

Lombard Odier strengthens market intelligence and research capabilities with an FT Professional Subscription

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The challenge

With thousands of employees globally, the Swiss private bank must ensure that their teams are on top of economic, financial and political developments around the world, to more readily make strategic decisions.

The solution

An FT Professional Subscription has given investment strategists such as Bill Papadakis the ability to dig deeper into topics, and ensure that there is a common point of reference among colleagues in the information they consume.

The benefits

Proposed strategy can be backed up with evidence from the market intelligence gained through the use of the FT, and decisions made can help their clients more effectively, and positively benefit the bank as a whole.



If I lost the FT tomorrow, it would become a much more time consuming process for me because I would have to rediscover a good source for every topic that I tend to go to the FT for.

BILL PAPADAKIS
INVESTMENT STRATEGIST, BANQUE LOMBARD ODIER

A trusted banking group needs trusted information

Founded in 1796, Lombard Odier is an independent Swiss banking group, specialising in private banking, asset management and back office services for other financial institutions. They hold the claim to being the oldest banking group in Geneva, and to date look after over CHF287bn of client total assets.

Having been present and secure through 40 financial crises, the group's success hinges on creating different perspectives on the world for their clients.

By thinking critically and having the ability to rethink at a moment's notice, they are globally renowned as one of the world's top banking groups for security and stability.

With this requirement to always be one step ahead, ensuring all research has been properly conducted before strategy is decided, Lombard Odier identified the need for a universal source of trusted information, that all staff would have access to.

Remaining on the pulse of global changes

"I joined Lombard Odier and I felt like having access to the FT would be an essential part of my job," says investment strategist Bill Papadakis. "In my role, I have to do a lot of research and macroeconomic analysis, so you certainly have to be on top of economic, financial and political developments around the world. Being an FT reader has helped me stay on top of the issues that mattered for me."

Bill's role requires him to be up to date with advancements in all things finance, and the more knowledge he has, the more structured the strategy he suggests can be. By using the FT as an important resource, he finds all the information he requires, and is able to dig deeper for further insight, which he claims is an important part of his job.

"I can dig deeper whenever I need to, and I still stay on top of a news story even after it's not necessarily on the front page, because I can follow up with new articles that are published, or look at newsletters," he explains.



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Anyone who is involved in doing research or strategy, or is a market participant, highly values the content that the FT provides. The reach of the medium goes way beyond that. People who are bankers, who are portfolio managers, or people who are even aspiring to do well, even if their specific role doesn't require them to do it, value the content that they can find on the FT.

BILL PAPADAKIS
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The newsletters on offer from the FT have allowed Bill to remain in the loop in the most important areas of his business. He mentions using the Britain after Brexit and Europe Express newsletters to remain on top of governmental changes and policy tweaks, as well as FirstFT to ensure his consumption of FT news is fast and efficient.

Trusted insights to bolster employees' knowledge

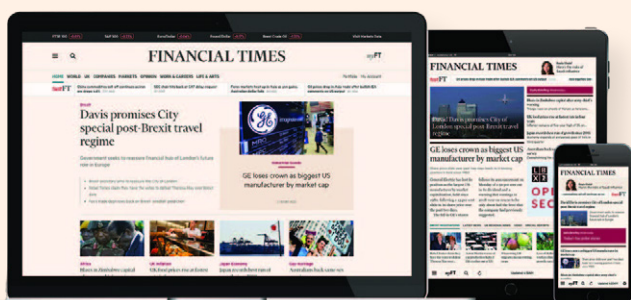
"I am an avid consumer of news media," Bill says, "so there are certainly many sources on this side of the Atlantic, and in the US that I try to follow - but not with the same religious effort as I do with the FT!"

He cites the plethora of topics the FT covers as his main reason for his trust of the platform: "sometimes there might be issues that the FT covers with expertise and a focus that you don't necessarily find elsewhere."

Needing this expertise is a vital part of not only Bill's working day, but also his colleagues. Lombard Odier has had an FT Professional Subscription since before he began at the banking group in 2016, and it has been used by many employees of the company to better their understanding of the industries in which they operate.

"That there is a common point of reference among many colleagues so you can always be sure that you've seen a similar set of data points, and a similar set of information, is valuable," he says.

"It allows you to advance the conversation quite quickly and efficiently. Given the status of the FT within the world of business media, it certainly makes sense for us."



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