



# WEALTHTECH100

Profiles of the **WEALTHTECH100**, the world's most innovative WealthTech companies that every leader in the investment industry needs to know about in 2021





**DIGITAL WEALTH&CX**  
**TECHFORUM**

**VIRTUAL**

**Join Over 1,000 Industry Leaders to  
Learn About the Latest Innovations  
in Digital Wealth & CX Technology**

**8 & 9 JUNE 2021 | TWO-DAY DIGITAL EVENT**



**REGISTER NOW**



[www.DigitalWealthTechForum.com](http://www.DigitalWealthTechForum.com)



The **WEALTHTECH100** is an annual list of 100 of the world's most innovative WealthTech companies selected by a panel of industry experts and analysts. These are the companies every leader in wealth and asset management, private banking and financial advisory needs to know about as they consider and develop their digital transformation strategies and new customer propositions.

There's plenty of interest and hype about WealthTech in the marketplace, but much of it is superficial, incoherent or self-serving and fails the needs of decision-makers in incumbent financial institutions who require independent, facts, figures and analysis.

The **WEALTHTECH100** list will help senior management and investment professionals evaluate which digital wealth management and financial advisory models have market potential and are most likely to succeed and have a lasting impact on the industry.

---

## CRITERIA

The criteria assessed by the Advisory Board and FinTech Global team include the following:

- Industry significance of the problem being solved
- Growth, in terms of capital raised, revenue, customer traction
- Innovation of technology solution
- Potential cost savings, efficiency improvement, impact on the value chain and/or revenue enhancements generated for clients
- How important is for executives in asset management, private banking and financial advisory to know about this company?

---

## PROCESS



### RESEARCH WEALTHTECH UNIVERSE

Analyse universe of WealthTech solution providers on FinTech Global database and external sources



### NOMINATE COMPANIES

Shortlist candidates that meet criteria along with companies nominated via the website



### CONDUCT INTERVIEWS & SURVEY

Undertake in-depth interviews or surveys with founders and CEOs of shortlisted companies



### IDENTIFY WEALTHTECH 100

Determine which companies excel in terms of the criteria and can be classified as WealthTech innovation leaders



### PUBLISH

Announce results to media and finalists



# Join the World's Largest Gathering of RegTech Leaders and Innovators

11 - 13 MAY 2021 | THREE-DAY DIGITAL EVENT



REGISTER NOW



[www.GlobalRegTechSummit.com](http://www.GlobalRegTechSummit.com)



Founded 2015



Employees: 11-50

Value Chain: **Client Acquisition/Servicing, Investment Planning, Reporting**

Subsectors: B2B Robo Advisors, Digital Retirement Solutions, Investing Tools, Financial Planning, Financial Services Software, Client Prospecting &amp; Engagement



Regions of operations: Switzerland, Serbia

We believe that each person is unique and should understand how to fulfil their dreams, get a realistic picture of their future wealth, cover their life risks and invest in a sustainable manner. Despite this individuality, wealth managers continue to offer standardised and oversimplified investment wealth plans without realistic, forward-looking wealth development scenarios that integrate client's financial goals and Sustainable Investing beyond the regulatory minimum standards but also take capital market risks appropriately into account. This is the reason why 3rd-eyes analytics was founded in October 2015 by Stephanie Feigt (CEO) and Rodrigo Amandi (COO). The idea was to develop a solution that integrates professional asset and liability management methodology and sustainable investing. Today, more than 20 experts work for the success of 3rd-eyes analytics in quantitative modelling, software development, marketing and sales.



Founded 1998



Employees: 101-250

Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Optimization, Client Engagement/Interaction, Research & Analytics, Client Reporting**

Subsectors: Hybrid Wealth Management, Wealth-as-a-Service Platform (WaaS), Portfolio Management &amp; Reporting, Financial Planning Tools, Data &amp; Analytics, Financial B2B2C Robo Advisors, Banking-as-a-Service (BaaS), Embedded Wealth, Embedded Finance



Regions of operations: Europe, Asia, Africa, Middle East

Established in 1998, additiv partners with leading companies across the world to help them capitalize on the possibilities of digital wealth and investment management. additiv's DFS® omnichannel orchestration platform is a system of intelligence for wealth management. It supports wealth managers looking for best-in-class Software-as-a-Service (SaaS) to deliver better engagement at greater scale. It enables financial institutions to access new distribution channels through a Banking-as-a-Service (BaaS) model. And it allows banking and non-banking providers to embed wealth services into their proposition. Headquartered in Switzerland, with regional offices in Singapore, UAE, Germany and Kenya, additiv is supported by a global ecosystem of partners.


**Adviscent**  
*Interactive Advisory*


Founded 2010



Employees: 11-50

Value Chain: **Research & Analytics**

Subsectors: Data &amp; Analytics, Client Prospecting &amp; Engagement, Front Office Enablement



Regions of operations: Europe, APAC

Adviscent is the producer of Interactive Advisor. It was established in 2010 as a consultancy firm for technology projects in the area of investments, sales and advisory solutions. In 2015 the first version of the Interactive Advisor Framework was sold to a private bank in Switzerland. Interactive Advisor enables banks to successfully engage their clients throughout the advisory process with the right content at the right time in the right format. Interactive Advisor supports content owners like research analysts and sales managers to create, manage and distribute content. The company's target clients are big private banks and universal banks with big research departments, investment offices and sales teams. Adviscent partners with core banking systems like Avaloq and implementation companies like Luxoft/DXC.

# IT'S HARD TO DRIVE SUCCESS WITHOUT THE RIGHT TOOLS FOR THE JOB.

## **Are your relationship managers in the right driving seat?**

CLMi is a new cost-effective, scalable and intuitive Client Lifecycle Management (CLM) platform from Wealth Dynamix that puts the productivity of relationship managers and satisfaction of your clients at the forefront of your business.

Gain a holistic 360-degree client view and take control of the full client journey: from initial engagement and onboarding through to ongoing relationship management.

Designed specifically for wealth managers, CLMi is the SaaS platform of choice for out-of-the-box ease-of-use and rapid, cloud-based deployment.

Accelerate client service, drive down operational costs, boost cost-income ratio, and put your relationship managers in pole position.

**Find out more:**  
[wealth-dynamix.com/CLMi](https://wealth-dynamix.com/CLMi)





Founded 2019



Employees: 11-50

Value Chain: **Client Acquisition/Servicing, Digital Distribution & Marketing, Digital Reporting, Analytics**

Subsectors: Alternative Investment Solutions, Data &amp; Analytics, Financial Services Software, Client Prospecting &amp; Engagement, Digital Funds Distribution &amp; Marketing



Regions of operations: India, Singapore

Traditional email based marketing and reporting of Alternative Investment Funds is an outdated form of engagement with investors and intermediaries/ distributors/ wealth advisors. AIFMetrics' closed secure white labelled cloud hosted platform connects Fund Managers to investors and intermediaries through an enhanced digital experience; helping them build confidence with stakeholders in raising successive rounds of capital. Fund Managers can cultivate new domestic & international client segments by distributing through the AIFMetrics platform, sharing fund digital performance & portfolio metrics, videos, automated factsheets and marketing collateral with prospective intermediaries and investors instantaneously and track real time interest. AIFMetrics platform supports multi- currency and multi-jurisdiction funds; onboarding all types of funds including Venture Capital, Private Equity, Venture Debt, Long Only, Hedge, Structured Credit, Special Situation, Pre IPO, Real Estate, Distressed funds, Co-Investments and all other alternate structures inaccessible in the public domain.



Founded 1999



Employees: 101-250

Value Chain: **Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting, Risk & Compliance**

Subsectors: B2B Robo Advisors, B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management &amp; Reporting, Investing Tools, Digital Brokerage, Risk Analysis &amp; Management, Financial Planning, Compliance &amp; Regulation, Data &amp; Analytics, Financial Services Software



Regions of operations: Germany, Austria, Switzerland, Benelux, France, United Kingdom, Nordics

Aixigo has the world's fastest API-based wealth management platform for investment advisory, portfolio management, portfolio risk management, portfolio analysis and portfolio monitoring. The platform, which is equipped with more than 100 digital services, delivers constant trend-setting and real added value innovations to aixigo's customers and their savings and investment customers. aixigo's international customers including Bank Vontobel, BNP Paribas, Commerzbank and Hargreaves Lansdown are already benefiting from the aixigo platform. Furthermore, aixigo was awarded the Banking IT-Innovation Award by the University of St. Gallen (Switzerland), the German Innovation Award by the German Bundestag and the German Industry, and was named in the WealthTech100 by FinTech Global. A financial software solution from aixigo, puts you in a position to leverage potential that previously seemed unattainable.



Founded 2013



Employees: 11-50

Value Chain: **Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Risk & Compliance**

Subsectors: B2B Robo Advisors, Portfolio Management &amp; Reporting, Investing Tools, Digital Brokerage, Risk Analysis &amp; Management, Data &amp; Analytics



Regions of operations: Asia, Europe, United States

AlgoDynamix's risk analytics provide hours or days advance warning of major directional market movements. Unlike other solutions, the underlying technology does not require any historical data or knowledge of any previous disruptive events. The risk analytics engine is based on sophisticated deep data agent-based algorithms, scanning in real-time multiple quantitative primary data sources. These algorithms analyse the dynamic behaviour of market participants and cluster them based on common feature sets. Noise classification, cluster identification, and behavioural finance theory are part of AlgoDynamix's unique core capabilities. The analytics cover most asset classes including equities, commodities, fixed income, currencies and ESG investments. AlgoDynamix's products are currently used by investment banks and asset managers including CTAs, hedge funds, family offices and other managed funds.



## COMPANY RESEARCH PROFILE



Founded 2014  
 Zurich, Switzerland  
[www.algotrader.com](http://www.algotrader.com)  
[info@algotrader.com](mailto:info@algotrader.com)

Employees 11-50  
 Regions of operation: Global

**PRODUCT NAME:** WIRESWARM

**KEY EMPLOYEES:**



**Andy Flury**  
Founder & CEO



**Jakob Bosshard**  
COO



**Bartosz Wojcik**  
CTO



**Stuart Petersen**  
CRO

Value Chain: **Trading Advice & Execution**

Subsectors: **Financial Services Software**

### OFFERING

#### Buy-Side Offering

Available on-premise or in the cloud, AlgoTrader is an institutional quantitative trading and execution solution for quantitative research, trading strategy development, strategy back-testing and algorithmic trading for both, traditional and crypto assets. AlgoTrader provides everything a buy-side firm requires to run its systematic and discretionary trading operations. AlgoTrader supports all asset classes including Equities, Commodities, Forex, Future, Options, Indices, Commodities, Funds/ETFs, Bonds, Rates, as well as Crypto Spot, Futures, Options and Perpetual Swaps. AlgoTrader built one of the first trading and execution platforms to allow automated trading of Bitcoin and other digital assets.

#### Sell-Side Offering

WIRESWARM offers an institutional infrastructure that provides a robust mission-critical gateway for trading and execution of digital assets. It enables banks and asset managers to seamlessly connect with the largest and most regulated digital asset exchanges, brokers, OTC desks and market makers in order to ensure best price execution for their clients. Wireswarm is deeply integrated into a bank's existing technology stack, allowing it to create new revenue streams and give their clients a secure and reliable access to cryptos and tokenized securities.

### PROBLEM BEING SOLVED

**For the buy-side:** Trading companies experience a high degree of technical difficulty when operating automated trading strategies and/or when trading crypto assets. Especially for small to medium-sized prop trading firms and crypto funds (quantitative and discretionary ones) it is often impractical and too resource-intensive to develop the necessary range of functionality in-house. As a result, it is more cost effective and time-saving to purchase ready-made trade execution connectivity and quant strategy development capability with a standardized (yet customizable) platform such as AlgoTrader.

**For the sell-side:** As the number of cryptocurrency exchanges expands and liquidity becomes increasingly fragmented, banks rely on institutional trading solutions with market-wide and execution connectivity to regulated trading venues. Research indicates that only 30% of cryptocurrency trading is conducted through exchanges, with the remaining 70% being traded through brokers, OTC trading desks and market makers which also requires trading APIs to large OTC desks which support request-for-quote functionality. In addition, banks rely on direct market access with functionalities such as Smart-Order-Routing, Execution Algorithms and off-exchange trade funding in order to ensure best price execution for their clients by minimizing price slippage and without having to depend on expensive brokers.

### TECHNOLOGY

AlgoTrader's quantitative trading platform incorporates a diverse set of state-of-the-art technology components. Its architecture is purely event-driven and uses complex event processing technologies for making sense of any type of financial and non-financial data.

For efficient in-memory caching AlgoTrader uses Hazelcast, a highly efficient in-memory cash. To simplify DevOps for clients - AlgoTrader uses a containerized deployment model using Docker. Using Docker AlgoTrader can be deployed in minutes on any cloud environment. The solution includes a vast range of adapters ready to trade on any major trading and execution venues around the globe.

AlgoTrader also provides a comprehensive REST and WebSocket API as well as an industry standard FIX connectivity via exchange adapters to over 25 digital asset and crypto trading venues which still use trading APIs that are far behind the data communication standards used in traditional asset trading. With these extensive set of FIX adapters, AlgoTrader closes one of the biggest entry barriers for institutional traders who simultaneously and seamlessly want to trade across multiple crypto and digital asset trading venues without having to spend valuable resources on execution connectivity management.

## PRODUCT DESCRIPTION

**Buy-Side:** AlgoTrader is a Java-based algorithmic trading platform that enables trading firms to rapidly develop, simulate, deploy and automate any quantitative trading strategy for any market. Designed by industry experts, it gives users maximum control of high-speed, fact-based trading for consistent, superior results. AlgoTrader provides everything a trading company needs to run a fully automated operation, including market data, trading, back testing, reporting and trade reconciliation.

Features include:

- AlgoTrader provides a single FIX connection to over 25 crypto exchanges and 400 traditional asset brokers. All major markets and asset classes are supported including a market-leading range of spot and derivative digital and crypto assets.
- With AlgoTrader Order and Execution Management System (OEMS), financial institutions can manage multiple orders & portfolios simultaneously via the intuitive and customizable order and execution management UI that meets specific workflow needs and supports both advanced market and OTC RFQ order types.
- Using the Esper engine, high volumes of market data are automatically processed, analyzed and acted upon at ultra-high speed – up to 500,000 events per second.
- Ability to define customized events like onMovingAverageCross, onExpiringFuture, onLastDayOfTheMonth, dailyAt6:30pm, onStoppTriggered, etc. in addition to standard events like onMarketData, onTick, onBar, onInit and onDayClose.

**Sell-Side:** WIRESWARM is a digital asset and crypto currency trading and execution platform. It allows financial institutions to maintain a single “always-on” connection with all major digital asset liquidity providers such as exchanges, brokers, OTC desks and market makers. Using WIRESWARM, a financial institution can choose the optimal counterparties with which to place orders, thereby ensuring best execution for clients. WIRESWARM enables financial institutions to decide how and when to trade, either directly with an exchange or via an intermediary, using WIRESWARM’s advanced Smart Order Routing and execution logic. WIRESWARM allows institutions to define and deploy unique customized execution algos to meet their specific needs.

## TOTAL FUNDING – CHF 10.3M

Investors:



## TRACTION/GROWTH

- AlgoTrader has developed 100+ trading strategies, served 80+ global clients and while supporting 400+ brokers and Exchanges.
- 2019 Q2: The company expanded to Singapore and incorporated the AlgoTrader Singapore entity
- 2019 Q3: Became one of the first two fully-regulated Crypto Banks globally and launched its crypto trading offering using AlgoTrader’s digital asset execution capabilities
- 2019 Q3: AlgoTrader was selected among the TOP 100 Swiss startups and TOP 5 Swiss Fintech start-ups
- 2019 Q4: AlgoTrader raised CHF 3.8m Series A
- 2020 Q4: AlgoTrader raised CHF 5.2m. The Series A round is led by Credit Suisse Entrepreneur Capital Ltd. joined by investiere, Blockchain Valley Ventures, and NeueCapital.

## PARTNERSHIPS



- Strategic partnership with METACO SA (crypto custody provider) and Cysec (established swiss crypto asset management ecosystem)



- Strategic partnership with Avalooq (core-banking-system) to enable all 158 Avalooq bank customers to offer trading of cryptocurrencies and digital assets



- Strategic partnership with Tassat to provide financial institutions access to new XBT/USD contracts



- Partnership with Pair Trading Lab Pair trading Lab which exclusively provides its tools and database search access to AlgoTrader customers via integration web services



- As part of the latest funding round AlgoTrader is utilising Block.one’s EOSIO protocol, the most highly performant, scalable and reliable blockchain solution on the market

## MANAGEMENT BIO

### Andy Flury – CEO

Andy Flury is a serial Entrepreneur and Software Development Expert. He served as senior project manager and software architect at Siemens Switzerland AG. Amongst others, he led projects at the Swiss intelligence Agency and various major banks and insurance companies. After leaving Siemens Andy Flury became partner and Head of Algorithmic Trading at Linard Capital AG, a small swiss hedge fund, where he was responsible for the definition, implementation, operation and monitoring of quantitative trading strategies. Andy Flury holds a Masters in Industrial Management and Manufacturing Engineering from ETH Zurich and an Executive MBA from the University of St. Gallen.

# What are digital assets and how is AlgoTrader preparing wealth managers for the world of tomorrow?

*Whenever someone mentions digital assets, most people will think about cryptocurrencies. While these digital currencies have been the most popular form of digital assets, there is much more to the term than that. Digital assets will play a big part in the future of wealth management.*



AlgoTrader's chief revenue officer Stuart Petersen said, "A digital asset is effectively a store of value that can be digitally tokenized. Additionally, the terms and conditions and the ownership properties are digitally recorded on that token and stored on a ledger." Traditional assets have always had ledgers. If you bought a share, there would be a share certificate and a record of it in a ledger. The digital asset space is simply digitizing ownership of those shares.

