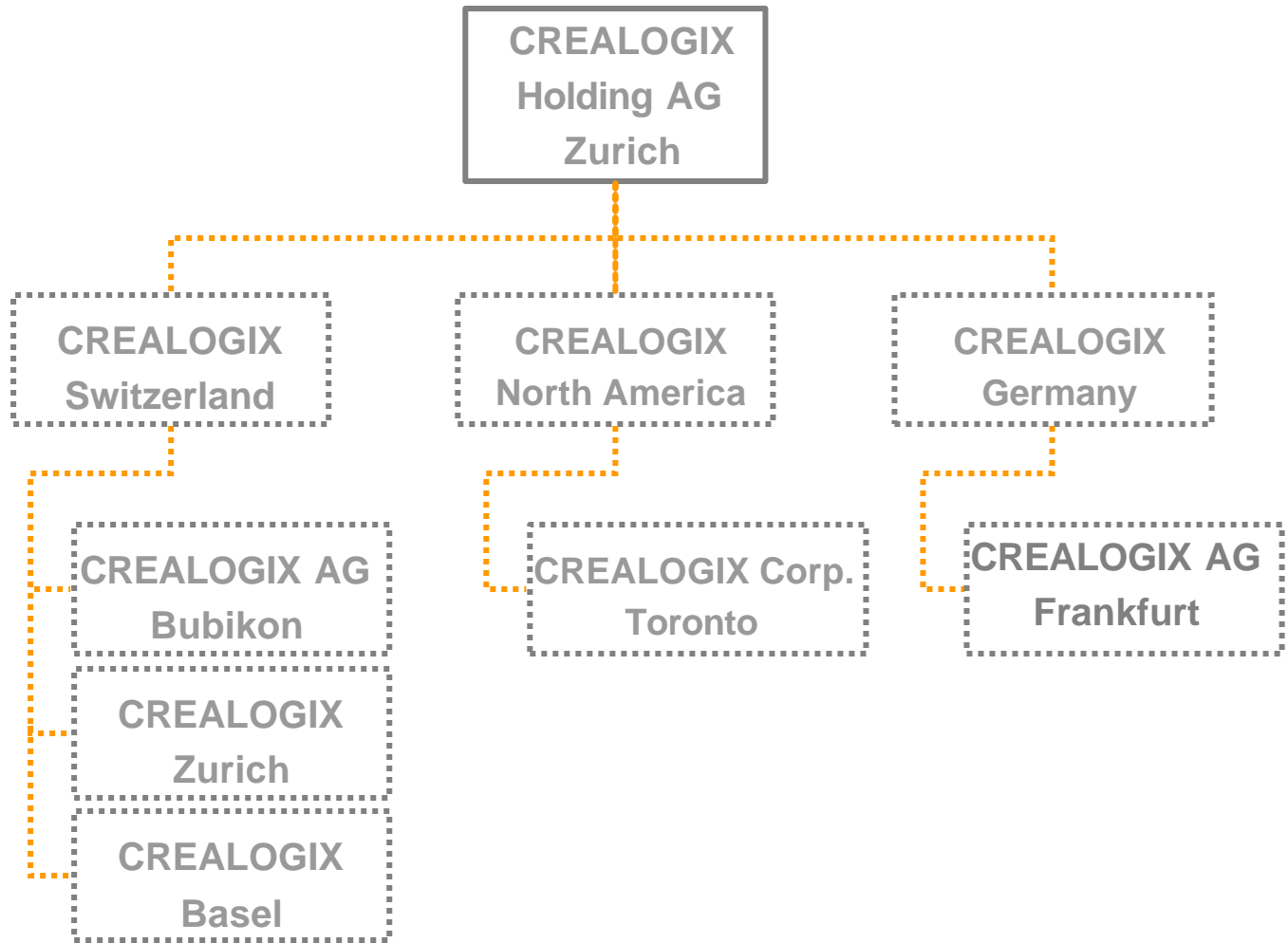
[4] Milestones

<p>First Blue Chip client</p>	<p>1996</p>	<p>Foundation of the company</p>
<p>1st Swiss Internet banking solution Innovation: 3D Modelling New Clients: e.g. Adecco</p>	<p>1997</p>	<p>Acquisition of important clients</p>
<p>Credit Suisse elected as Europe's best Internet bank (Lafferty Group) Innovation: "web-over-TV"- Pilot New Clients: e.g. ABB</p>	<p>1998</p>	<p>Transformation from an Internet agency into a full-service e-business company</p>
<p>1st Swiss Internet brokerage (youtrade) online Innovation: First WAP and PDA solutions implemented New Clients: e.g. Atraxis, J. Bär, Helsana, Vontobel</p>	<p>1999</p>	<p>Termination of the marketing co-operation with Delta Consulting Group in St. Gallen Foundation of CREALOGIX AG</p>
<p>yourhome going into operation Innovation: Frameset New clients: e.g. Ascom, Geberit, Zurich Financial Services, ZKB, etc.</p>	<p>2000</p>	<p>Foundation of: CREALOGIX Corp. CDN CREALOGIX Zurich, Basel, Frankfurt CREALOGIX Holding Crealogix Academy IPO</p>

