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\* Title: Conception and development of decision making tools in finance for ETF investments.

\* Company: Minotore

\* Mentor: Mr Hichem Elloumi

\* Superviser: Lotfi Ncib.

\* Adress: ....................

\* Dedication:

\* This humble work is dedicated to my parents; Abd Elkrim Jellali & Aicha Jebel and my brother Karim Jellali, for their endless love and support.

Also

Company presentation.

2.1 Work environment  

2.1.1 About ADS group  

ADS is a group of two offshore Business-to-Business companies: Advanced Derivative Services  

& Advanced Derivative Solutions. Its objective is to accompany the market players to build and  

develop an efficient and competitive derivative platform.  

Thanks to the AD Solutions business framework and AD Services, the ADS group can respond  

to a Wide range of spectrum of IT & business needs.  

Founded in 2007 by financial engineers trained in the largest European banking groups, ADS has  

remained faithful to its motto: to be able to provide expertise covering the three main fields of  

Business development: Technological, Quantitative modeling and Risk management.  

ADS already counts among its customers two major European banks (BBVA, BNP PARIBAS, So-  

société Générale, etc.), which have given it confidence thanks to its know-how.

It comes down by the great ability to understand their business and develop an optimized solution  

that meets their needs. The objective of ADS is to provide consultancy and high value-added IT  

development.  

2.1.2 About ADS  

AD Services is a high-tech IT consulting and development company value added. It is specialized  

in market finance and derivatives. "Ille objective of ADS is to provide a personalized consultancy  

service, to develop tailored IT solutions or strengthen customer teams With consultants.  

AD Services has succeeded in combining two key factors:  

- Business consultants Who have all had experience of several years in the trading rooms of the  

largest European banks.  

- Implementation in Tunisia With highly qualified IT & Analyst profiles liabilities and very com-  

petitive costs. Its main clients are investment banks, investment funds, brokerage and financial  

services institutions, generally, any financial institution dealing With derivatives.  

2.1.3 Work team  

During the internship I was part of the Digital team: team of the company Advanced Derivative  

Services which takes care of the Web Design and the User experlence design, prepares templates,  

and creates charts for different projects, boosts the website's Search Engine Optimization (SEO)  

and analyzes users' behavior.  

Without a central office or hierarchy, the Digital team knew how to be -self-organized" through-  

out the development and follow-up of its projects. The strengths on which it is based are:  

- Cooperation: In the spirit of mutual accountability, team members are interested in their peers  

whose performance is Iower, so as to help them and not to let their attitude affect the team or the  

achievement of the objectives persuaded.  

- Self-evaluation: Team members are free to ask for help when needed, to acknowledge their  

weaknesses for improvement and to mention their mistakes whenever committed.  

- Focus on objectives: Focusing on objectives helps maintain motivation and avoid individualization. The team needs are the first to be respected. For example, when the experience we are living within the team is unsatisfactory or unpleasant, our team leader analyzes the reasons for    
any discrepancies by identifying the means and conditions which the team members lacked to succeed.