Blockchain, which is a form of distributed ledger technology or DLT, has been the pioneer of the digital asset space. Petersen said, "The big change of that [blockchain] is that it allows you to immediately and immutably transfer ownership from one person or one entity to another, and complete the payment and settlement as well as the transfer of ownership at a single point in time." Essentially, this is helping to rapidly accelerate that time to ownership. Whenever you buy a share through traditional means there is still a T+2 lag, which means two days from when you trade until the settlement process is completed. This lag is caused by legacy technology, but as digitalization

and tokenization of assets rapidly grows, firms can offer accelerated transfer of assets, he explained.

The use of digital assets also opens wealth management to a range of new opportunities. For example, it becomes possible to fractionalize shares. However, one of the biggest possibilities for digital assets is that it can make traditionally illiquid assets liquid and non-bankable assets bankable. Petersen explained that there is little liquidity in real estate for example because you have to find a buyer yourself if you want to sell your house, but by digitally tokenizing the ownership of real estate, it becomes a liquid and tradable asset.

What this means for the wealth management industry is that wealth managers will be able to offer customers more flexible experiences and products in terms of the assets they invest in and enables them to have different types of exposures. Ultimately, this will enable firms to offer a more diversified portfolio experience and give wealth managers a much greater opportunity to construct and offer innovative portfolios aligned with an individual's wealth creation plan, Petersen explained.

The interest in digital assets is rapidly rising and wealth managers are increasingly being asked about them. A recent survey from Bitwise Asset Management claimed that 81% of financial advisers had been questioned about crypto in the past year. Furthermore, it claimed that 36% of advisers said at least some of their clients were investing in digital assets by themselves. The interest in the space is slowly being accepted by firms with the percentage of advisers allocating crypto in client portfolios rising from 6.3% in 2019 to 9.4% in 2020. Petersen added, "If you look at the growth of the market, it is very nascent in the wealth management space, but it is growing and the technology that supports it is growing at a rapid pace."

While the wealth management industry has traditionally been slow and cautious to change, firms will always follow what customers want, he said. As investors demand greater exposure to digital assets, wealth managers will fill this need. The digital asset space is maturing but liquidity can still be fragmented across numerous liquidity providers and this brings about price volatility. It is therefore critical to have the correct tools in place to

ensure an investor is buying and selling at the right place, at the right time and for the right price. This is where AlgoTrader comes in; to help wealth managers better serve their clients.

## How AlgoTrader is changing wealth management

Buying a traditional asset is often done through a broker that buys and sells stocks or other products from whatever exchange it is listed on. However, digital assets are not bound to a single exchange or venue. For example, if an investor wished to buy bitcoin, they could buy it from 350 different exchanges globally, each with their own unique fee structures. Some of these exchanges will be crypto to crypto, and others will be fiat (traditional currencies) to crypto. With so many options, Petersen explained this causes fragmented liquidity, which requires managers to ensure they consistently enable best price execution from all the possible venues. The AlgoTrader platform combines technology like smart order routing (SOR) and execution algorithms to take one order, break it up across multiple venues that offer the best prices at that optimal point in time. The AlgoTrader platform integrates most major liquidity venues and data providers into a single platform, enabling the wealth manager to understand the best strategy, find optimal liquidity and execute with the best prices for its clients.

Going further, the AlgoTrader platform can also help a manager manage market volatility. Whilst volatility is good for traders, it is not great for wealth creation as it is filled with many ups and downs, rather than a steady increase. Technology can come in to provide risk management and opportunity management tools to help decide when to buy and sell. The AlgoTrader platform leverages systematic or quantitative trading technology to automate the complete buying and selling process to ensure assets are transacted at the best possible time and price.

Prices of digital assets can change rapidly. Bitcoin's value fluctuates greatly over short periods of time. If a wealth manager is involved in the digital asset space, they need to have access to the optimal information available in the market, and consolidate prices in an aggregated order book so they can act quickly to avoid downside risk. Instead of letting the technology do everything, the platform can be used for "discretion on manual trading", which essentially lets the manager decide when to buy or sell by leveraging advice generated from an algorithm. Alternatively, the firm can completely automate this process. It is flexibility like this that helps set AlgoTrader apart from other solutions in the market.

"AlgoTrader provides that complete technology platform to allow a wealth manager to offer the optimal position, portfolio management, and order and execution management experience," Petersen said. "Even if you have the technology, if you don't have the connectivity to the market to actually access the best pools of liquidity, it's like having a great car with no fuel - you can't do anything with it. So, what we provide is not just the trading, order management and position management technology, we

also provide the connectivity to the optimal sources of liquidity within one seamless solution."

Strong data management is at the core of everything and ensures teams are making the best decisions. "Data management in financial services is always the big thing, because if you can't normalize data into one single source, you're comparing apples and oranges." AlgoTrader has a reference data management layer that helps normalize information coming from various exchanges and assess what that means for the value of the portfolio. In digital assets and crypto, this is absolutely imperative as different venues have different tags, names or codes for the same asset.

The platform also enables different types of investors to trade how they feel comfortable. The platform allows wealth managers to perform different trading structures from pooled accounts to separately managed account structures. For example, its omnibus trading account capability enables managers to have an automated or discretionary strategy trading and executing on behalf of a pool of clients and where the allocation to individual accounts is automated post execution.

There is still uncertainty in the market around digital assets and people will want to feel safe investing through their managers. Regulators are still trying to work out how they handle compliance. The Canadian Securities Administration recently published a new framework for crypto asset trading platforms. This year in Canada, three Crypto ETFs have been launched by three separate managers and the uptake has been huge as it allows retail and institutional investors to gain exposure to digital assets in a regulated vehicle and not taking direct ownership exposure. Last year, the European Commission presented a proposal for regulation of the crypto asset space. But with any form of investing, there will always be risk.

As the digital asset space evolves and more investors interact with it, the sector will have a big impact on the future of wealth management. "We believe in three to five years' time, we will have the traditional asset space and have the digital asset space, but they will quickly coalesce."

This is something that is already happening. In Switzerland the Six Digital Exchange has effectively started tokenizing products. Over the coming years, Petersen sees these worlds merging even more and distributed ledger technology will replace traditional infrastructure, which is greatly outdated. "If you can buy a stock instantly, why is there a T+2 lag? It's because the traditional infrastructure and protocols haven't changed for 50 years." By accelerating this route to ownership through digital assets, firms can reduce market risk, counterparty risk, credit risk, liquidity risk and much more.

Petersen concluded, "What we're doing at AlgoTrader is layering on top the trading, position management and connectivity technology that helps our customers best serve their client base to get the best out of this future marketplace today." ●



-  Founded 2017
-  Employees: 1-10
-  Value Chain: **Research & Analytics**
-  Subsectors: Investing Tools, Alternative Investment Solutions, Data & Analytics
-  Regions of operations: United Kingdom, Europe, United States, Asia

AlphaSwap is an investment technology platform, bundling its analyst community's best equity investment ideas into Data-as-a-Service for institutional customers. The problem AlphaSwap is solving is fundamental to the investment industry: investors have trouble accessing investment talent and their best investment ideas, and vice versa. AlphaSwap offers solutions based on two core products:

1. Ideas: under-the-radar equity ideas selected based on the analysts' track records and enriched with meta data from community voting. Premium features include raw data, customized alpha capture signals and portfolios.
2. Talent: access to analysts' track records, ideas and style for hiring or projects.




We provide these products to Aggregators (such as wealth managers), Allocators (such as Family Offices) and Asset Managers (such as Hedge Funds). Our unfair advantage consists of the fact that we have a highly incentivized, dynamic and diverse analyst community, who get paid based on performance and create track records on our platform.



-  Founded 2015
-  Employees: 11-50
-  Value Chain: **Investment Planning, Research & Analytics, Portfolio Management & Rebalancing**
-  Subsectors: Portfolio Management & Reporting, Investing Tools, Data & Analytics
-  Regions of operations: Europe, North America, Asia-Pacific

The SaaS Platform for Investment Management and Product Design. ALPIMA is a B2B financial technology and advisory firm serving banks, asset managers, wealth managers, consultants, product providers and other financial firms worldwide. We are a fast-growing team of engineers, applied scientists, and capital markets + investment professionals with one mission: to harness the latest advances in data science and technology to help our clients thrive in the digital age and deliver investment management as a service. Focused on the front office, our cloud-native platform enables rapid product design, instant portfolio construction and optimization, interactive visualization and personalization at scale in real-time. The ALPIMA platform integrates with existing systems and data, and is delivered as a highly scalable white-labelled service.



-  Founded 2012
-  Employees: 251-500
-  Value Chain: **Portfolio Management & Rebalancing, Reporting, Risk & Compliance**
-  Subsectors: B2B Robo Advisors, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Risk Analysis & Management, Alternative Investments Solutions, Compliance & Regulation, Financial Services Software, Middle Office Function
-  Regions of operations: United States

Apex Clearing, an Apex Fintech Solutions company, is powering innovation and the future of digital wealth management. As the FinTech for FinTechs, our proprietary enterprise-grade technology delivers speed, efficiency and flexibility to firms ranging from innovative start-ups to blue-chip brands focused on transformation to capture a new generation of investors. We help our clients provide the seamless digital experiences today's consumers expect with the throughput and scalability needed by fast-growing, high-volume financial services businesses. Founded in 2012, Apex Clearing is registered with the SEC, a member of FINRA and a participant in SIPC.

# Turn a patchwork of financial services into a seamless digital experience



As you are reaching your preferred retirement date, we adjusted your risk profile. [Click here to review.](#)



I'm taking some time off to retrain for a different career. What would that mean for my future wealth?

Start your journey at  
[kidbrooke.com](https://kidbrooke.com)

**Kidbrooke**

# Appway



Founded 2003



Employees: 101-250



Value Chain: **Client Acquisition/Servicing, Risk & Compliance**



Subsectors: Compliance & Regulation, Financial Services Software



Regions of operations: Europe, North America, Asia

By automating workflows across people, systems, and data, Appway gives financial services businesses everything they need to get the job done and provide exceptional experiences at every touchpoint. Its award-winning software is trusted by 10 of the top 25 wealth managers to digitize, automate, and accelerate core business processes, such as the onboarding of new clients, managing changing client circumstances, and regulatory reviews. With its reusable components, Appway allows firms to create business applications in a scalable and flexible way. Industry-leading institutions rely on Appway to improve customer experience and boost internal efficiencies in full compliance with complex industry regulations. Headquartered in Switzerland with offices around the globe, Appway serves customers while collaborating with an extensive ecosystem of consulting, implementation, and technology partners.

# asset+map



Founded 2008



Employees: 11-50



Value Chain: **Client Acquisition/Servicing, Investment Planning**



Subsectors: Financial Planning, Financial Services Software, Client Prospecting & Engagement



Regions of operations: United States, Canada, South Africa

Asset-Map is an award-winning financial tech start-up which helps to visualize a client's complete financial inventory on a single page. With Asset-Map, advisors can help people see and understand their finances, track their progress towards funding goals and as a result, make better decisions about their financial future. Created by successful financial professionals, Asset-Map facilitates comprehensive fact-finding to meet 'Know Your Client' (KYC) regulatory initiatives and uncover details important to the client for making informed financial decisions. Asset-Map can work for any type of client, from complex households to those just starting to manage their finances. It's an innovative, client-centered approach to financial advising.

# avaloo

An NEC Company



Founded 1985



Employees: 1,000-5,000



Value Chain: **Client Acquisition/Servicing, Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution, Accounting, Reporting, Risk & Compliance**



Subsectors: B2C Robo Advisors, Portfolio Management & Reporting, Investing Tools, Risk Analytics & Management, Financial Planning, Alternative Investment Solutions, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement



Regions of operations: Europe, Asia-Pacific, Americas

Swiss-based Avaloo is a global leader in digital banking solutions, core banking software and wealth management technology. It provides powerful cloud computing solutions for banks and wealth managers through software-as-a-service (SaaS) and business process as a service (BPaaS). More than 150 banks and wealth managers with around CHF 4.5 trillion in assets managed worldwide trust Avaloo for its award-winning products and services. Avaloo is a subsidiary of NEC Corporation, a global leader in the integration of IT and network technologies. Avaloo is headquartered in Zurich and employs more than 2,000 professionals around the world.

# Crafting and delivering digital business models is what we do

*We have been launching fully automated savings &  
hybrid wealth advisory business models as a trusted  
B2B financial technology partner since 2015*



WealthObjects

VISIT OUR WEBSITE:  
[WWW.WEALTHOBJECTS.COM](http://WWW.WEALTHOBJECTS.COM)

Thank you to all covid key workers for your service





Founded 2016



Employees: 51-100

Value Chain: **Investment Planning, Portfolio Management & Rebalancing**

Subsectors: B2B Robo Advisors



Regions of operations: Global

Bambu is a leading global digital wealth technology provider for financial institutions. The cloud-based platform is powered by our proprietary algorithms and machine learning tools. The company serves approximately 300,000 end-users on the platform in ten countries. Bambu is funded by PEAK6 Investments and Franklin Templeton. Founded in 2016, Bambu is headquartered in Singapore with a subsidiary in the United Kingdom, the US and EMEA representatives.

## BehaviouralFinance



Founded 2019



Employees: 1-10

Value Chain: **Client Acquisition/Servicing**

Subsectors: Financial Planning, Financial Services Software



Regions of operations: United Kingdom

Behavioural Finance Ltd creates and builds innovative technology solutions that provide better financial futures for clients. Its leadership team is a blend of industry practitioners, leading academics, and engineers that co-design products from the ground up. The company's initial product offering 'Wealth Personality' has helped demonstrate adviser alpha whilst generating new business flows within a FTSE 100 wealth manager. The ability to provide advice which incorporates a client's personal relationship with money is a game changer for the wealth management industry. The application also enables institutions to psychographically segment clients and prospects, allowing for the automated delivery of targeted relevant information or nudges to both clients and servicing advisers.



Founded 2012



Employees: 11-50

Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Reporting, Risk & Compliance**

Subsectors: Portfolio Management &amp; Reporting, Risk Analysis &amp; Management, Compliance &amp; Regulation



Regions of operations: Brazil, Peru, Chile, Colombia, Mexico, United States, United Kingdom, Belgium, Netherlands, Luxembourg, Portugal, Spain, Italy, Malta

BRITech is a British/Brazilian FinTech SaaS company headquartered in Sao Paulo, Brazil, with 70 employees in offices in eight countries. It provides scalable, robust wealth management software, professional services and end-to-end technology for investment firms, asset managers, brokers, fund administrators and wealth managers. The company's customized, enterprise-class solutions help the investment management community navigate the complex and ever-transitioning environment of shifting investor preferences, regulatory mandates and emerging technologies. With an unrivaled passion for technology and a fierce commitment to customer success, BRITech's multinational teams focuses on building the long-term relationships that help build a thriving financial ecosystem.



Founded 2013



Employees: 51-100

Value Chain: **Research & Analytics, Portfolio Management & Rebalancing, Accounting, Reporting**

Subsectors: Portfolio Management &amp; Reporting, Risk Analysis &amp; Management, Data &amp; Analytics, Financial Services Software, BPO



Regions of operations: Global

Canopy is a private and anonymous wealth account aggregation, portfolio analytics, and client reporting platform for High Net-Worth Individuals and their Wealth Managers. Canopy offers an easy way for you to manage your portfolio data and can be useful as an accounting and cash flow reporting solution. This is useful when managing transactional and holding data in preparation for audits.



Founded 2014



Employees: 11-50

Value Chain: **Client Acquisition/Servicing, Investment Planning**

Subsectors: Financial Planning



Regions of operations: United Kingdom, Ireland, Global

CashCalc (based in Newport, South Wales) provides an online suite of financial planning tools specifically designed to help financial advisers do their job and achieve their goals. Founded in 2014, its award-winning and market leading technology is not only used by financial advisers to create powerful and engaging lifetime cashflow plans for clients, but because of developments made throughout 2020, they can now do even more. Newly developed onboarding tools are designed to help financial advisers enhance engagement with clients, as well as solve many pain points experienced by both when securely communicating and sharing information with each other. Its ever-expanding integrations suite also allows financial advisers to connect their CashCalc account with all the other software providers they use, helping make the entire financial planning process more efficient.



Founded 2009



Employees: 11-50

Value Chain: **Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Reporting, Risk & Compliance**

Subsectors: Digital Retirement, Portfolio Management &amp; Reporting, Investing Tools, Financial Planning, Data &amp; Analytics, Financial Software



Regions of operations: United Kingdom

In partnership with 8AM Global LLP, CleverMPS is the first and only investment portfolio service in the UK driven by fully quantitative and digital fund selection technology. Clever was established in 2010 and CleverMPS was launched in November 2017. Advisers can offer their clients the choice of five investment portfolios, according to their appetite for risk and their investment objectives. The CleverEngine is the powerful fund picking technology that drives the value and outperformance of the CleverMPS range. Each month the CleverEngine makes sense of markets, processing data on thousands of funds across every IA fund sector, in search of new opportunities or to replace an underperforming fund. Simultaneously the CleverEngine works to capture new opportunities, whilst managing potential existing threats within the portfolio.

Hydrology

Flexible

PREVIEW DEAL

MATCH

TRACK

BOOK BUILD

DATA ROOM

Search

ADVANCED FILTERS

My Network

MOST RELEVANT

SHORTLISTED (7)

86%

Root Corp

Core Root Ltd

USD 10.0M

85%

Stream IT Finance

Stream IT Corp

USD 10.0M

80%

Capital CRT

Capital CRT Ltd

USD 10.0M

80%

Blackmont Bank

Blackmont Bank Ltd

USD 10.0M

Matched Lenders

MOST RELEVANT

Capital Private Bank

Capital Private Bank Ltd

USD 10.0M

87%

Investment Gold LTD

Investment Gold Ltd

USD 10.0M

84%

Oak Hill Markets

Oak Hill Markets Ltd

USD 10.0M

82%

Hedge Trail Bank

Hedge Trail Bank Ltd

USD 10.0M

# Enterprise SaaS Private Capital Distribution Platforms

**HUBX**  
A D V I S O R

## Private Placement Solution

Digitise and streamline execution of private equity, debt, fund or real estate deals.

