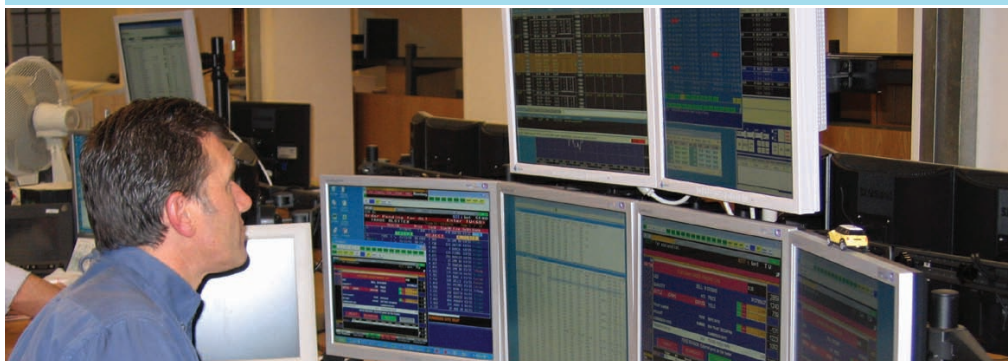


Samsung case study

ZBI BONDS TRADE UP TO SAMSUNG

case study



ZBI Bonds is a wholly-owned subsidiary of premier US banking and financial services provider Zions Bancorporation. Based in Salt Lake City, this major player operates via its network of over 400 full-service banking offices in select high growth markets across Arizona, California, Colorado, Idaho, Nevada, New Mexico, Utah and Washington. In addition, Zions is a national leader in small business lending, public finance advisory services, agricultural finance and electronic bond trading. Their UK-based bond trading floor is well-established in the City and specialises as fixed income odd lot market makers. Alongside sister trading floors in New Jersey and Salt Lake City, the UK floor is experiencing strong growth as the company moves to expand and capitalise on their European operations.

The Challenge

With rapid growth planned in the immediate future, there was a pressing need to optimise the space available to traders. All of the existing trading screens were outdated CRT units, occupying substantial desktop space and offering scant flexibility for suitable positioning. A trader in this field may require up to 6 live screens, positioned in such a way as to simultaneously offer an uninterrupted, fluid flow of information. So, with a fixed floor space and another 50 trading seats planned, choosing the right screens in the best possible configuration was vital.

The Solution

In competition with existing suppliers, Samsung provided the ideal solution, whilst still offering substantial cost savings to ZBI, including an extended warranty arrangement that more than matched any of the competitor's deals. Through their experience and market knowledge, Samsung were able to recommend ErgoMounts, a screen mounting specialist, who, in tandem with Samsung and ZBI, were able to test different configurations of multiple screens in landscape formats. In this way, between four and six 19" LCD screens arranged in a wraparound 'cockpit' formation were positioned on a custom built, scaleable stand.

A number of these positions were set up as pilots for ZBI's traders to 'road test'. The highly favourable results speak for themselves.

ZBI BONDS -a summary.

The Challenge.

- Optimise available space
- Provide traders with state-of-the-art visual support
- Meet budgetary criteria

The Solution.

- Landscape cockpits of four to six 19" SM910T screens
- Tailormade scaleable mounts

The Benefits.

- Reliable, easy-to-read screen configuration
- More space, enhanced, user-friendly work environment
- Flexibility of tailormade stands
- Aesthetic improvement, contemporary atmosphere
- Highly cost effective, extended warranty



Implementation

The immediate availability of the required screens was another big plus in Samsung's favour. So was the 0% DOA.

'It's Samsung's approach and focus on providing the end-user with exactly what they want which sets them apart'.

They go out of their way to actively co-ordinate evaluation and proactively engage with the end user and any third party (in this case ErgoMounts) to provide the perfect solution.

ZBI were delighted with the smoothness and hassle-free implementation of the new screens. IT Manager, Mark Gazaleh, oversaw the project,

"As promised, Samsung were able to deliver almost immediately; ErgoMounts supplied the stands on time and we were able to configure the new screens with the minimum of disruption. We're very pleased with the whole operation and the excellent results."

The new trading environment is now undergoing construction by ZBI's in-house IT team.

Results/Benefits

With many of the bulky CRT screens still awaiting replacement, the benefits are obvious to see. Traders are now comfortably faced with a concave bank of easy-to-read screens, which, with their flat screen technology, deliver sharper colours and less glare.

The tailormade screen mounts are clean, manoeuvrable, adjustable and with the minimum of cabling, reducing clutter and offering flexibility.

It is also easy to appreciate the benefits in terms of space management, with a mounted cockpit of six screens

occupying a fraction of the equivalent CRT footprint, in a far more aesthetically pleasing manner.

The trading floor now has a slicker, far more contemporary appearance, creating an enhanced, state-of-the-art work environment which looks to the future.

The Future

Following the success of the pilot, there are a further 20 workstations planned to accommodate the influx of additional traders.

Mark Gazaleh is looking forward to taking the business forward with a full complement of updated IT support and is confident that in Samsung he has found a reliable partner,

"Naturally the quality of the hardware is of paramount importance, but then again, so are reliability and, above all, cost quality.

'Samsung were the only company capable of satisfying all of these criteria. No-one else came close'.



Mark Gazaleh
IT Manager



About Samsung

Through its extensive R&D and innovation in design, Samsung has now become the world's largest producer of key technologies used in IT.

The company's consistent ability to deliver effective, efficient, robust and relevant technology has enabled Samsung to grow faster than any other corporation globally in the past 2 years. Last year alone, Samsung won 5 IDEA (Industrial Design Excellence Award) awards - more than any other company. Business Week now ranks Samsung as the 21st strongest brand, (22 places ahead of Apple Computers) and with numerous endorsements from the IT media, it's easy to see why Samsung is the world's fastest growing brand.

The key? Samsung's total control over product build and component quality, ensuring unmatched reliability, reduced customer downtime and lower costs. This unique combination of product control, quality, flexibility and competitive pricing is a potent offering to our customers. It gives us the freedom to listen to, and work with them, to deliver the solutions they require; a rare but important quality in today's world.

About ErgoMounts

Working in partnership with leading ergonomic advisors, ErgoMounts provides a comprehensive portfolio of ergonomic, space efficient LCD mounting solutions. Combining over 25 years of design and manufacturing expertise, ErgoMounts provides dedicated high quality and highly functional monitor arms, stands and brackets across all market sectors. Visit www.ergomounts.co.uk



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