

## CONTACT INFORMATION

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A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are reflected in each other, creating a sense of height and architectural complexity. The sky is a pale blue.

**FINANCE AND  
ACCOUNTING**

## INTRODUCTION

Ariadne at its core is based on the Actus standard ([www.actusfrf.org](http://www.actusfrf.org)) which represents the mutual legal obligation that are defined in financial contracts as mathematical algorithms. This digital representation of financial agreements allows to generate expected state contingent cash-flows unambiguously. The "states" are the states of interest rates, FX rates and so on. These state contingent cash-flows are the basis of anything related to finance be it from a risk or finance perspective.

In terms of finance, Ariadne is therefore capable to cover all types of valuation in a fully consistent manner since all valuations are derived from the same state contingent cash-flows. Special features are:

## PARALLEL ACCOUNTING

Based on its consistent framework, Ariadne makes it possible to run parallel books such as local GAAP's and IFRS. It is also possible to have parallelly other valuation frameworks such as strict nominal value or strict fair value.

## BUDGETING AND STRATEGIC PLANNING

One of the outstanding strengths of Ariadne are its dynamic simulation capabilities (see the document under "Dynamic Simulation"). Outstanding features of Ariadne's dynamic simulation capabilities are its simplicity and analytic depth. Budgeting as well as strategic planning are straight forward use cases of our dynamic simulation capabilities.

## PROFITABILITY AND FUNDS TRANSFER PRICING

Since profitability is directly derived from changes of value and accruals over time, a 100% consistency is guaranteed between P&L and any type of valuation.

Ariadne works on the single contract granular level. This, in combination with the integrated Funds Transfer capability offer a consistent profitability framework. Profitability can be measured at any level be it profit-center, customer, product and any other sub-portfolio of interest.



## ABOUT ARIADNE

Ariadne is a new initiative in Finance and Risk Management. It is profiting from over 100 combined years of successful entrepreneurial and academic experience of our Ariadne founding partners. Our team combines a unique combination of skills and experience in financial and enterprise risk management, risk software development, finance and risk consulting.

Ariadne was initiated by Willi Brammertz, the lead author of "Unified Financial Analysis". Financial experts consider Willi Brammertz to be the driving force pushing the edges of financial analytics and leading the industry forward.

## GENERAL INFORMATION

### Founder

Dr. Willi Brammertz

### Area of Expertise

Risk Management Consulting  
Risk Management Software  
Data Standardisation