**HUBX**  
A R R A N G E R

## Loan Syndication Solution

Integrated with Finastra Fusion Loan IQ to deliver end-to-end execution.

**HUBX**  
F O U N D E R

## Private Company Solution

All-in-one solution for Founders to manage their capital raise in one place.

Visit [hubx.capital](https://hubx.capital)



Quote **Wealth100** before 31/08/2021 for 20% discount on first year for all annual licences

HUBX Terms and Conditions apply

Proudly backed by



**BASINGHALL**

## CO INVESTOR



Founded 2016



Employees: 11-50



Value Chain: **Client Acquisition/Servicing, Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Reporting**



Subsectors: Portfolio Management & Reporting, Investing Tools, Alternative Investment Solutions, Data Analytics, Financial Service Software, Investment Platforms



Regions of operations: United Kingdom

ColInvestor connects investors with specialist venture capital products through a bespoke digital platform. Our technology facilitates scale and efficiency in a sector hamstrung by complicated manual processes. We democratise access to venture capital funds by reducing the minimum amount required to invest. Over four years we have built a robust technology framework driven by the needs of our growing user base of investors, wealth managers and fund managers. All based in the UK, we are a team driven by a desire to use tech innovation to help our users meet their business and investment goals. In the coming years we have ambitious plans to grow our product offering and broaden our investor and fund manager geographies.

## COMARCH



Founded 1993



Employees: 5,001-10,000



Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Reporting**



Subsectors: Digital Retirement Solutions, Portfolio Management & Reporting, Financial Planning, Client Prospecting & Engagement



Regions of operations: Europe, Middle East, Africa, North America, South America, Australia

Comarch Financial Services provides state-of-the-art software for major financial institutions from insurance, banking, capital markets and cyber security. Its expertise and flexibility have gained worldwide recognition with a significant portfolio of clients in more than 30 countries. Today, Comarch is the leading global IT company and employs over 6,500 experienced IT engineers, business consultants, marketing specialists and more.

## CONTEMI



Founded 2001



Employees: 251-500



Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting, Risk & Compliance**



Subsectors: Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Financial Planning, Compliance & Regulation, Financial Service Software, Client Prospecting & Engagement



Regions of operations: United Kingdom, Norway, Singapore, Hong Kong, Australia, Vietnam, Malaysia, Indonesia, India

Contemi Solutions, a leading provider of digital software solutions to insurance, wealth management and capital markets, is dedicated to delivering business solutions that create value for the wider financial services sector. For Wealth Management, Contemi creates value through its cloud-based, front-to-back wealth management platform, Wealth Intelligence (WIN). A highly modular, yet fully integrated WIN solutions address the challenges experienced by the industry in Prospecting, Client Onboarding, Communication and Engagement, Portfolio Management, Management Information and Reporting, Trading, Order and Fee Management, Custody and Corporate Actions Processing. With over two decades of industry experience, foundations originating in the UK and Norway, and now headquartered in Singapore, Contemi have a truly global reach, with a truly local approach to service. Contemi supports over 50 clients globally with a team of 250+ employees spread across 11 offices in the UK, Scandinavia, Australia and Asia, strategically positioned to ensure local support across global time zones.



etops

All your assets. **Anywhere. Anytime.**

WE CREATE THE TRANSPARENCY  
YOU NEED TO OPTIMIZE  
YOUR SUSTAINABLE  
INVESTMENT STRATEGY.

The Etops ecosystem includes multi-bank reports, interactive dashboards, portfolio management and CRM systems and coverage of all compliance requirements.

AI-supported data science solutions and analytics for all your investment topics including sustainability (ESG) as well as tailor-made solutions complement the range of offerings.

We make it easier for you.

[www.etops.ch](http://www.etops.ch)



Founded 1987



Employees: 101-250

Value Chain: **Investment Planning, Portfolio Management & Rebalancing, Reporting, Risk & Compliance**

Subsectors: Portfolio Management &amp; Reporting, Investing Tools, Risk Analysis &amp; Management, Compliance &amp; Regulation, Data &amp; Analytics, Client Prospecting &amp; Engagement



Regions of operations: Canada

Founded in 1987, Croesus offers cutting-edge, easy-to-use wealth management solutions. With over 180 employees in Montréal and Toronto, the company draws on expertise and know-how to provide products and services tailored to the needs of the financial services industry. From a portfolio management solution that optimizes efficiency to a data analytics tool that provides an intuitive tool to make fact-based decisions, Croesus continues to evolve in tandem with market needs and always keeps the advisor's needs in mind so they can focus on what really matters - their clients. The company also offers professional services to help clients maximize their technology investments. These services allow clients to focus on targeted needs to improve operational effectiveness and meet compliance objectives, while obtaining the maximum ROI. To date, the company counts among its clients some of Canada's largest financial institutions, including TD, CIBC, National Bank and Industrial Alliance.



Founded 2015



Employees: 51-100

Value Chain: **Investment Planning, Portfolio Management & Rebalancing, Reporting, Risk & Compliance**

Subsectors: Portfolio Management &amp; Reporting, Investing Tools, Financial Planning, Alternative Investment Solutions, Compliance &amp; Regulation, Data &amp; Analytics, Financial Services Software



Regions of operations: United Kingdom, Switzerland, United States, Dubai, Singapore, Australia

Delio's mission is simple - we help financial institutions to connect their clients with private investment opportunities quickly, transparently and compliantly. Our highly configurable, white-labelled technology enables the world's most respected financial institutions to create, scale and streamline their end-to-end private investment propositions. Deal origination, distribution, management and reporting are integrated seamlessly via a centralised digital hub, while their clients benefit from 24/7 access to the latest alternative investment opportunities. And while technology is at the heart of our business, we're more than 'just a FinTech'. Our team possesses decades of expertise gained by working at some of the world's most leading financial firms. This unique combination enables us to deliver cutting-edge technology that is underpinned by a deep understanding of the specific business, process and regulatory challenges that our clients face.



Founded 2014



Employees: 11-50

Value Chain: **Research & Analytics, Portfolio Management & Rebalancing, Reporting, Risk & Compliance**

Subsectors: Portfolio Management &amp; Reporting, Compliance &amp; Regulation, Data &amp; Analytics, Financial Services Software



Regions of operations: North America, EMEA, APAC

DiligenceVault is a cloud-based digital diligence ecosystem (SaaS) that is designed to transform, streamline, and automate the due diligence process and experience. DiligenceVault combines the founder's knowledge of the industry with the power of technology to create a new generation investment platform. The DiligenceVault platform sits between institutional investors and asset managers and enables its users to eliminate the outdated manual data collection process that traditionally relied heavily on document exchanges, email threads, and repetitive requests. The platform was created to allow users to efficiently collect, exchange, and manage data centrally, thus creating time savings to spend on meaningful collaborative value-added analyses.



## COMPANY RESEARCH PROFILE

**doxim**<sup>®</sup>

TRANSFORMING CUSTOMER EXPERIENCE

### PRODUCTS NAMES:

Customer Communication Management Platform (CCM), Client Onboarding (COB)



Founded 2000



Markham, Canada



[www.doxim.com](http://www.doxim.com)



[support@doxim.com](mailto:support@doxim.com)



Employees: 501-1,000



Regions of operation:  
North America, Europe, Africa,  
Middle East, Asia Pacific

### KEY EMPLOYEES:



**Michael Rogalski**  
President & CEO



**Michael Hennessy**  
Chief Revenue Officer

Value Chain: **Client Acquisition/Servicing**

Subsectors: **Financial Services Software, Client Prospecting & Engagement**

### OFFERING

Doxim is the customer communications management and engagement technology leader serving financial and regulated markets, providing omnichannel solutions and transforming experiences to strengthen engagement throughout the entire lifecycle. The Doxim Platform helps clients communicate reliably and effectively, improve cross-sell and upsell opportunities, and drive increased loyalty and wallet share through personalized communications. The platform addresses key digitization, operational efficiency, and customer experience challenges through our suite of plug-and-play, integrated, SaaS software and technology solutions.



### PROBLEM BEING SOLVED

In a highly competitive landscape, wealth management firms need automated digital processes that offer convenience and personalization for their clients. Doxim helps wealth management firms focus more time on clients while transforming legacy processes to digital experiences to create operational efficiency.

The company's wealth management solutions improve the client experience, significantly reduce costs, drive efficiencies, and ensure compliance as well as automate manual, paper and content-intensive processes.



### TECHNOLOGY

The Doxim CCM SaaS platform addresses key digitization, operational efficiency, and customer experience challenges through our suite of plug-and-play, integrated, SaaS software and technology solutions.

Deployment is seamless and cost-effective, backed by the company's purpose-built technologies, core systems integrations, APIs, enterprise-grade infrastructure and security policies, and the experienced and dedicated client services teams. Unlike other CCM solutions, the Doxim platform is designed to be a full suite of CCM services; one platform, one price, any channel.

### PRODUCT DESCRIPTION

Doxim delivers a full suite of customer communications solutions integrated with the client's core system. Its solutions for wealth management firms are designed to engage customers in a modern digital experience while driving operational efficiencies, reducing costs, and providing a technology framework for future growth.

- **Customer Communications Management (CCM)** - the Doxim CCM platform is an integrated SaaS solution that empowers clients to create and deliver business-critical documents and omnichannel personalized communications, engaging customers throughout the entire lifecycle. From acquisition to ongoing service, cross-sell, and retention, Doxim CCM enables wealth organizations to leverage their data to communicate with customers via their preferred channel, while supporting the industry-specific regulatory requirements.

Doxim's CCM solution is unique in that it is one platform provided by a single vendor for all customer communication channels. Additionally, the company's pricing model is innovative and predictable – enabling wealth management organizations to manage all client communications under one pricing scheme without being limited by technology or adding new costs.

- **Doxim Client Onboarding (COB)** – the solution helps wealth providers streamline their business by bringing their critical business processes, such as new client account opening and securities-backed lending (SBL), online. Through the digitization and automation of workflows, forms, and business rules, plus data checking and approval processes, Doxim COB can quickly and easily transform paper-based processes into elegant online processes, reduce the number of steps taken to open an account by 70%, ensure accuracy through embedded business rules, and drive significant cost savings. Similarly, the tool can be leveraged to streamline and digitize the highly manual, cumbersome, and costly SBL process.

What helps Doxim stand out is the company's CCM and COB products are designed as a suite. Firms can start by solving a pressing client engagement need and then expand from there, leveraging the modular design that allows individual components to be adopted in any order, and remain seamlessly integrated.

This document is being provided for information purposes only. It is not designed to be taken as advice or a recommendation for any specific investment or strategy decisions.

## TOTAL FUNDING

Investors: **GI PARTNERS**

Lenders:



## TRACTION/GROWTH

- Doxim is proud to work with over 2,000 clients across North America, Europe, Africa, Middle East, Asia Pacific
- Client names include:



- Over the next 12 months the company is focusing on expanding UK sales and growing demand for the Doxim CCM Platform in international markets.
- Doxim is planning significant platform enhancements for 2021, which include 2-way messaging, self-serve correspondence, targeted personalised messaging, and interactive video.
- The company acquired Striata, a leading provider of customer communications management solutions specializing in secure digital document presentment, delivery, and data privacy, in September 2020. The acquisition extended the Doxim CCM Platform, providing enhanced hyper-personalized interactive digital experiences, all within a secure and compliant framework.

## MANAGEMENT BIO

### Michael Rogalski – President & CEO

Michael Rogalski is a software and services executive with a focus on delivering stellar client service and business growth in financial services and regulated industries. He joined Doxim from EPIQ, a worldwide provider of legal services, helping financial institutions and government agencies, law firms, and corporations streamline the administration of business operations. Rogalski held the position of President of the Legal Solutions Group and led the sales and growth strategy.

Prior to that, he was Group President of the Wealth and Retirement Division within Fidelity National Information Services (FIS), a global leader in financial services technology. During his time with FIS, Rogalski lead the combined Wealth and Retirement business for FIS, including sales, development, product management, and marketing. Earlier in his career, Rogalski spent 17 years at Automatic Data Processing (ADP) in positions of increased responsibility in Accounting & Finance, Sales, M&A, Operations, and General Management serving as the CFO of ADP's National Accounts Division and the Senior Vice President and General Manager of ADP's Comprehensive Outsourcing Business. Mike holds an undergraduate degree in Accounting from the University De Paul University, and an MBA from the University of Michigan.

### Michael Hennessy – Chief Revenue Officer

Mike Hennessy is the Chief Revenue Office at Doxim. He leads a team of world-class sales, customer success and business development professionals focused on delivering measurable value for Doxim's clients across North America and global regions. A SaaS veteran, he specializes in delivering scalable, sustainable revenue for high growth B2B software companies, and has built diverse go-to-market strategies that delivered 30-120% in annual growth. Most recently, Mike was the North American GM for ScribbleLive. Before that, he was the VP of North American Sales for [24]7-Inc., a California-based company providing customer experience software to the Fortune 500. Mike holds an MBA from Queen's University, a Postgraduate Diploma in Marketing Communications from Seneca College and a bachelor's degree from Mount Allison University.

# Why customer communication management is a top priority for wealth managers

*As digitalisation continues to be a priority for firms, they are looking at their customer communication management technology as a critical piece of their infrastructure, according to Doxim vice president of sales, financial services Scott Biel.*



**doxim**®

TRANSFORMING CUSTOMER EXPERIENCE

Customer communication has always been important to wealth managers. People have trusted them with their money and retirement, so they need to ensure statements are sent accurately and in a timely manner. However, pressures have increased for firms to adapt and meet the new demands of their customers, which include personalised experiences and quicker access to information.

Doxim was founded in 2000 by Chris Rasmussen, who currently serves as the chairman of the board. Rasmussen created the business after seeing a need for financial services firms to leverage technology and provide an omni-channel experience for customers. The goal was to help customers collate data from various sources within their customer communication management (CCM) ecosystems, normalise it, process it and create

documents for customer communications such as client statements, trade confirmations, and tax slips.

Institutions often had a lot of data coming from various sources and complex operational systems, but they failed to have a single view of their customer communications. While this is improving, it is still a problem today. Doxim was designed to give a better view of customers and tools to manage them.

Improving customer communications has become of great importance to firms over the past few years. There is a lot of pressure on firms to ensure they improve their experiences for customers. A recent report from Deloitte claimed customer-centric companies are 60% more profitable than those not focused on the customer. Biel said, "Covid has accelerated the need for improved customer communications and created a tipping point."

This has happened because, "consumers have come to demand and expect great customer experiences." Tech giants like Amazon have created excellent customer experiences, and now customers want the same wherever they go, including wealth management.

Competition is fierce within wealth management, and in order to compete with disruptive competitors, firms need to be cost effective and efficient in their digital experiences and customer engagement. There is a continued shifting of sands in the wealth management space and there are so many ways investors can do business. Direct investing platforms are letting investors open accounts in ten minutes, quickly access statement summaries, and so much more. Advisors and management firms need to replicate this. Biel stated that firms know this and have recognised

the key to providing the best customer experiences is by improving communications and ensuring CCM is pivotal in their operations and their client experience strategy.

"All wealth firms have realised they've got to react to this and look at how they communicate with their customers. This is from the onboarding process, all the way to things like, statements and confirms, and tax. They need to respond to the demands of the marketplace, and they have to continue to help their advisors be able to tell a great story to their investor customers, so they can maintain wallet share with those customers."



***"There's a tremendous amount of risk that if you don't do this well, you can have high customer churn."***

Biel believes opportunities to upsell, cross sell, build loyalty and create long-term customer value have never been better, thanks to digitalisation, but "at the same time, the risk has never been greater." It is so easy to switch providers nowadays and if a customer has a bad experience, they are likely to move to a different provider. A study from PwC found that 73% of consumers claim good experiences is a main driver behind their brand loyalty.

"Social media platforms and information sharing means bad news about not delivering those experiences, or someone's bad experience can be shared so readily now. Perceptions can grow so quickly about whether you as a firm are doing that well, or not. There's a tremendous amount of risk that if you don't do this well, you can have high customer churn."

The reverse is also true. If a company has a great customer experience, people will let others know and customers will stick around.

## **How Doxim helps firms prepare for the future**

Doxim claims to be the most robust, single source platform for customer communication management in the market, and has the widest array of functionality and features set within to help customers self-care.

On top of that, Doxim layers industry-leading consultation to support firms with their CCM. These consultants are experts on customer experience and can provide clients with guidance in implementing the best strategies to encourage customers to take the leap from print communication to digital.

While digitalisation efforts have accelerated over the past year, not all firms are being as aggressive. Biel said he was speaking with one large bank that said it had around 70% digital adoption, but another that was still around 20%. Doxim is designed to help companies at all stages ensure their digital communications are where they want them to be.






Biel described a new client – a top 20 North American bank – that selected Doxim's CCM platform for their wealth line of business. Their goal was to increase the digital engagement with their clients to help reduce the costs of sending documents via mail. Doxim is helping to drive efficiency and explore alternative communication methods to provide customers with client statements. In addition to that, they are exploring tools like personalised videos to ensure the customer has even more value from going digital.

This is not to say all consumers want communications to be exclusively digital. Print is still around and is not looking to go anywhere soon. What Biel has noticed is that consumers want both print and digital forms of communication. Firms need to be sure they can do things how their customers want it done. This is why Doxim also offers wealth managers the tools to manage their print communications. Clients can easily design documents, with full customisation, and ensure their correspondence is the same in print, mobile, email and web.

As more people engage with digital communication, the need for print will likely decrease. This is why a focus on digitalisation is core to Doxim's plans for the future. The company will also continue to explore the use of AI and machine learning technology and fine tune them so they can add even more value to the offering.