[5] Personnel Structure

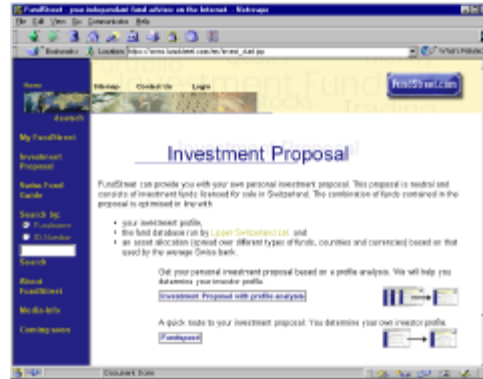


[6] Structure



[7] Project References (Samples)

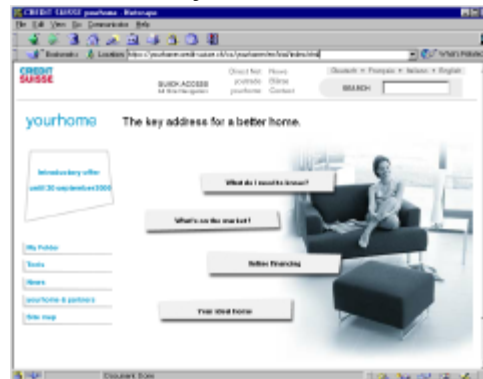
„Your Independent Fund Advisor“



„Trading for Less“



„The Key Address for a Better Home“



[8]

Selection of Clients

WINCOR NIXDORF	CREDIT SUISSE GROUP
atraxis	ABB
PHONAK hearing systems	HELSANA gesunde Ideen
Deutsche Asset Management <small>© Member of the Deutsche Bank Group</small>	AWD <small>Investment Management</small>
Postfinance DVEPOST	VONTOBEL
Sun microsystems	ZURICH FINANCIAL SERVICES
Julius Bär	Solothurner Bank SoBa

Finance

- Switzerland:
 - AIG
 - AWD
 - Bank CIAL
 - Bank Julius Bär
 - Bank Vontobel
 - Credit Suisse
 - FundStreet
 - Postfinance
 - Zurich Financial Services
 - Zürcher Kantonalbank
- Germany:
 - DAM
 - CSPB
- Italy:
 - San Paolo IMI

Other industries

- ABB
- Ascom
- Atraxis
- DEKRA
- Fundes
- Geberit
- Government
- Hilti
- Holderbank
- Karajan Stiftung
- Mercedes Benz
- Peugeot
- Phonak
- Siemens
- Sun Microsystems
- University of Zurich

[9]

Key Areas of Expertise

CONSULTING

- **Concentration on business-critical applications**
- **Focus on client's entire business model**
- **e-Strategy Consulting**
- Business case development
- Information architectures
- e-Marketing, e-CRM
- Technology consulting
- Usability consulting
- Site-checks
- Multichannel strategies

TECHNOLOGY

- **Development of e-business applications** (OOSE, IT-architecture design)
- **Object-oriented analysis and software design** (UML, Roundtrip engineering)
- **Programming:** Java, HTML, XML, C++, SQL, WAP
- **Database systems** (DBMS) from Oracle or Microsoft SQL-Server
- **Platforms:** Unix, MS Windows 2000 Server, Mobile devices

MULTIMEDIA DESIGN

Structural design:

- Navigation systems
- User interface ergonomics
- e-CI/CD guidelines

Visual design:

- Application design
- Data visualisation
- 3D, animation, sound, streaming
- Multi-platform adaptation (i.e. WAP, PDA, TV, touch)

e-marketing design:

- Target group identification
- Banner/microsite concepts

[10]

Partnerships



[11]

Crealogix Methodology

e-strategy consulting

Setup planning

Specification

Detail planning

Implementation

Operating / enhancing the solution

[12]

Crealogix Methodology



Specification

Crealogix storybook method

Business requirement definition

Creative design composition

Specification and prototype development

Usability / user experience check

Technical architecture definition

Vertical slice functional prototype

Implementation

Implementation

SW-Design

Implementation

Testing

Module tests

Deployment

System integration tests

[13]

Why

- Consulting with strategy and method
- Full-Service-Company
- Experience to develop business critical Internet applications with new technology
- Close co-operation with universities for R&D and Training
- Partnerships

[14]

Contact

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