



Company name:	ITREXS³ GmbH	ITREXS³ Dubai FZ-LLC
Address details:	Schäfergasse 8 65428 Rüsselsheim Germany	P.O.Box 500075 DIC, Building 3, Office 211 Dubai, U.A.E.
Date of incorporation:	1983 as Höll Computer & Software GmbH	2000
Phone:	+49-6142-69020	+971-4-3910740
Fax:	+49-6142-690225	+971-4-3910742
Key contact:	Roland Höll, CEO	Sven Sommer, GM
Key contact email:	info@itrex.de	sommer@itrex.com
Web site:	www.itrex.de	www.itrex.com
Employees:	30 highly specialized software programmers	
Industry specialization:	Investment e-Banking ASP+BSP Data Centre Total Solution – connecting worldwide exchanges	
Technology environment:	Sun / HP / IBM / Siemens / Oracle / Sybase	
Territories covered:	Multi mandant, multi lingual & multi currency Back-Office, Middle-Office, Front-Office, Asset-, Risk- & Portfolio-Management, Multi Channel Reporting (customer & legal), Customer Relation Management (CRM), real- & near-time direct trading in over 40 exchanges worldwide in all financial products incl. total solution FOREX (foreign exchange) and mutual funds trading platform incl. real estate investment funds, Online IPO solution, credit card outsourcing solution. Professional dealing room trading client incl. dyna-sentimentor based automated trading (FOREX). Straight Through Processing (STP), Custody Services.	
Key customers:	For ASP+BSP Data Centre solution: Exchanges, large banks, transaction banks, service providers. For Application & Business Service Provider (ASP+BSP) business partner product: Small- & medium sized financial service providers (e.g. banks, brokers, wealth managers).	
Project Approach:	We continuous deliver projects with strong partners e.g. Siemens, Sun, IBM, HP, Oracle, Sybase and leading consulting companies in Germany and international.	

Our Mission in Middle East:

Today there is no bank or organization in the Middle East operating an own Investment e-Banking data centre as ASP+BSP. This vital and profitable part of international banking seems to be completely outsourced to western countries. With ITREXS³ technology an unlimited number of banks can be set up on one homogenous, international connecting, complete and cost efficient technology (data centre). With the business concept of ASP+BSP we can deliver a total investment e-banking hosting service to the regional banking industry. It is very important to know that with ITREXS³ technology the customers of ITREXS³ ASP+BSP (banks etc.) remain in control of their customer database. The product & services they offer to their customers come in their specific design and product strategy (White Labeling Partnership).

References:

Several European banks today use ITREXS³ technology for their investment banking operations among them known brands e.g. Bankgesellschaft Berlin, Landesbank Sachsen, Skandinaviska Enskilda Banken (SEB), Stuttgarter Börsen Service & Banque Generale du Luxembourg.

Our latest reference is German setis-bank AG, a daughter company of state bank of Sachsen (AA+ rated), which operates the total data centre on ITREXS³ technology and offer complete services to international banks based on the concept of ASP+BSP. ITREXS³ is a 10% shareholder of state owned setis-bank. With setis-bank AG ITREXS³ successfully integrated a technology partnership with UBS Warburg from Switzerland (top-5 bank of the world & leading investment bank) in international order routing & trading in FOREX (foreign exchange).

Background Info:

ITREXS³ is 100% owned by Höll Computer & Software GmbH an independent and fully family owned business since 1983. CEO is Roland Höll, a former executive manager at NCR and Deutsche Bank. Mr. Höll is known as one of the leading technology personalities in the German banking industry. Besides Mr. Höll is a member of the supervisory board of setis-bank. Mr. Höll is supported by his wife Gabriela Höll, General Manager of ITREXS³ and former executive Marketing Manager for car producer Adam Opel AG.

As a company with long history in Frankfurt, ITREXS³ supports actively a partnership between Frankfurt (capital of the German financial industry and EURO) and countries in the Middle East. ITREXS³ actively supports partnerships towards Europe's leading exchange Deutsche Börse AG.