"We will continue to innovate and bring advanced solutions to our customers that help them continue to push the envelope and to make sure that they are in a position to, not only today but into the future, offer the best of the best in terms of experiences for their customers." ●



-  Founded 2016
-  Employees: 11-50
-  Value Chain: **Client Acquisition/Servicing, Research & Analytics, Reporting, Risk & Compliance**
-  Subsectors: Portfolio Management & Reporting, Risk Analysis & Management, Compliance & Regulation, Data & Analytics, Financial Services Software
-  Regions of operations: United States, Latin America, United Kingdom, Europe, Asia, Australia, Africa

Door has established a global utility to simplify, digitise and streamline the exchange of information between asset managers and their clients for due diligence and research. Asset managers provide their clients with a central repository for the investment information essential for research and risk management - and communicate updates instantly through the Door Platform. Asset managers improve client experience, provide greater transparency, and significantly improve response times to their clients. Sophisticated content management technology enables asset managers to maintain large volumes of information across multiple products and update existing information easily and efficiently. Professional investors reduce the time required to gather and organise data by using the Door Platform as a central repository for essential information. They can use in-application data analytics to search, evaluate and monitor information, eliminating the need for repetitive annual or quarterly due diligence cycles. The Door Platform is free for manager research teams.



-  Founded 2014
-  Employees: 11-50
-  Value Chain: **Client Acquisition & Customer Loyalty, Marketing & Customer Service**
-  Subsectors: Data & Analytics, AI, Financial Services Software, Client Prospecting & Engagement
-  Regions of operations: France, United Kingdom, Germany, Luxembourg, Switzerland, Singapore

DreamQuark is an artificial intelligence solution provider which enables wealth managers to leverage AI and their data in order to help identify the best actions or best investment products to recommend to their customers. DreamQuark uses their artificial intelligence platform Brain to develop innovative solutions for wealth managers with an aim to democratise, explain and popularise AI. Thanks to simplified reports which justify decisions and recommendations to customers, DreamQuark is accessible and helps to increase user experience and satisfaction. The platform lets businesses in the banking and insurance sectors understand their customers through deep learning, as well as reducing decision making time by speeding up data analysis and the decision model designing process. The user-friendly solution Brain aims to make AI accessible to as many people as possible by allowing users who aren't trained in data science or coding to easily understand and interpret Brain's decision making and its degree of critical sense.



-  Founded 2016
-  Employees: 101-250
-  Value Chain: **Client Acquisition/Servicing, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution, Accounting, Reporting, Risk & Compliance**
-  Subsectors: B2B Robo Advisors, Portfolio Management & Reporting, Investing Tools, Compliance & Regulation, Data & Analytics, Financial Services Software, Platform as a Service
-  Regions of operations: Europe

Elinvar is a WealthTech Platform as a Service, enabling asset & wealth managers to digitalize their business models. The multi-tenant platform offers service packages for core processes like client relationship management, online acquisition & coverage, onsite advisory support, portfolio management, reporting, invoicing, online client access and communication as well as third party connections, e.g. to custodian banks, market data or KYC providers. Elinvar's partners profit from the combination of leading technology and the optimal regulatory setup as Elinvar holds all necessary BaFin licenses. With this comprehensive approach, Elinvar creates the unique opportunity for its partners to execute new business models, to access new value chains and to optimize their costs. As all partners in the ecosystem combine their core competencies, together they generate maximum customer value. The best solutions arise through partnership.

Abstract geometric shapes, including a large dashed-line cube and a smaller solid-line cube, are positioned in the upper right background. The entire image has a dark teal gradient background.

# 35+

years' experience  
creating **technology  
solutions** for the  
world's leading  
**wealth management  
organisations**

We're always developing our products and enhancing our technology, ensuring more than 100 global GBST clients can scale operations through technology, grow and innovate, and delight their customers. Our back office and digital solutions are trusted by wealth managers to power their end-to-end wealth administration, supporting over five million end investors globally.

Across all products, we continue to innovate for the benefit of our clients through fast-moving technology such as cloud, micro-services architecture, APIs, continuous integration and deployment, and data management.

For an award-winning technology provider you can trust, contact GBST today.

Learn more about our offerings

 [www.gbst.com/wealthtech](https://www.gbst.com/wealthtech)

Arrange a demo

 [info@gbst.com](mailto:info@gbst.com)

Our **expertise**, your future.

**GBST**

Financial Services  
Technology



Founded 2014



Employees: 11-50

Value Chain: **Research & Analytics**

Subsectors: Data &amp; Analytics



Regions of operations: Global

Elsen is the platform-as-a-service (PaaS) company for large financial institutions allowing anyone to effortlessly harness vast quantities of data to solve the most complex problems. Elsen nPlatform allows all types of users to effortlessly access and use thousands of concordant datasets to make better decisions, quickly. The Elsen nPlatform transforms how financial professionals work – including those in investment, research and analytics roles – by offering a way to optimize data vendors, use incompatible data and construct new products and new strategies that generate alpha. With the Elsen nPlatform, fundamental managers who would otherwise have to wait days or weeks for their technical counterparts to help them test an idea can now do the analysis themselves in only a few minutes through point-and-click web-based graphic user interface (GUI). And Quants and technical users can quickly extract large quantities of data for analysis/use directly through the database and/or a restful API (application program interface).



Founded 2013



Employees: 501-1,000

Value Chain: **Portfolio Management & Rebalancing**

Subsectors: B2B Robo Advisors, Digital Retirement Solutions, Portfolio Management &amp; Reporting, Investing Tools, Financial Services Software, Client Acquisition/Service



Regions of operations: United Kingdom

Embark Platform is a genuinely digital platform offering a wide range of tax wrappers with access to broad selection of funds, exchange-traded instruments and discretionary model portfolios. Platform functionality allows users to hold client assets in more than one discretionary model, use a range of different automatic rebalancing options, including tolerance-based and deal on a fractional basis. Embark Platform is owned by Embark Group, a fast growing, diversified, financial services business and one of the largest retirement solutions providers in the UK with significant institutional backing.



Founded 2010



Employees: 101-250

Value Chain: **Client Acquisition/Service, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting, Risk & Compliance**

Subsectors: Portfolio Management &amp; Reporting, Investing Tools, Risk Analysis &amp; Management, Compliance &amp; Regulation, Data &amp; Analytics, Financial Services Software, Client Prospecting &amp; Engagement, Sustainable investments, ESG reporting



Regions of operations: Switzerland, Liechtenstein, Germany, Austria, Luxembourg, France, Slovakia

Etops covers the whole value chain of independent wealth managers, single and multi-family offices, private banks and pension funds. Based on a strong data basis created by state-of-the-art interface and parsing technology and accompanied by an experienced operations team, Etops offers high-end data analytics and visualizations both in printed and digitized form. The company's state-of-the-art solutions cover portfolio management and analysis, management of client data and risk profiles, all relevant compliance topics like MiFID, FIDLEG, AML, FATCA, KYC, ESG and comprehensive reporting. The integrated intelligent marketplace brings buy- and sell-side together by offering financial products, add-on applications, research and other services.

# We make it easier for you

## Creating transparency with data



Pius Stucki - CEO, Etops AG

Mario Contartese - COO, Globalance Bank



**Climate change, CO2 pollution, plastic waste, greenhouse gases ... media coverage and global activities like "Fridays for Future" raised the awareness and sustainability has become a topic of everyday debate. People expect actions to prevent more damage to the planet. They begin to understand the impact multinational companies have on our planet. The financial industry started to react on the increasing demand for sustainable investments but is still struggling with the sheer amount and the complexity of data required in order to produce sound reports and attractive yet informative digital platforms.**

When it comes to complex data it is crucial to create transparency for the user. Etops uses state-of-the-art technology to create this transparency and to simplify the readability of sophisticated data. Together with the Zurich based Globalance Bank Etops created a new kind of digital platform. "Globalance World" allows the users to explore the impact of their portfolio on the world. Study its climate warming potential, footprint, megatrend-exposure and returns.

*Discover "Globalance World" - a digital globe for investors and see the future viability and sustainability of your investments.*

Etops developed the backend of the platform which allows the fronted to deal with data in a way that hides the complexity and provides the user with a unique experience and important information on the impact of global investments at the same time.

### Interview with Mario Contartese, COO of Globalance Bank

**Last year Globalance Bank launched "Globalance World" an entirely new digital platform showing the impact of investments on our planet. Could you please tell us what your intention was and are you satisfied with the result?**

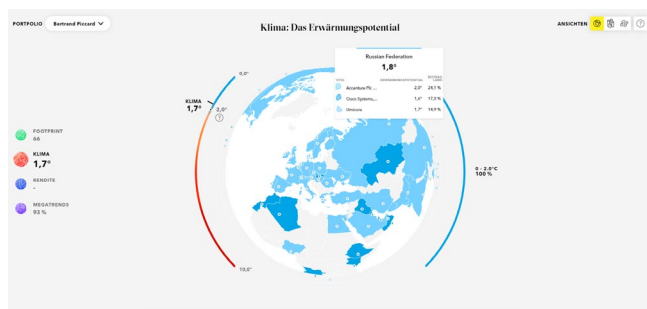
Our intention was to create something like "Google Earth" for investors. A digital globe for investors enabling them to see the future viability and sustainability of their investments. Investors should see the impact of their investments on our planet in various dimensions. We wanted to combine the educational element with a modern gamified approach. It was important to us to create transparency and to reduce complexity. The backend developed by Etops, builds the basis for an appealing front-end with easy access to relevant data.

**Has the launch of Globalance World opened the doors to new clientele?**

The launch of the new platform has boosted our public profile. The interest is persistently high. Our events are more frequented, and, above all, the use of the platform leads to very interesting discussions with prospects and clients. Globalance World makes an important contribution to our growth. However, for us, the educational element is also of central significance. We want to convey to users how important the sustainability perspective is, how important it is to consider the impact of their investments on the economy, society and the environment.

**Did the introduction of a digital platform change the demographic structure of your customers? Are younger age groups with a stronger digital affinity, who also tend to be more environmentally aware, now more widely represented?**

The average age has not changed with the introduction of Globalance World. We find that users across all generations are digitally affine and appreciate the new possibilities. The average age of our customers is between 55 and 60.



### Which areas of Globalance World are the most popular ones?

Although all areas attract a great deal of interest among users, it is the climate analysis that is most popular. This is probably due on the one hand to the ease of understanding of the correlations and on the other hand to the media coverage of the topic of climate change.

Globalance Bank has helped Bertrand Piccard to compose an investment portfolio fully aligned with the Paris Climate Agreement. Piccard allowed the bank to publish his private investment portfolio on Globalance World. The portfolio is “experimental” in nature as it sets a pure focus on optimizing the climate impact, i.e. minimize global warming effect. This deliberate focus leads to certain portfolio tilts concerning sector and country allocation which will make the portfolio more volatile than a globally diversified equity benchmark. You can view this portfolio on the platform and compare it with other portfolios and market indices.

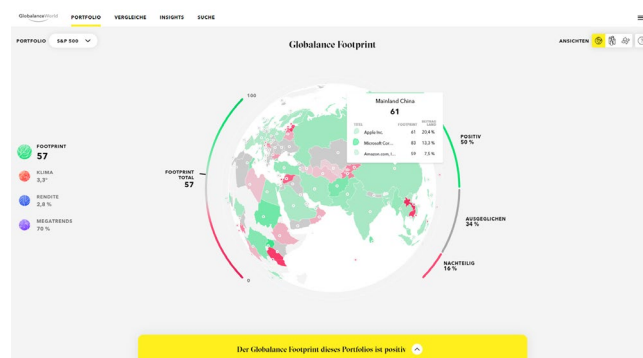
Piccard is a serial-explorer, psychiatrist and inspirational speaker. He combines pioneering spirit and technological advances to tackle the great challenges of our time. He is the initiator and visionary behind Solar Impulse, the very first solar-powered airplane capable of flying perpetually without fuel. Descending from a family of inventors and explorers, it is in his DNA to go beyond the obvious and achieve the impossible.

### What were the biggest challenges in creating Globalance World?

The biggest challenge was the fact that there are no standards or benchmarks in this area. The world of data is complex and our goal was to provide the user with transparency in this data jungle. The quality of the database is key to success. Etops built a backend that processes the data like a second core banking system and provides it in a form that allows the complexity of the setup to fade into the background. Etops, allowed us to make technology seem easy. We have repeatedly faced challenges in the course of data preparation, but these have been mastered in partnership.

### Are there plans to further expand the platform?

The launch of our platform is another step on our journey. We believe in a positive future which builds on people, nature and technology. Our platform is also a kind of symbol of this belief and we will of course continue to further develop our platform. The use of it also creates new needs which we will need to consider. Etops will keep supporting us to make it easy for users to explore the impact their investments have on the globe. Our success builds on constructive discussions, partnership and a mutual entrepreneurial and positive mindset. ●



## Etops solutions for your business

Etops group is active along the entire value chain of wealth managers, family offices and private banking. This includes services, technology and consulting. Our goal is to make complex topics look easy. We make data more transparent and digitalize your processes in practical and efficient ways. We make your daily work easier.

Etops offers outsourced services for all back- and mid-office tasks. On this basis, Etops offers portfolio management solutions for wealth and asset managers, pension funds and family offices, as well as comprehensive reporting and dashboard solutions for all types of banks. Each Etops solution and implementation is supported by experienced consultants both in IT and in the business context. The range of products includes both standard software and tailor-made solutions. Etops also offers SaaS-based platforms enabling even smaller market participants to access state-of-the-art technology at a competitive price and to cover all compliance requirements. Etops group currently serves more than 80 clients with over CHF 50 billions of assets under operation.



Founded 2010



Employees: 51-100

Value Chain: **Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Reporting**

Subsectors: B2B Robo Advisors, Digital Retirement Solutions, Portfolio Management &amp; Reporting, Investing Tools, Risk Analysis &amp; Management, Financial Planning, Financial Services Software



Regions of operations: Europe

EV's market-proven, integrated financial technology solutions give its customers the confidence to deliver the best outcomes to their clients and their customers, wherever they sit in the financial ecosystem. The company partners with some of the UK's largest financial institutions, innovative start-ups, and independent providers. Delivering engaging financial planning software solutions and award-winning investment solutions, powered by its proprietary economic scenario generation stochastic asset model. The company's offering is only one of two stochastic economic scenario generators available in the market but is the only one that offers consistent performance that is proven across more than a decade.



Founded 2020



Employees: 1-10

Value Chain: **Client Acquisition/Servicing, Portfolio Management & Rebalancing, Reporting, Risk & Compliance**

Subsectors: B2B Robo Advisors, Compliance &amp; Regulation, Data &amp; Analytics, Client Prospecting &amp; Engagement



Regions of operations: Europe, Middle East

everyoneINVESTED is a WealthTech spin-off of KBC. everyoneINVESTED's aim is to get everyone invested all the time by helping financial services players have more of their clients invest in their solutions. The company helps financial institutions boost their investor conversion, rejuvenate their customer base, and retain their lead using behavioral smarts. Its partners can improve the pre- and post-sales of their investment processes using proven expertise, know-how and tools.

## EXPERTSOFT



Founded 1993



Employees: 251-500

Value Chain: **Client Acquisition/Servicing, Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting, Risk & Compliance**

Subsectors: Portfolio Management &amp; Reporting, Investing Tools, Risk Analysis &amp; Management, Financial Planning, Compliance &amp; Regulations, Data &amp; Analytics, Financial Service Software, Client Prospecting &amp; Engagement, Digital Banking



Regions of operations: Europe, Asia, Middle East, North America, Latin America

Expertsoft Systems is an innovation-driven global business, offering comprehensive wealth and asset management front/midoffice and client-facing software solutions and services for retail, commercial, wealth/private banks, institutional investment firms, independent asset managers, financial intermediaries, family offices, sovereign funds and other financial services providers. At the heart of the Expertsoft product ecosystem is the award-winning PM1 solution, designed to digitally transform the end-to-end operations of customers with a modular, configurable approach spanning portfolio management, regulations & compliance, order management, client management, report production, digital banking, and much more. Today, PM1 is used by more than 600 clients ranging from family offices and independent asset managers to several tier-1 global banks and insurance companies.



## COMPANY RESEARCH PROFILE



Founded 2016



Dallas, TX, United States



Employees: 11-50



[www.fintechautomation.com](http://www.fintechautomation.com)



[info@fintechautomation.com](mailto:info@fintechautomation.com)



Regions of operation: United States

**PRODUCT NAME:** AccelerationCloud™  
**KEY EMPLOYEES:**



**David Park**  
Founder and CEO



**Alicia Martin**  
Chief Administrative Officer



**Dr. Raghu Sastry**  
Head of Engineering



**Torie Li**  
DevOps - Technology

Value Chain: **Embedded Fintech**

Subsectors: **Digital Advisory Platform, B2B Robo Advisors, B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Risk Analysis & Management, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement**



### OFFERING

FinTech Automation integrates multiple service components of banking and wealth management into a holistic solution to deliver financial products and process transactions in an effective and timely way for SME banks and wealth advisers ("FIs").

AccelerationCloud™ serves as the "plumbing" that allows FIs to automate their processes and target specific customer segments and launch new financial products. FIs can expand into additional markets easily and cost-effectively by offering an integrated digital banking, advisory, retirement, and insurance platform and compete without the capital need or the in-house technical and development knowledge.



### PROBLEM BEING SOLVED

SME banks and financial advisers are struggling to maintain primary relationship and deposit base against fintech start-ups and global banks, who offer a modern integrated banking and wealth management platform. Small FIs struggle to compete as they lack capital, face high regulations, costly legacy systems, and traditional business models.

FinTech Automation is the partner the FIs need to combine their great local reputations and relationships with our modern API driven banking and wealth management technology stack. Together we offer a local branch with both high-touch and high-tech solution to compete against the global financial brands.



### TECHNOLOGY

AccelerationCloud™ is an API integration Platform as-a-Service (iPaaS), which allows users to exchange data between different systems and increase connectivity across their technology ecosystem. It enables data to flow between on-premises and SaaS applications, data warehouse, IoT devices, data lakes, and other endpoints with the FIs data ecosystem, so their staff and customers can gain access to data they need.

FinTech Automation offers over 100 process automation that seamlessly integrates with the FIs data ecosystem and converts it into one comprehensive workflow to complete a transaction. The Platform provides a means for managing, deploying and delivery of the services' environment in wealth management, insurance, and banking.



### PRODUCT DESCRIPTION

FinTech Automation ("FTA") offers an on-demand service that enables our clients to access and pay for only the applications and services they need on a subscription basis to provide an integrated banking and wealth management solution to their customers. This enables our clients from virtually any sector to embed a wide range of financial services into their suite of offerings for their customers and for their customers themselves to conveniently access those services over the internet. Our Clients can simply pick and mix from a range of financial services and then tailor them to the needs of their customers, and in doing so, they can create a new financial platform of their own.



### TRACTION/GROWTH

- Since our platform launch in 2019, we have attracted over \$2bn in assets, 13,000+ investors, and 60+ advisory firms.
- Our partner program has attracted over 25 of the most progressive Fintech start-ups, 4 custodians, and 27 national Fintech solutions including core banking, financial planning, trading, portfolio accounting, and CRM to create an agile environment that supports demand for innovation among its clients.
- Offers UI/UX front-end templates to reduce the start-up cost for its clients including digital wallets, personal financial management, robo-advisory and digital retirement.



### FUTURE OF FINTECH AUTOMATION

The future of FinTech Automation is the implementation of autonomous finance in their next iteration of personal financial management ("PFM") tool. While it is still early, automated finance has the potential to provide consumers with a digital version of a private banker, financial advisor, and investment manager by leveraging artificial intelligence ("AI") and automation algorithms. The key is data accessibility, which makes it easier to integrate various sources of financial data, including debt, income, spending, investments, and insurance. But rather than replacing FIs and their advisers and bankers, AccelerationCloud™ is uniquely positioned to assist the FIs do what they do best – maintain a high touch relationship.

This document is being provided for information purposes only. It is not designed to be taken as advice or a recommendation for any specific investment or strategy decisions.

# Helping to ensure small and medium-sized wealth managers compete

*The wealth management industry is undergoing a significant transformation. Changes in today's demographics, FinTech start-ups, scrutiny of fees, and increased compliance requirements are shaking up the industry.*



David Park  
Founder and Chief  
Executive Officer of  
FinTech Automation LLC



More recently low interest rates and zero commission trading are adding additional pressure. Under particular pressure are small and regional independent financial advisors and broker/dealers, as new FinTech entrants and global banks alike have been focusing their attention on their traditional client base, the mass affluent (\$250k to \$3m in investable assets) U.S. households.

According to David Park, founder and CEO of FinTech Automation, the mass affluent in the U.S. represents approximately 42m households with 8trn in assets. This segment of the investor base is the most interested in retirement solutions and worried about healthcare. This segment is most in need of transparency and low fee products and also most likely to hire an adviser for private bank type solutions.

Park believes that we are at the beginning stages of global banks like Goldman Sachs and JP Morgan expanding private bank like experiences to the mass affluent through its subsidiaries like Marcus, United Capital, and Chase Bank respectively. In addition, FinTech companies like Sofi, Betterment, and Chime will offer an integrated wealth management, retirement, banking, and debt management under one platform.

## How it all Began

There were numerous moments that contributed to the creation of FinTech Automation, but there were two that stood out. First, was the realisation that small wealth managers and banks are in danger of disappearing like local and small doctor offices in the United States. Second, was when Park could not find a platform that was custodian agnostic, API driven, and was able to compete with the integrated banking and wealth management FinTech platform offered by unicorn status start-ups.

The defining moment that pushed Park to try and revolutionise wealth management came when working with a unicorn FinTech portfolio accounting provider. One of the engineers asked if there was a difference between a dividend and interest. It then became obvious one of the reasons why a platform like FinTech Automation did not exist is the lack of knowledge that developers have in financial services as a whole.

People grasp the concepts of banking and trading because they have experienced it in some form, but people outside of the financial services industry don't really interact with wealth management, clearing, settlement, back-office issues like not-in-good-order (NIGO) and how it settles at DTC, therefore fail to really see how it works. This means there are a lot of technical people that know how to code and programme something, but it is hard to build a wealth management system if you lack education about the space, Park said. For very well capitalised FinTech and global banks, they can hire experts in one or two areas of wealth management and team them with developers, but the infrastructure and capital needed are very high.

Wealth management is broad, spanning areas like asset management, brokerage, advisory, insurance, cash and debt management and more. Park believes many FinTech companies fail to grasp the holistic view

of wealth management and financial services which has given an opportunity for FinTech Automation to invest its capital, technical, and industry knowledge to create a platform that is API driven with a wealth management core system.

FinTech Automation is the first commercially viable Platform that is custodian agnostic and can empower financial institutions to run their entire business, from front-, middle-, to back-end. Its platform, which utilises open APIs to support integration with third-party applications, can automate most administrative tasks and support managers with access to instant data and dashboards. One of its core focuses is on collaboration and communication between employees, clients, documents, and government compliance requirements. FinTech Automation clients pick and choose the solutions they need in a subscription-like model, which requires very little upfront capital.

It stylises itself as a WealthTech and banking-as-a-service provider as it also offers banking and payment tools for clients. Through these tools, small and medium-sized financial institutions can compete with the large financial institutions and nimble FinTech start-ups.

## How FinTech Automation sets itself apart

There are several great single purpose applications, which Park calls enabling technology. An application that allows you to perform a specific function like financial planning or portfolio accounting and enables the advisor to perform a function or service to the client but does not necessarily differentiate the advisor. As advisors add more enabling technology to their practice to grow and automate, it creates another whole set of problems. Each application maintains its own data set and usually does not bi-directionally integrate with each other, leading to multiple versions of the data and no one single source of truth. "The greatest risk in a technology-driven economy is too much information and distraction, and too little time for execution and thought," said Park.

To ensure FinTech Automation would meet all the needs of the financial institution, the team approached it from the perspective of delivering a private wealth and bank solution for ultra-high net-worth clients including family offices.

"We believe that customers want the same level of service, access to products, low and transparent fees, regardless of their net-worth and investable

asset size," said Park. He continued, "FinTech Automation offers AccelerationCloud, an API integration Platform as a Service, proprietary applications, multi-custodial option, and over 30 enabling technology integration partners that form the Platform. The Platform allows FI to quickly access reports and analytics, complete an IPS, retrieve compliance alerts, automate asset management, and access multitude of data immediately through our data warehouse. In addition, our data lakes store all their data as the central data source where all custodial data and the transactions of the enabling technology meet as one source of data truth."

There were other unintended benefits to clients using FinTech Automation's Platform. One client was in need of a SOC 2 Type II audit. Using the Platform, they leveraged the infrastructure which allowed them to finish their audit in less than 1/5 of the time and a 1/3 of the cost they were given as a budget. This lack of unified data is a problem Park has seen time and again within small and medium-sized financial institutions. There needs to be one source of truth. Firms need to ensure their documents, identification, security processes and other pieces of data are effectively managed to ensure cybercrime is prevented.

In a further attempt to better help its clients, FinTech Automation has built white-label front-end customer facing apps. "When you talk to people about technology, they often think the front-end app is the tech without the understanding of the back-end data structure and design. That's because that's what they touch. If they have a great UI or UX they think it's a great tech company. If you look at a challenger bank, they're essentially a marketing company with a great front-end. Aside from a few unicorn challenger banks, they've got to plumb through somebody else's banking-as-a-service platform."

By offering a white label app with great UI/UX, FinTech Automation would empower firms to quickly implement an app for whatever they need. That could be a digital wallet, trading platform, robo-advisor or combined together into a holistic solution. Park explained that in the past, if a company wanted to launch a challenger bank, they would spend a couple of years creating a MVP, a money transmitter license, and spend a couple of million dollars building the platform. Now, they could use a service like FinTech Automation and their partners and spend just a fraction of the capital and time, to create their MVP and quickly enter the space. ●

### THE CLIENT

In 2018 FamilyWealth™ received seed capital to build a digital advisory platform for independent financial advisors. Their vision was to deliver a technology platform to create a true independent advisory firm not dependent on any one custodian or clearing firm. FamilyWealth™ wanted to create the next generation wealth management platform, to enable their advisers to bring their entire practice in one unified view including their favorite third-party applications and custodians.

### THE PROBLEM

Independent advisors use third-party custodians and their tech stack as their primary technology platform. As interest rates and commissions went to zero, they noticed the fees were going higher, service declining, and for some small firms being let go as a client. Relying upon a custodian made them more of a dependent financial advisor than an independent one. With increased regulations and competition from fintech firms, independent advisors face a myriad of complexity and challenges.

### A digital advisory platform to solve the problem of running a 21st century wealth management firm



### THE SOLUTION: FAMILYWEALTH™ PLATFORM

#### ADVISER WORKSPACE

Enables their advisers to bring their entire practice under one unified and customizable dashboard.

- Integrated email and calendar with Office 365
- Client Center with account, portfolio, and customer level views of all their relationships
- Customer relationship management (CRM) and financial planning data
- Multi-custodial options and data views
- Compliance alerts, new account opening, and portfolio management

#### ACCELERATIONCLOUD™

Brings enhanced flexibility, choice, and efficiency to the way FamilyWealth conducts their business.

- Leveraged their existing technology investment
- Integrated additional top technology providers previously considered too complicated and expensive
- Created data warehouse and data lakes to view real-time account data, alerts, and reports
- Created automated workflows and alerts for middle- and back-office

#### MANAGED SERVICES

The cost of outsourcing was less than one admin and has helped them scale their business effectively through a customized suite of services.

- Account Aggregation
- Portfolio Accounting and Reporting
- Digital Marketing and Analytics
- Data Security Management

#### FINTech AUTOMATION APPS

Wealth management core for the most complex client family structure and customized analytics tools.

- Unified Managed Accounts and Households
- Digital Account Opening and KYC
- Portfolio and sleeve manager solution
- Investment Policy Statement and Proposal system
- Compliance Center with automated processes and alerts

### RESULTS

- Increased AUM by 82% in the 2 years after going live with the FamilyWealth™ Platform
- Digital account opening process reduced client onboarding time by over 75%
- Reduced Not-In-Good-Order (NIGO) custodial account opening by 63% while reducing time spent on this process from hours to just minutes
- Client Proposal system with embedded Investment Policy Statement (IPS) generates an e-signature ready, compliant IPS in as little as two minutes
- Opened offices in 2 additional states and increased the number of advisors by 5X



Founded 1999



Employees: 51-100



Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Accounting, Reporting, Risk & Compliance**



Subsectors: B2B Robo Advisors, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Financial Planning, Alternative Investment Solutions, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement



Regions of operations: Europe, Middle East, Africa, Asia-Pacific

Efficiency, reliability, and flexibility - this is what customers appreciate the most about FA Solutions and their FA Platform. The company was founded in 1999, and since then, they have successfully expanded, with offices in four countries and a worldwide client base of around 100 customers in highly regulated markets such as Asia, Europe, Africa, North America, and the Middle East. The company has been steadily growing in turnover for the past five years. Their 20 years of experience in the industry has allowed them to build the FA Platform - a state-of-art Portfolio Management solution, which is trusted by Wealth Managers around the world. They solve the increasing complexity of the financial industry with their cloud-based platform that covers business essentials of Back, Middle, and Front offices all the way to an end client portal. FA Solutions said, "We leverage technology to give our clients more time with their clients."



Founded 2015



Employees: 11-50



Value Chain: **Investment Planning, Portfolio Management & Rebalancing, Reporting**



Subsectors: B2B Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Financial Planning, Alternative Investments Solutions, Compliance & Regulation



Regions of operations: Germany, Austria, Switzerland, The Netherlands, Belgium, Nordics

Awarded as one of the fastest-growing companies in Germany, Fincite provides a composable software covering a 360° customer view, intelligent recommendations & portfolio management for Banks & Asset Managers. We built the world's first investment software that aggregates, analyses, and manages all financial assets of a customer. In a world where "human financial advice" gets more expensive day by day, Fincite empowers retail banks, private banks and insurers to provide digital or digitally empowered (hybrid) investment services to their clients. All this seamlessly integrated into their current processes, channels and architectures via one software – Fincite.CIOS.



Founded 2015



Employees: 251-500



Value Chain: **Client Acquisition/Servicing, Investment Planning, Research & Analytics, Portfolio Management & Rebalancing**



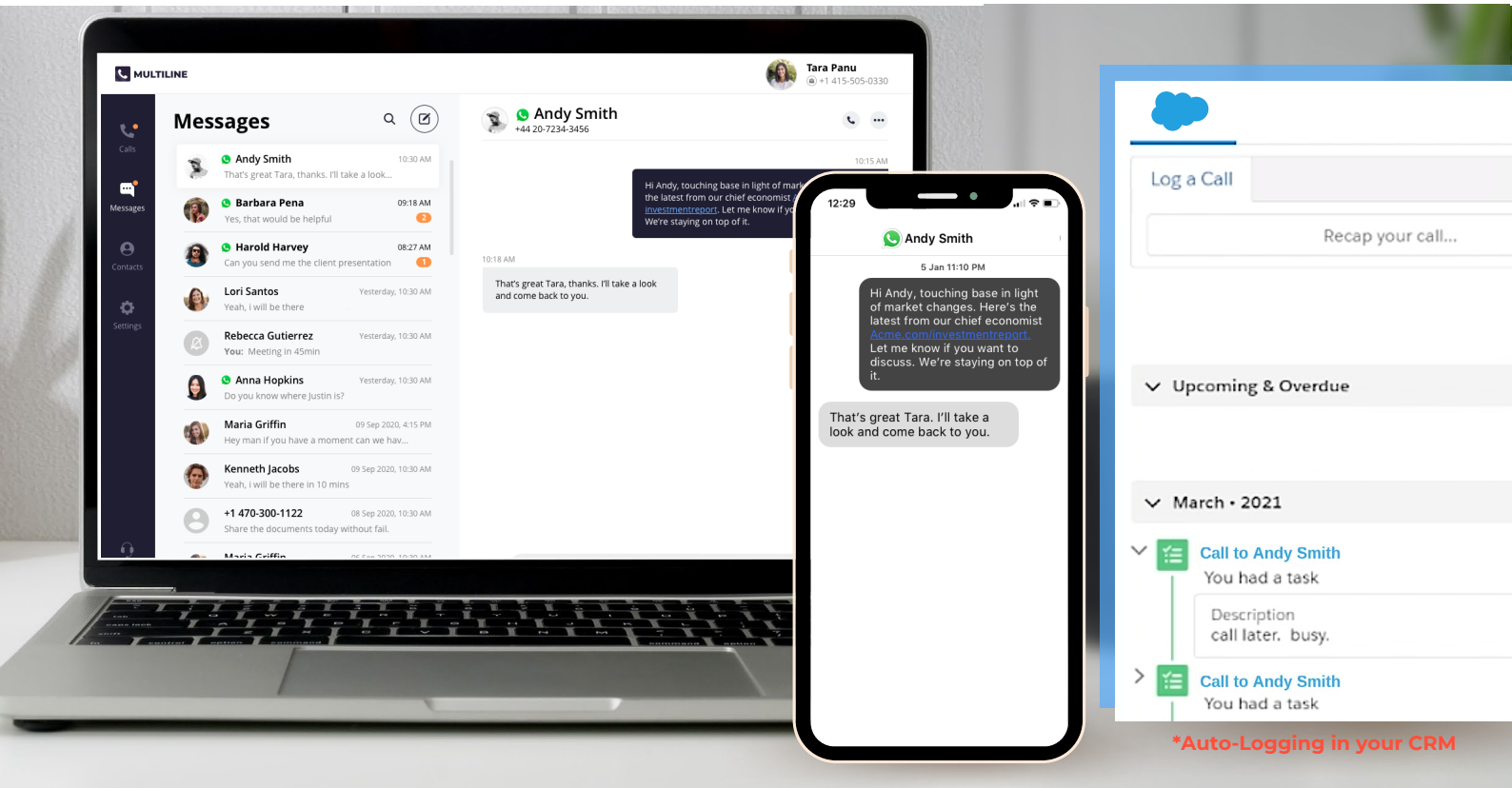
Subsectors: B2B Robo Advisors, B2C Robo Advisors, Portfolio Management & Reporting, Investing Tools



Regions of operations: India

fisdом is one of India's leading WealthTech platforms with a B2C product and B2B2C distribution. fisdом mobile and internet applications help customers access a variety of investments and savings products, personalized to each customer's needs. fisdом is the only FinTech in India that operates on a partnership led model wherein it partners with leading banks and financial institutions to offer their customers superior products and experience. These are not white labelled solutions but are branded partnerships where fisdом shares revenues earned from the bank's customers. Several leading banks in India have partnered with fisdом for offering wealth management solutions to their customers including Oriental Bank of Commerce, Indian Bank, Bank of Baroda, Karnataka Bank, City Union Bank, Apna Sahakari, Co-operative Bank along with India's largest & fast-growing non-banking institutions like Bajaj Finserv and TVS Credit.

Movius MultiLine helps financial firms achieve gap-free compliance with regulatory requirements for electronic communications. The service combines a mobile app for compliant calling and messaging; an admin portal for instant provisioning and compliance management; and the ability to transfer recordings to an archival platform for long-term retention and surveillance.



\*Auto-Logging in your CRM

## Trusted by the world's leading financial institutions

JPMORGAN CHASE & CO.



Jefferies



Julius Bär

### Deploy with your MDM

Can be deployed with a MDM container on an advisor's mobile device making it easy to separate business data from personal while safeguarding client data.

### Unified Experience

Intuitive mobile and desktop app for compliant calling, texting, and WhatsApp chatting through a separate business line.

### Integrated with your CRM

Automatic logging of all client communications inside the CRM. Ability to call and text using your MultiLine number directly inside the CRM.

### Compliant Archive and Surveillance

Ability to ingest recorded voice and texts conversations to an existing archival system for compliant retention and surveillance.

## KEY INTEGRATIONS

### MDM



### ARCHIVAL

Bloomberg



VERINT  
verba

proofpoint

NICE

actiance  
Now part of smartsheet

globalRELAY

BEHAVOX

DELLEMC

## **ForwardLane**



Founded 2015



Employees: 11-50

Value Chain: **Client Acquisition/Servicing, Research & Analytics**

Subsectors: Data &amp; Analytics, Financial Services Software, Client Prospecting &amp; Engagement



Regions of operations: North America, United Kingdom, Europe

ForwardLane helps wholesalers and advisors aggregate and coordinate all the relevant information for each client such as customer data, account information, transactions, portfolio strategies, product factsheets, client goals and interests and news. The personalised insights generated by the product bring together the most relevant information advisors need for high-quality customer engagement. The platform aggregates and prepares research and intelligence for the advisor so they can focus on adding value to every client relationship. Embedded directly in the user's typical workflow, ForwardLane's signals and insights help scale best practices and make sure advisors never miss an update or opportunity.

## **FundCount**



Founded 1999



Employees: 51-100

Value Chain: **Portfolio Management & Rebalancing, Accounting, Reporting**

Subsectors: Portfolio Management &amp; Reporting, Alternative Investment Solutions, Financial Service Software



Regions of operations: North American, European, Asia, MEA

FundCount provides integrated accounting and investment analysis software that improves operational efficiency and delivers immediate, actionable intelligence to clients around the globe. The company's solution is a truly integrated wealth management portfolio and partnership accounting system with a real-time general ledger and all capabilities embedded on a single platform. As a result, it offers a single source of truth that provides clients with enhanced efficiency, reduced operational risk and lower cost. Today, over 135 hedge funds, single and multi-family offices, fund administrators and private equity firms worldwide with assets totalling more than \$150 billion rely on FundCount for accurate, timely information and flexible reporting.

## **fundipedia**



Founded 2013



Employees: 11-50

Value Chain: **Reporting, Risk & Compliance**

Subsectors: Data &amp; Analytics



Regions of operations: EMEA, APAC

The proliferation of data is causing big issues in enterprises, who spend billions dealing with the resulting problems. Dealing with data at scale requires more intelligent systems. Fundipedia provides innovative technology that enables financial institutions to collect, disseminate and reconcile any type of data—providing you with end-to-end control and insights that drive smart business decisions and the confidence to meet regulatory requirements.



## COMPANY RESEARCH PROFILE

**GBST**

 Financial Services  
Technology

### PRODUCT NAMES:

Composer, Catalyst, Illustrate,  
TaxIntell, Tax Analyster,  
Equate and DXP



Founded 1983



Sydney, Australia


[www.gbst.com](http://www.gbst.com)

[info@gbst.com](mailto:info@gbst.com)


Employees: 251-500



Regions of operation: Australia,  
Singapore, Hong Kong, United  
Kingdom, United States

### KEY EMPLOYEES:



**Robert DeDominicis**  
Group CEO



**David Simpson**  
Head of EMEA, Retail Wealth  
Business



**Damien Dipietro**  
Executive Manager APAC,  
Retail Wealth Business

Value Chain: **Client Acquisition/Service, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting, Accounting, Risk & Compliance**

Subsectors: **B2B Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Compliance & regulation, Financial Services Software**

### OFFERING

GBST provides financial services technology to the wealth management and capital market sectors globally. The company creates vital back, middle and front office technology solutions for wealth managers, life and pension companies, investment bankers, stockbrokers and fund managers to help them streamline operations, reduce operating costs, reduce headcount in back-office administration, improve agility, reduce IT infrastructure with cloud-based solutions, and better engage their customers.



### PROBLEM BEING SOLVED

The wealth management industry is continually advancing and the pressure to keep pace is increasing. In addition to technology trends and regulatory pressure, there is ongoing M&A activity and consolidation, adding further IT complexity and competitiveness. GBST's solutions help to:

- Lower risk through automation
- Enhance customer outcomes
- Deliver personalised experiences to improve customer engagement
- Easily connect with other open architecture systems
- Simplify IT requirements, whilst reducing the ongoing cost of maintaining multiple systems



### TECHNOLOGY

The company utilises the latest technologies across its applications:

- Frontends: ReactJS, Bootstrap, GBST Micro Frontend (JS)
- API Tier: REST, Java, Springboot, OpenAPI, NGINX, RabbitMQ, OAuth2.0
- Persistence: SQL Server, Elastic
- Infrastructure: Docker, Kubernetes, Helm, Terraform
- Continuous integration/Continuous Deployment: Jenkins, Bitbucket, Terraform, Packer, Ansible

### PRODUCT DESCRIPTION

- **Composer:** a modern and flexible wealth management administration system. It offers a comprehensive suite of solutions to streamline the administration of wealth management products from sales to back office administration. Composer supports a broad range of wealth products, asset types and currencies. Its modern architecture enables rapid implementation, the ability to allow clients to manage and offer different propositions to market, test changes without service impact, consolidate multiple client legacy systems onto a single technology platform, and drive operational efficiencies, all while maintaining regulatory compliance and reducing risk.
- **Catalyst:** a front end digital portal that enables clients to deliver flexible and customisable online experiences for their advisor and end investor community. Supporting both retail and workplace solutions, Catalyst combines data, tools and content to provide a holistic wealth experience. It features the full breadth of self-servicing journeys to allow advisors and investors to onboard and transact online with straight through processing to the Composer back office.
- **Illustrate:** a feature rich, highly efficient engine to produce sub-second investment illustrations for new and existing investors.
- **TaxIntell:** a collaboration platform to streamline the preparation, review and submission of tax reporting.
- **Tax Analyster:** a digital platform providing pre-trade tax insights for investment managers and funds to maximise after-tax returns.
- **Equate:** a suite of calculation engines, scenario modelers and 'what if' tools to enhance a client's digital experience offering and help their customers make informed financial decisions.
- **DXP:** an experience platform that gives control over content in digital systems to build, maintain and personalise customer experiences.

### TRACTION/GROWTH

- GBST works with over 100 organisations across Australia, Asia, the UK and the US and its technology supports over 5.5 million investor accounts under administration with double-digit growth rates in 2020
- Over the next 12 months the company is working on upgrading the Composer technology and functionality via a \$75 million R&D programme, E-VOLVE, and expansion of its services in Australia and the UK
- GBST has won multiple accolades including Systems in the City Financial Technology Awards 2020 - Best Wealth Management Administration Solution, Vitality Supplier and Partner Awards 2018 - Winner, Schroders UK Platform Awards - Platform of the Year 2020 (GBST's client AJ Bell)

This document is being provided for information purposes only. It is not designed to be taken as advice or a recommendation for any specific investment or strategy decisions.

# The benefits of a modern tech stack in the wealth management industry

*The wealth management industry is facing unprecedented change from numerous directions. David Simpson, Head of EMEA at GBST, argues that firms need to adapt to the new world or risk being overtaken by the competition.*



**GBST** | Financial Services Technology

The last year has been a time of great uncertainty for all of us. For wealth managers, the pandemic intensified existing pressures facing the industry through shifting customer expectations, growing competition, continued regulatory change, rising costs, and squeezed profit margins. However, supported by the right technology, enterprising firms are in a strong position to capitalise on their strengths, adapt to industry and societal changes, reduce their cost base, and grow market share.

## Increasing demand for digitalisation

From the customer's perspective, greater digital literacy across all generations has raised expectations of the online experience. It has stimulated demand for information and consumer-centric services that are always available, accessible from multiple devices, and have a consistent feel across all touchpoints. The restrictions to our regular behaviour, due to the pandemic, have accelerated existing trends. The slick digital experience presented by other industries means customers now expect the same from all providers, including wealth managers. Salesforce research found that 62% of customers say their dealings with one industry influences their expectations of others<sup>1</sup>.

These expectations, coupled with the ease of researching financial products and services online, have led to a decline in long-term loyalty to a particular brand. If clients are not happy with the service from one provider, customers are now more likely to switch to another. A survey by Netwealth in September 2020, found that a third of wealth management clients in the UK were considering switching provider, with a quarter (23%) blaming poor digital services<sup>2</sup>.

## The rise of personalisation

New technologies including natural language chatbots, artificial intelligence (AI), and machine learning are changing the way organisations conduct business and engage with customers. Many industries are becoming proficient at using customer data to improve the customer experience. For example, online streaming service, Netflix, learns customer preferences through repeated use to serve more personalised recommendations for films and television shows. The success of these firms is raising consumer expectations that their personal data will be used to improve and personalise their experience with other service providers.

As personalisation filters through to wealth management, it has become most prevalent in savings propositions. Financial organisations that have customer experience front-of-mind are now offering services such as the choice to round up transactions, in a bid to help make the customer aware that their loose change will add up if they choose to invest wisely. Personalisation can also be seen in categorised reporting of monthly spending habits, with real-time notifications to let customers know that their recent spending behaviour is leading to additional savings at the month's end and direct them to top up their investment account.

## Increasing margin pressure

Wealth managers face increased competition from new entrants attracted to the sector's growth opportunities. With costs to launch declining and more investment and regulatory support available to start-ups, challenger brands are finding it easier to launch and create digital-first propositions, without the legacy system issues faced by many existing wealth managers. To remain competitive, infrastructure needs to be at the forefront of decisions. If it is outdated, investing in a modern technology stack is often the best way to enable businesses to stay relevant, adapt at pace, and continue leading into the future.

Successful organisations in other industries could also be drawn to the market, using their established technological and brand capabilities to offer efficient services and win market share. According to Capgemini's latest world wealth report, 74% of high-net-worth individuals would be willing to consider wealth management services from firms such as Google, Apple, or Amazon, increasing to 94% of those who are considering switching their primary wealth management provider in the next 12 months<sup>3</sup>.

New rules around transparency create further awareness of the charges paid to financial service providers. A third of respondents were uncomfortable with the cost of wealth management services in 2019, and the volatility of the last 12

months will increase this scrutiny. The report found that one in five wealthy individuals could switch providers in the next year, with 42% stating high fees as the main motivator<sup>3</sup>.

Further pressure on margins is coming from rapidly changing regulations across different jurisdictions, which can be challenging and costly for established wealth managers to embed into their processes. This often results in additional manual workarounds that create barriers to efficiency and growth.

## The wealth management opportunity

So how can traditional firms navigate these multiple pressures? The changing market dynamics present extensive opportunities for organisations that are prepared to adapt. In wealth management, loyalty and success are based on solid customer relationships and trust in the business's expertise, supported by a seamless customer experience. Building on their existing relationships, wealth managers are well-positioned to create customer-centric operating models that place users at the centre of decision making to meet the evolving demands of the market, clients, and regulators. Investing in new IT architecture can facilitate this transformation while controlling costs and creating operational efficiencies that help firms remain competitive, manage risk, and ensure data security.

Today's technology presents two main options for wealth managers. The first is to start afresh and re-build with a modern stack. This will reduce costs in the long run and offers the advantage of simplicity, and future-proofs the architecture, making it easier to stay up-to-date as technology evolves and business, client, and regulatory needs change.

However, we recognise that not all businesses can move wholesale to a new tech stack immediately. The alternative is for firms to integrate legacy systems into an updated, digital front-end solution that offers omnichannel support and data analytics to create a more personalised and improved customer experience. It can reduce costs by increasing the automation of business practices and enhanced straight-through processing via application programming interfaces (APIs). These provide consistent, compatible connections between systems, allowing easier integration of different solutions, and access to new functions and capabilities, enabling propositions to continually expand and evolve for the benefit of the consumer.

Wealth managers can leverage cloud technologies and infrastructure models such as Software-as-a-Service (SaaS), which can be scaled up and down based on demand, security level, and the maintenance required. This creates a robust solution and will make the introduction of any new, emerging technology components effortless.

The increasing affordability of big data analytics, where vast amounts of information can be analysed fast and effectively, allows wealth managers to understand their customers, tailor marketing, and develop bespoke digital experiences.

## The GBST solution

GBST is committed to building the best technology architecture to help wealth managers navigate the current challenges and future-proof their businesses for continued

success. Our proven solutions support emerging client and market needs while keeping costs low, and without compromising on flexibility, security, and speed.

We are a trusted technology partner for many of the world's leading wealth management brands with over 5.5million global investors administered on our products. The Composer wealth management technology platform offers a comprehensive suite of solutions to streamline the administration of wealth management products, from the distribution channel through to the back office. Built on a single code base, it is customisable and easily scaled to support a broad range of products and functionality. Providing deep expertise and rich features, the platform supports wealth managers, pension and life companies, investment banks, and fund managers across APAC and EMEA.

Over the last two years, Composer has been undergoing a \$75million investment and advancement program. The underlying technology stack has been transformed with a modernised user experience to deliver a responsive, content-driven digital engagement solution that helps wealth managers adapt more easily to changing market dynamics, now and in the future.

Built using the latest technologies and standards, businesses can integrate Composer with their existing architecture strategies, digital propositions, and third-party solutions. The modular nature of our technology makes it convenient and straightforward to introduce new technologies alongside existing core features. Using our extensive catalogue of APIs, organisations can create a unique business model combining Composer's wide range of processes with internal operations and their chosen external partners, and rapidly configure the system to introduce new products and services to market. Our regulatory programme ensures firms can adapt to regulatory change and remain up-to-date and compliant with legislation in a cost-effective manner. Automated testing and continuous deployment reduce the effort required to install updates and upgrades.

GBST offers the broadest set of product wrappers available on a single instance of software and continually invests in our core products to facilitate future propositions. Our front-end portal, Catalyst, supports highly personalised and omnichannel engagement to improve the customer experience. Our clients can leverage cloud technologies to reduce their internal infrastructure needs, and also introduce scale processing when needed. Our data capture technology and real-time analytics can unlock data from core systems to help identify administration efficiency improvements, detect fraud, and personalise the customer experience through better insight, machine learning, and AI.

The current period of industry change presents an immense opportunity for wealth managers to build on their existing capabilities and embrace innovative technology. This will improve efficiency, cuts costs, and support evolving client and market needs. With the right technology partner, wealth managers can develop their strengths to create a future-proof proposition for continued growth and success. ●

1. <https://www.salesforce.com/resources/articles/customer-engagement/>

2. <https://citywire.co.uk/wealth-manager/news/one-third-of-clients-considering-switching-wealth-managers/a1404265>

3. <https://www.capgemini.com/gb-en/news/research-world-wealth-report-2020/>



Founded 2014



Employees: 11-50



Value Chain: **Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution**



Subsectors: Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Data & Analytics, Financial Services Software



Regions of operations: United Kingdom

Fundment delivers wrap platform technology and model portfolio management for financial advice firms and their clients. With mounting regulatory burden, the financial adviser's task in growing their practice and servicing existing clients is a source of real challenge. Fundment has designed the Fundment platform to automate tasks varying from portfolio execution and maintenance, compliant regulatory reporting and engaging client documentation to mitigate these challenges for advisers. The platform offers a clean, modern user experience which is intuitive, easy to use and offers seamless, signature-less and paperless onboarding for clients. Behind the scenes is a powerful execution and transaction engine, providing access to more than 8,000 mutual funds, ETFs and tax efficient wrappers such as pensions, etc.



Founded 2013



Employees: 11-50



Value Chain: **Client Acquisition/Servicing, Portfolio Management & Rebalancing, Reporting, Risk & Compliance**



Subsectors: B2B Robo Advisors, Portfolio Management & Reporting, Risk Analysis & Management, Compliance & Regulation, Financial Services Software



Regions of operations: France, Benelux, UAE

FundShop is a Paris-based company that develops white-labelled digital solutions for financial institutions. It aims at scaling and automating client service in the financial advisory market and more broadly within the wealth management industry. Being the French leader with an exclusive B2B positioning since its creation, FundShop partners with Insurance Companies, Privates Banks, IFAs, Platforms and Brokers. The company's technology covers: automated and compliant onboarding processes, optimal and model-based portfolio recommendations, personalised and contextualised client service, and optimisation in operation processes. FundShop has a strong positioning in the French FinTech ecosystem with more than 20 existing clients.



Founded 2012



Employees: 11-50



Value Chain: **Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting**



Subsectors: Portfolio Management & Reporting, Investing Tools, Financial Planning, Alternative Investment Solutions, Financial Service Software, Investment Platform



Regions of operations: United Kingdom, Europe

GrowthInvest is a fast-growing UK based adviser platform, specialising in tax efficient and alternative investments. This growing market is becoming increasingly important to advisers and is under-served by incumbent main market platforms. The company's technology is built around its specialist knowledge of the UK tax efficient investment industry and wider Private Markets sector. GrowthInvest's clients benefit from digital investment access to EIS, VCT, IHT and Private Market products. Alongside the ability to onboard historic client portfolios, enabling centralised portfolio reporting across all alternative assets. The company was named Best Investment Platform at the Investment Week Tax Efficiency awards and the Growth Investor Awards in 2020/2021.



## COMPANY RESEARCH PROFILE

# HUBX



Founded 2015



London, United Kingdom



[www.hubx.capital](http://www.hubx.capital)



[sales@hubx.capital](mailto:sales@hubx.capital)



Employees 11-50



Regions of operation:

Global

### KEY EMPLOYEES:



**Axel Coustere**  
Co-Founder



**Stephen Ong**  
Co-Founder



**Pablo Vergara**  
COO



**Ray de Silva**  
CCO



**John Howard**  
CTO

Value Chain: **Financial Services - Private Capital Raising, Deal Distribution & Syndication**

Subsectors: **SaaS - Software as a service, PaaS - Platform as a service, Capital Markets technology, front-office distribution, Loan Syndication solutions**

### OFFERING

Founded in 2015 by Axel Coustere and Stephen Ong and headquartered in London, HUBX delivers state-of-the-art technology solutions to help organisations execute private transactions within their own network and beyond. It helps leading sell-side and buy-side financial institutions globally – including banks, stock exchanges, brokerage and asset management firms – meet time-critical deal execution deadlines and reduce dramatically costs associated with executing and syndicating private transactions. HUBX solutions enable founders to raise, advisors to deploy, and arrangers to source more capital - increasing efficiencies for all stakeholders, both time saving and financial efficiency improvements.

### PROBLEM BEING SOLVED

Private capital raising is a slow, arduous process that lacks sophistication. Financial professionals struggle to scale or adapt to change in this highly inefficient market. Every deal works the same way, regardless which asset class or size: professionals build lists manually and rely on endless emails, phone calls and meetings, data is siloed, and there is no common framework to share opportunities between firms in confidence. HUBX front-office solutions enable financial professionals to scale their private placement and deal syndication activities by merging execution workflow and leveraging data at each step to accelerate digital transformation while leveraging legacy infrastructure.

### TECHNOLOGY

HUBX enterprise grade, open architecture is robust and allows rapid deployment of features, workflows and API connections and has been built using the service-oriented approach with bare-bone applications, supporting scalability, performance and security. It acts as a layer that easily integrates with existing core systems or third-party API services and data sources. Through adapters, all connections between modules are facilitated by function calls using the adapter patterns. Those adapters can be easily replaced if a different communication model is employed (request, RPC messaging, etc.). HUBX uses templates for rapid prototyping and validating concepts directly based on user feedback. We use agile methodologies and have chosen appropriate tools to build our platform within this system. Our architecture is constantly evolving, giving us the flexibility to consider many frameworks and decide which one will provide most benefits and fastest delivery time based on a specific project.

### PRODUCT DESCRIPTION

HUBX provides its robust, secure platform directly as well as through outsourcers and major industry service providers. The company co-develops integrated solutions with large technology companies to offer end-to-end execution. HUBX works with leading private capital markets participants and has grown steadily since 2015 through deployment of solutions for organisations such as ELITE Private Markets and Finastra. HUBX began with one solution and has subsequently expanded its portfolio to three flagship products.

- **HUBX Advisor** the first solution to launch at HUBX in 2016 – now a third-generation product. It has been deployed in leading financial institutions across Europe, helping these clients and more raise capital effectively. The solution has been used to manage over £2.2 billion of equity, fund and private debt deals by our clients.
- **HUBX Founder**, launched as ProRaise in Q3 2020, in association with Barclays is already used by start-ups in the UK to ease the process of raising capital with over 550 registered users as of March 2021.
- **HUBX Arranger** works in tandem with Finastra's Fusion Loan IQ product to complete the end-to-end syndicated lending process. Launched in Q1 2021, HUBX Arranger has already been identified as a key solution to deliver innovation by top tier banks in UK, Europe, Canada and USA and is already in evaluation and pre-deployment phases.

### TRACTION/GROWTH

- HUBX is backed by Barclays, ELITE (soon part of Euronext Group), European Tech VC and individual investors.
- The HUBX Team comprises industry expertise in capital markets, data and AI, technology platforms and investment banking.
- HUBX is growing rapidly and continues expansion following the closure of our most recent Series-A fundraising in January 2021.

This document is being provided for information purposes only. It is not designed to be taken as advice or a recommendation for any specific investment or strategy decisions.

# How HUBX is helping institutions of all sizes boost efficiency when raising capital

*While banks and exchanges have heavily invested in improving their back-office, little has been done to improve connectivity within the front-office when it comes to executing syndicated loans or private placements, according to HUBX co-founder Axel Coustere.*



When building the platform, Coustere and Ong realised that a highly scalable and efficient solution would require a modular approach. This allows HUBX solutions to share common core elements that can work with any asset when paired with customised templates and workflows. "We offer organisations the best of both worlds: branded private platforms to harvest and connect data and services internally by leveraging APIs; with the connectivity of a marketplace across primary and secondary transactions. This allows organisations to shift from a deal-by-deal approach to a multi-stakeholder platform for year-round engagement before, during and after deals. Ultimately, the goal is to deliver better data insights dynamically and a richer customer experience to their clients – be they companies, investors, other institutions or even internal stakeholders within the bank."

# HUBX

HUBX co-founders Axel Coustere and Stephen Ong have an extensive background working in capital markets, trading and technology, helping large corporates to raise capital in public markets. However, they were struck by the sheer lack of infrastructure within private markets. The pair had anticipated significant growth potential driven by low interest rates, increased appetite from investors and high commissions. Coustere said, "While banks and exchanges invested significantly into back-office technology in the last 30 years, we noticed that little had been done to better connect front-office activities with the rest of the organisation – end-to-end."

The co-founders realised there was a huge opportunity in providing trailblazing technology to financial institutions to help simplify, better connect and automate private market transaction distribution and capital raising generally. In 2015, they set out to build HUBX, a technology platform that helps organisations of all sizes to execute private capital transactions.

Organisations of all sizes can utilise HUBX solutions to deploy new platforms to deliver efficiency with less risk and redundancy, compared to legacy systems. Its enterprise-grade technology can also be used by technology firms to accelerate the development of their own full-stack solutions via integration and extension other their existing technology.

Scalability was at the heart of HUBX's development and the team decided to ensure it could be leveraged by any company. Coustere said, "We realised that true scalability would come from the way that we could connect many parties to collaborate on a single opportunity." At the centre of HUBX solutions is a multi-tenanted infrastructure, which is built for data privacy and facilitates joint bookrunning and syndication from one ring-fenced network to another, connecting all relevant parties in the capital raising process.

In addition to scalability, HUBX was conscious of how data could be protected in a connected network. "We knew that technology for private markets would need to be designed differently to protect the data of each network and facilitate better connections and insights in highly opaque markets." Its platform can mould into any organisation and retain data dynamically to ensure firms can connect but firms' proprietary data is protected.

## Why use HUBX?

To ensure clients of all sizes can leverage the platform, HUBX has released three core interconnected solutions - HUBX Founder, HUBX Advisor and HUBX Arranger.

Its HUBX Founder solution helps founders raise capital in an efficient, timely and secure way to ensure they can easily connect with potential investors and manage feedback within their own private hub. The platform lets the founder securely share access to sensitive deal information with a powerful Data Room that enables management of document access right down to an individual file level, showing exactly who has permission and who has accessed each file.

Its second flagship product is HUBX Advisor. This solution is designed to help financial professionals deploy capital more efficiently. Brokers, exchanges, investment banks and corporate finance firms can execute private placements in a secure, branded environment. The solution is asset agnostic and designed to help syndicate transactions across networks.

Finally, the HUBX Arranger tool was specifically built for the loan syndication market. Banks, borrowers and lenders use its end-to-end execution capabilities to connect front-office primary and secondary loan distribution activities with back-office operations. Coustere said, "This provides significant efficiencies for banks, improved risk management and significantly better customer engagement. Only a fraction of syndicated loans are executed using digital tools today, so there is significant potential to simplify how these deals are executed. With advanced joint bookrunning and deal syndication and matching capabilities, HUBX Arranger is available on Finastra's FusionFabric.cloud API platform which gives access to a whole range of other solutions to complement HUBX platforms."

Coustere said, "HUBX is really all about bringing together all the relevant parties, with a common set of processes to enable efficient execution, no matter how big or small your organisation. From powering Euronext's ELITE Private Markets to supporting a small investment advisory firm with a large network of investors, HUBX solutions are designed to closely replicate the needs of our clients and reflect our diverse team's combined industry knowledge and experience."

Coustere added, "At the heart of all our products is a consistent design ethos that utilises easy to understand, drag and drop, visually enjoyable interfaces and logical workflows to make working with HUBX solutions as intuitive as possible." True to its ethos, the Enterprise SaaS company is consistently building and launching new features and capabilities so clients can be fully prepared.



***"We realised that true scalability would come from the way that we could connect many parties to collaborate on a single opportunity"***

## Powering up with Finastra

Earlier this year, HUBX teamed up with financial software solution developer Finastra to help corporate lenders during the loan syndication process by reducing manual workloads. As a first step, this deal sees HUBX Arranger integrated with Finastra's back-office loan software Fusion Loan IQ, which is used by 90% of the world's top 100 banks to process over 70% of global syndicated loans. While the market is worth around \$4.5trn annually, much like in private equity, the majority of work is manual and disconnected.

He said, "Working with Finastra we found that by applying HUBX Arranger as the crucial link between the loan distribution and middle and back-office activities, we could reduce close to 80% of the manual workflows and deliver 25-30% improved efficiency in the number of man days it takes to execute the complex process end-to-end."

The partnership provides HUBX with validation of its strategy and approach to delivering highly scalable and efficient processes. More importantly, it allows the technology start-up company to deliver "game-changing" efficiencies to the private capital market. Their combined technology stack offers an end-to-end offering that boosts efficiency as well as leverages data insights and automation to improve customer experience.

Coustere said, "HUBX Arranger provides a key missing link for Finastra's clients. The ability to digitally scale the arduous syndication process by tackling the lack of end-to-end execution. There are many manual, time consuming steps and a lack of real-time visibility currently associated with this piece of a bank's business. Not doing this well limits the banks' ability to manage and improve risk and ultimately reputation."

HUBX closed its latest \$5.5M funding round in 2021 backed by Barclays, ELITE and Basinghall. Funds from the round were earmarked for accelerated development, expansion into other markets and new strategic partnerships. ●



Founded 2014



Employees: 51-100

Value Chain: **Client Acquisition/Servicing, Portfolio Management & Rebalancing**

Subsectors: B2B Robo Advisors, Client Prospecting &amp; Engagement



Regions of operations: United States

Harvest is revolutionising the way consumers accumulate wealth by helping community banks and credit unions provide support to their customers. Harvest's savings and wealth technologies help banks evolve their services beyond their old, inefficient, and expensive systems, so that all customers have access to tools that help them achieve their financial goals. The company's Jumpstart digital account opening solution helps banks, trust, and credit unions onboard new clients faster while also working remotely and at a lower cost. It replaces expensive manual processes, providing firms and their staff with the ability to efficiently collect customers' data, review, approve and open accounts digitally. With Jumpstart, firms create valuable data (not just PDF documents) that can be leveraged across the firm's technology ecosystem and for servicing clients throughout their financial lifecycle.



Founded 2009



Employees: 101-250

Value Chain: **Client Acquisition/Servicing, Risk & Compliance**

Subsectors: Compliance &amp; Regulation, Client Prospecting &amp; Engagement



Regions of operations: North America, EMEA, APAC

Hearsay Systems is reinventing the adviser-client experience in wealth management, asset management and insurance. Hearsay allows financial advisers and salespeople to authentically and intelligently deepen and grow relationships, proactively guiding and capturing the last mile of digital communications to deliver the human client experience at scale. Hearsay empowers over 200,000 advisers with compliant digital engagement tools - social media, text messaging, mobile calling and websites-- so that they can reach and engage millions of clients quickly and effectively. Built for the enterprise, the world's leading insurance and financial firms, including Barclays, Quilter, Morgan Stanley, UBS, Allianz and RBC rely on Hearsay's SaaS client engagement platform to scale reach, optimize sales, and build stronger client relationships.



Founded 2013



Employees: 251-500

Value Chain: **Client Acquisition/Servicing, Research & Analytics, Reporting, Risk & Compliance**

Subsectors: Alternative investment Solution



Regions of operations: North American, European, Asian, and the Gulf regions.

iCapital Network's mission is to power the world's alternative investment marketplace. Its fintech platform has transformed the way alternative investments are bought, sold, and managed through technology-based solutions for advisors, their high-net-worth clients, wealth management firms, asset managers, and banks. The platform offers advisors access to a curated menu of private equity, private credit, hedge funds, and other alternative investments at lower minimums with a full suite of due diligence, administrative support, and reporting in a secure digital environment. Wealth management firms use iCapital's custom solutions to provide clients with quality funds and simplified operational workflows in an intuitive digital experience. Asset managers and banks leverage iCapital's tech-enabled services to streamline and scale their private investments infrastructure and reach new sources of capital. As of March 2021, iCapital has 393 employees and services more than \$72 billion in global client assets across 753 funds for more than 125,000 underlying accounts.

# YOUR TACTICAL TECHNOLOGY BEST FRIEND



Unexpected friendships are the best ones. That's why Strategy Marketplace created a platform to connect the average investor with experienced, institutional quality Strategists.

Large institutions and hedge fund managers keep the best strategies for their highest-paying customers. With Strategy Marketplace, the average investor has a chance to access unique strategies typically reserved for the elite.

Its user-friendly interface combines the best in financial technology with intuitive Strategists. In addition, financial advisors can leverage the WealthTech platform for their clients while utilizing strategies only found on Strategy Marketplace.

With a unique system, investors can either pick one strategy or combine multiple strategies based on their financial goals. Once an investor signs up, they are matched with a Strategist.

Each Strategist goes through a rigorous vetting process to ensure their strategies have been tested and that they are of the highest quality and standards for the investor community.

For more information about Strategy Marketplace, visit [strategymarketplace.com](https://strategymarketplace.com).





Founded 2015



Employees: 11-50

Value Chain: **Portfolio Management & Rebalancing**

Subsectors: B2C Robo Advisors



Regions of operations: Spain, Belgium

Indexa Capital is the leading independent automated investment service in Spain and potentially the fastest growing and most capital efficient in Europe with €880m AUMs, growing at +100% YoY, from more than 36,000 customers. Indexa offers an automated portfolio management service for customers based in Spain as well as the rest of Europe. It provides three main services: mutual funds portfolio management, pension funds portfolio management and a specific life insurance (in collaboration with Caser Insurance). The company has a current ratio of AUMs / equity invested above 150 (€880m AUMs for €3.5m invested) in comparison with a ratio between 9 and 19 for the main European competitors (Scalable Capital, Nutmeg and Moneyfarm).



Founded 2014



Employees: 51-100

Value Chain: **Client Acquisition/Servicing, Research & Analytics, Trading Advice & Execution, Reporting, Risk & Compliance**

Subsectors: Data &amp; Analytics, Compliance &amp; Regulation, Client Prospecting &amp; Engagement, AI based decision support for sustainable finance (ESG)



Regions of operations: Switzerland, Germany and Austria

Leveraging the founders' FinTech, Banking and Insurance roots, Integration Alpha combines its deep tech data management platform ferris.ai with domain specific solutions for sales optimization, 360 degree customer services, self-service onboarding, compliance automation, smart sustainability (ESG) and regulatory reporting. Whether you need to integrate heterogeneous systems or want to conquer complex event processing, ferris.ai is your one-stop solution that replaces manual coding with business know-how. ferris.ai makes disruptive business models and use cases tangible, providing new services to clients or optimizing established processes. ferris.ai is a strategic digitization platform that typically creates customer value within 12-16 weeks, refinancing the investments within 3-6 months. In short, Integration Alpha is driving your business transformation journey from status-quo to data savvy to data-driven to client-centric. The Integration Alpha Group has 50+ data management and data science experts in Switzerland, Germany and Serbia which are happy to jumpstart (or rescue) your digital transformation.



Founded 2010



Employees: 501-1,000

Value Chain: **Client Acquisition/Servicing, Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution, Accounting, Reporting, Risk & Compliance**

Subsectors: B2B Robo Advisors, B2C Robo Advisors, Portfolio Management &amp; Reporting, Investing Tools, Digital Brokerage, Risk Analysis &amp; Management, Financial Planning, Alternative Investment Solutions, Compliance &amp; Regulation, Data &amp; Analytics, Financial Services Software, Client Prospecting &amp; Engagement, Financial Supermarket



Regions of operations: Europe, Australasia, Asia-Pacific, Americas, Middle East, Africa

InvestCloud is a global company specializing in digital platforms that enable the development of financial solutions, pre-integrated into the Cloud. The company offers on-demand client experiences and intuitive operations solutions using an ever-expanding library of modular apps, resulting in powerful products. Headquartered in Los Angeles, InvestCloud has over 20 global offices including New York, London, Geneva, Singapore and Sydney, supporting trillions in assets across hundreds of diverse clients – from the largest banks in the world to wealth managers, asset managers and asset services companies.

# InvestSuite



Founded 2018



Employees: 51-100



Value Chain: **Investment Planning, Portfolio Management & Rebalancing, Trade Advice & Execution, Reporting**



Subsectors: B2B Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Financial Planning, Compliance & Regulation, Financial Services Software, Client Prospecting & Engagement



Regions of operations: APAC, Europe, North America, South America, Middle East

InvestSuite helps financial institutions accelerate their digital transformation and extend their product range with its suite of modular white-label products: One of them is StoryTeller which is a world first and tells the story of an investor's performance in an understandable language & visually appealing way. Secondly, Robo Advisor is a highly-customizable solution that offers an automated online investment service for a bank's end clients. Another product dubbed Portfolio Optimizer uses our proprietary portfolio construction framework to minimise portfolio drawdowns with the goal of providing steady long-term investment growth. Lastly, Self Investor is a state-of-the-art, execution-only investment trading platform that financial institutions can roll out to their end customers. The company, which launched in 2018, has raised \$10 million in funding and has built a team of more than 50 people. Based in Belgium, the aim is to be the undisputed global leader in wealthtech as a service by 2025.



Founded 1993



Employees: 1,001-5,000



Value Chain: **Client Acquisition/Servicing, Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution, Accounting, Reporting, Risk & Compliance**



Subsectors: B2B Robo Advisors, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Risk Analysis & Management, Financial Planning, Data & Analytics, Financial Services Software, Client Prospecting & Engagement



Regions of operations: Europe, Asia Pacific, North America, South Africa

Iress is a global technology company providing software to the financial services industry. From the world's most iconic financial services brands to advice firms of all sizes, challenger banks, insurers, investment managers, traders and brokers, more than 9,000 businesses and 500,000 people use our award-winning software to help them perform better and deliver more.

# Kasisto



Founded 2013



Employees: 51-100



Value Chain: **Client Acquisition/Servicing**



Subsectors: Financial Services Software



Regions of operations: North America, Singapore, Hong Kong, UAE, Africa

Kasisto was founded in 2013 with the vision of enabling companies to engage and transact with their customers through intelligent conversations, anytime, anywhere. Kasisto's conversational AI platform, KAI is the industry's leading Digital Experience platform that was created to master the language of banking and finance. KAI is trained and ready to host the humanizing experiences today's customers demand, while intuitively opening doors to deeper customer engagement. Built with the most advanced conversational AI technology in the finance industry, Kasisto's KAI Investment Management (KIM) virtual assistant powers digitally engaging experiences that delight customers. KIM asks questions, gets to know investment firms' customers, learns their goals, life plans, and what's really important to them financially. KIM provides answers and insights while quickly responding to banking questions and guiding customers on their financial journey and wellbeing.



## COMPANY RESEARCH PROFILE

# Kidbrooke

**PRODUCT NAME :**  
OutRank

**ESTIMATED REVENUE IN 2020:**  
\$1m-\$2m

Founded 2011  
 London, United Kingdom  
[www.kidbrooke.com](http://www.kidbrooke.com)  
[info@kidbrooke.com](mailto:info@kidbrooke.com)  
 +46 (0) 870 899 20  
 Employees: 11-50  
 Regions of operation:  
Nordics, United Kingdom

### KEY EMPLOYEES:



**Fredrik Davéus**  
CEO



**Edvard Sjögren**  
Head of Quantitative  
Analytics



**Zaliia Gindullina**  
Head of Business  
Development

Value Chain: **Holistic Financial Planning, Portfolio Management & Rebalancing, Financial Analytics, Risk and Compliance**  
 Subsectors: **B2B Robo Advisors, Digital Retirement Solutions, Risk Analysis & Management, Financial Planning, Data & Analytics, Client Prospecting & Engagement**

### OFFERING

By distilling decades of research in the fields of quantitative analysis, behavioural economics, and portfolio management into flexible APIs, Kidbrooke empowers banks, insurers and wealth managers to build next-generation digital and physical customer experiences. Their core API platform, OutRank, allows the financial institutions to create engaging and consistent customer and advisor journeys in a fraction of the time and cost that it would take to develop them from scratch.

### PROBLEM BEING SOLVED

OutRank provides probabilistic cash flow modelling capabilities that significantly reduces workload and enhances customer engagement in both hybrid and purely digital channels within wealth management businesses. Depending on the underlying business model, OutRank technology can act as a core calculation engine for a digital self-service journey or as an enhanced financial decision-support tool for human advisors. In case of self-service providers, OutRank API can entirely automate production of the financial advice or guidance. In case of hybrid and human-driven models, OutRank can help to make customer meetings more engaging, visually intuitive and informative.

### TECHNOLOGY

OutRank API consists of three modules. The economic scenario generator utilises discrete time series stochastic models to generate realistic economic scenarios. The balance sheet simulator supports bringing even the most sophisticated financial profiles into the future, supporting holistic "big picture" view of the customers' finances, including mortgage selection, pension planning, short-to-medium term investments and other life situation-based use cases. Finally, if required within self-service journeys, a financial decision maker allows for selection of the portfolios that suit the needs, and the economic and risk profiles of an end-customer, in compliance with MiFID II.

### PRODUCT DESCRIPTION

Kidbrooke's OutRank API is a powerful technology platform that drives holistic financial decision-making based on the simulations of the underlying personal balance sheets of end customers. The solution can generate realistic probability-driven economic scenarios and apply these scenarios to evaluate any given balance sheet, transaction by transaction, into the future. The OutRank API is built for performance and scales very well across different workloads. The supported customer journeys include short to medium-term investments, pension advice, mortgage advice and potentially any use case that involves financial modelling. Since input data is always a potential challenge, there is built-in support for predicting or projecting inputs such as an employee's most likely salary curve, or existing employee state and occupational pension capital.

### TRACTION/GROWTH

- Currently driving financial analytics for four customers in the Nordics, including Skandia, one of the largest life insurers and pension insurance providers in Sweden.
- The company is targeting and fully operational in the European and UK markets.
- Current partners include Microsoft (cloud infrastructure), Axians and Refinitiv (financial markets data), TietoEVRY and additiv.
- The company is targeting Wealth Managers, Financial Advisors, Insurance, FinTechs, Banks and Financial Institutions as clients.

### MANAGEMENT BIO

#### **Fredrik Davéus - Co-Founder & CEO**

After nearly 20 years of an international career within insurance and capital markets, Fredrik and his co-founders set off on a journey to equip the industry with faster, more affordable and transparent offerings, powered by cutting-edge technology. Passionate about innovation and driven by the expert operational knowledge of large incumbents', Fredrik has been able to leverage his experience in design and implementation of large-scale distributed systems to build high performing solutions addressing some of the key challenges within the digitalisation of modern banking and insurance businesses. Today, Fredrik and his team carry on creating technology improving financial decision-making processes for millions of consumers through Kidbrooke's banking and insurance clients, driven by the corporate vision of a world where everyone can make educated financial decisions.

# Why wealth management firms must integrate a holistic approach in today's digital era



## Kidbrooke

As the world treads towards digitalisation, wealth management firms must keep pace with changing technologies by preparing their operations for the digital age.

Today, technology is powering a completely new set of formidable wealth managers equipped with digital capabilities. Clients too expect a seamless experience that is convenient, insightful and conducive to smartphone-based functionality – more so after the Covid-19-induced lockdown.

Indeed, Covid-19 has precipitated a forced transition to new ways of working. As a result, it's key to ensure a holistic journey is mapped out. With a better understanding of new-age digital tools, wealth managers can enhance efficiency as well as future-proof their businesses.

As Kidbrooke CEO Fredrik Davéus put it, "Today's technology can make this process much easier and more scalable by equipping HNWI-oriented wealth managers with tools that would allow them to make their customer meetings more pedagogical and intuitive. Moreover, it empowers financial advisors to focus on the core, exclusive value they can provide to their customers namely developing the human relationship."

"At the same time, the holistic capabilities of brand new digital analytical tools can finally provide high-quality financial decision support for those who historically have been excluded from high-quality wealth management services, the mass affluent customers."

Furthermore, as the financial services industry leaps towards more connectivity and transparency by using technologies such as open banking, the priority for wealth managers has shifted to leveraging data analytics alongside developing a client-advisor relationship. Davéus added, the concept of open finance constitutes a macro trend in the financial industry. "The ability of wealth managers to tap into this

trend will be instrumental to their success during the next phase because their business models are so closely connected with summarising the entire financial profile of the customer and advising in the most appropriate way how to proceed," he said.

Helping wealth managers to become digitally empowered is where Kidbrooke comes in. Its simulation engine dubbed OutRank empowers firms to build financial journeys covering pension planning, investment advice and guidance, credit, mortgages, insurance and tax, as well as integrate all of these together for a holistic experience. For instance, customers will get advice on their pension planning while also considering their mortgage situation and overall financial health.

"Furthermore, to cater to wealth managers' demands regarding compliance, the firm offers both regulated advice and guidance capabilities depending on the regulatory frameworks of the countries of our customers' choice." Davéus continued.

Tellingly, the sector has been dragging its feet in terms of onboarding online tools due to the common misconception that they would have to spend more time and money to do so. However, applying super-human predictive analytics could be done in days, according to Davéus. Digital transformation is a challenging task but some degree of cultural change might be necessary to facilitate continuous progress.

Giving instances of Kidbrooke's projects, he detailed, "Our partners and customers such as Skandia, TietoEVRy and Evida took from just a few days to a few months to integrate Kidbrooke's OutRank API and complement their offerings with next-generation digital wealth capabilities."

Digital transformation is not reserved for players with unlimited resources. "Evida, a small financial advisor without a development team, built its entire platform from scratch in under seven months," Davéus added. Highlighting the services Kidbrooke provided Evida, he continued, "They met us on the journey to build a scalable analytical tool for their team that could visualise the financial lives of their customers from today until they would be a hundred years old. While their competitors are stuck with confusing and unscalable excel sheets, Evida is pioneering digital wealth."

Admittedly, to stay relevant in the future, wealth management firms need to address every aspect of a customers' overall financial status. Looking ahead, wealth managers will continue to play a crucial role in making educated financial decisions, Davéus said. "Today they have the technology to destroy these siloes once and for all by offering their expertise and experience to those who need it in the most scalable, affordable and innovative way possible," he concluded.

"In the end, it is all about cost-income ratio, and those who will be able to provide superior service at a low cost, will lead the industry in the future." ●

# How to build an innovative financial advisor in under seven months?



Evida began its path as a family office managing a wide range of assets for wealthy customers. Initially, they outsourced the management of equity and fixed income positions to other parties. However, it soon became evident they needed to build their own digital advisory service. The aspiring financial advisor focused on using the latest technology to fulfil their vision of building an innovative and ethical company that would feel like family for their customers and employees. Having envisioned a tool that would simulate the financial life of their customers from today until they would be 100 years old in a fast and scalable way, Evida reached out to Kidbrooke for help.

## Challenge: Technology

Finding a reasonable balance between quality/cost efficiency of various technical solutions had been one of the most significant challenges.

After securing a brokerage system from Bricknode to manage legal requirements, automate operational processes and get access to the market, Evida turned to improving their analytical capabilities. They previously created a solution in Excel that helped the advisors simulate the financial lives of their clients over their lifetime.

**"We humans are perfectly designed to live in the moment. Unfortunately, this does not make us well-equipped for planning our finances and retirement 30 years+ ahead."** - shares August Schmitz, the founder and CEO at Evida.

The team put a great emphasis on visualisation of the results, enabling the advisors to guide customers through the various financial events of their lives. The personalised, highly visual tool was well-received, but Evida felt that they could do better: the excel-based solution was not scalable and sufficiently user-friendly.

## Solution: The OutRank API

Evida identified the need for an analytics tool that would put together all information about their clients' financial situation and visualize what the future might look like for them. In the autumn of 2020, they concluded that the OutRank API was a great fit.

Kidbrooke provides an accessible API platform that powers financial analytics capable of simulating and visualizing a holistic picture of the end customers' financial situation at any point in time. This tool enables financial institutions of any size to build next-generation digital wealth experiences. Highly customisable and flexible enough to accommodate

virtually any customer use case that requires financial modelling (including mortgages and pension planning journeys), OutRank can be integrated into any existing application or infrastructural set-up. Evida is a small advisory firm without any in-house development team. However, leveraging expert help from Kidbrooke and additiv, a leading international omni-channel investment orchestration platform provider, it was able to successfully continue to manage their business and develop first-class digital capabilities.

## Evida: Results and vision for the future

Collaboration with Kidbrooke has helped Evida transition from a costly and unreliable Excel model to a next generation software tool capable of simulating the most intricate financial events in the lives of their customers. Evida believes that turning the customer meeting into an enlightening, visual and transparent experience will be a core factor in justifying the value of having a financial advisor in the future.

Today Evida is on its path from an idea to solution which will take around seven months.

**"Kidbrooke has accelerated Evida at least 5 years ahead, leaving our competitors behind, saving us a lot of headache, time and money."** August says.

Evida is aware of the risk of going "too digital" when it comes to HNWI's. The exclusive service requires human attention, empathy and consideration. However, Evida is confident that technology is a core element of achieving this experience in a cost-efficient way.

**To find out more about where to start in your digital transformation, which technical capabilities, main components and software to consider, and just the general process from A-Z, [please see this link](#).**





Founded 2016



Employees: 51-100

Value Chain: **Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution**

Subsectors: B2C Robo Advisors, Portfolio Management &amp; Reporting, Digital Retirement Solutions, Alternative Investment Solutions



Regions of operations: Singapore, Hong Kong, Dubai, India

Kristal.AI is a global digital wealth management platform which offers bespoke investment opportunities for sophisticated investors. We combine the experience of our Investment Committee with advanced algorithms to give unbiased advice across products ranging a wide spectrum of curated ETFs, PE Funds and Private Market (Secondaries). Investors can run their own custom portfolios using our advisory services or choose our discretionary investment mandates with active rebalancing. Our Digital Family Office addresses the dynamic requirements of families. We have set up a Singapore Variable Corporate Company (VCC) for an institutional approach for the consolidation and management of family wealth. Founded in 2016, our Singapore-headquartered firm has offices in Hong Kong, India, and the Middle East. We are regulated and licensed by the Monetary Authority of Singapore (MAS), The Securities and Futures Commission of Hong Kong (SFC), and the Securities and Exchange Board of India (SEBI).



Founded 2015



Employees: 11-50

Value Chain: **Client Acquisition/Servicing**

Subsectors: Digital Retirement Solutions, Financial Services Software, Client Prospecting &amp; Engagement



Regions of operations: Global

LifeSite is an ultra-secure, cloud-based digital vault for individuals, families and advisors to organize, manage and share information and documents. Collaborators can share life information anytime the need arises. New standards are requiring businesses to provide a more personalized experience. As an advisor, clients' priorities and best interests should come first when they provide advice. LifeSite Pro offers technology that redefines the way advisors work with clients - empowering families to take a more active role in the management of their own wealth, estate & well-being. LifeSite Pro for wealth/financial advisors, estate planners, accounting firms, insurance agents, etc. leverages the LifeSite Vault to help advisors connect their advice to the people and things that matter most – their customers, and takes client engagement to the next level.



Founded 2016



Employees: 51-100

Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing**

Subsectors: Portfolio Management &amp; Reporting, Investing Tools, Digital Brokerage, Financial Planning, Alternative Investment Solutions, Financial Service Software



Regions of operations: Germany, Switzerland, Hong Kong, United Kingdom, France, Spain, Belgium, Luxembourg, Netherlands

Moonfare is an innovative and award-winning digital wealth platform for accessing top-tier private equity funds. Our team of industry insiders helps investors reach further and achieve extraordinary results through careful fund curation and a seamless digital experience. Low commitments enable individuals to invest like institutions while an industry-first digital Secondary Market offers more flexibility and a path to liquidity. Signing up for a Moonfare account is easy and can be completed within minutes. With teams in Berlin, London and Hong Kong, Moonfare is trusted by thousands of investors worldwide and currently has over €650mn in assets under management. LinkedIn named Moonfare as one of the top 10 startups in Germany for 2020. The company also partners with banks and asset managers, including Berenberg, one of the oldest private banks in Europe, and Fidelity International, the global arm of Fidelity Investments, one of the largest asset managers in the world.



## COMPANY RESEARCH PROFILE



# MOVIUS



Founded 2008



Cupertino, CA, United States



[www.moviuscorp.com](http://www.moviuscorp.com)



[team@moviuscorp.com](mailto:team@moviuscorp.com)



Employees: 101-250



Regions of operation: North America, EMEA, APAC, LATAM

### KEY EMPLOYEES:



**Johnny Loiacono**  
CEO



**Rick Martig**  
CFO



**Amit Modi**  
CTO

Value Chain: **Client Acquisition/Servicing, Trading Advice & Execution, Risk & Compliance**

Subsectors: **Compliance & Regulation, Financial Services Software, Client Prospecting & Engagement, Compliant Communication, Mobile Voice and Text Recording, Mobile Communication Capture Software**

### OFFERING

Movius is the leading global provider of mobile unified communications for the new world of work, offering productivity anywhere and compliance everywhere. Movius software and services integrate messaging, voice and compliance into enterprise workflows which helps organizations achieve regulatory compliance and deliver better engagement for their clients. Its unified cloud-based communication solution is used by leading financial institutions for compliant voice, text, and WhatsApp messaging.



### PROBLEM BEING SOLVED

Leading financial firms use Movius MultiLine to solve mobile communication compliance challenges caused by:

- Inability to archive advisors' mobile business communications
- Employees using personal cell phones or messengers to transact client business
- Unenforceable bans on texting and WhatsApp
- Homebound workers with no or limited recording capabilities
- Point recording solutions with geographic, carrier, or device constraints



### TECHNOLOGY

Movius employs:

- SaaS model
- Cloud technology
- Carrier-agnostic software
- Compliant mobile & desktop application
- CRM integration
- AI integration
- Surveillance & archiving integration

MultiLine is also ISO certified as well as GDPR, SOC 2 and HIPAA compliant

### PRODUCT DESCRIPTION

Movius MultiLine helps financial firms achieve gap-free compliance with regulations covering electronic communications. MultiLine is an app that lives on a work phone or personal phone, desktop, and in a business' CRM. Investment professionals can use it everywhere to message clients from anywhere. They are able to send a message to the client's WhatsApp from the same inbox, understand changing buying patterns, capture consent and analyse conversations for compliance. MultiLine offers:

- Intuitive mobile and desktop app for voice, text and WhatsApp on a dedicated business line
- Automatic cloud-based recording that provides gap-free communications capture
- Administrative tools for instant provisioning, compliance management, and reporting
- Integration with archival systems for compliant retention and surveillance

Benefits:

- **Unified experience:** Records and retains voice, text, and WhatsApp messages in one integrated solution
- **Gap-free compliance:** Works with any smartphone, any global carrier, and on any network (WiFi, data, cellular- 33 patents in this area)
- **Software-as-a-service:** Rapid rollout and integration into tech stack; no hardware or on-premises software to hassle with

### PARTNERSHIPS

- **Strategic Telco Carrier Partners** - Movius integrates with leading global carriers to offer mobile numbers in countries where its FSI customer operate including T-Mobile, Singtel, China Telecom, Telefonica, Truphone
- **Reseller Partners** (Partners that resell Movius MultiLine Service): BT Global Services, Blackberry, Truphone, Boxer, DoubleEdge
- **Technology Partnerships** (ISV or integrations): IBM, Salesforce, Twilio, Dubber

### TRACTION/GROWTH

- Movius serves leading financial institutions such as JP Morgan Chase & Co, UBS, Jefferies, BGC Partners, Julius Bär and Cantor Fitzgerald
- Over the next 12 months the company is continuing to expand its global telco carrier and technology partnerships; new consumer messaging channel integrations and integrations with AI & surveillance providers

This document is being provided for information purposes only. It is not designed to be taken as advice or a recommendation for any specific investment or strategy decisions.

# The great compliant communications gap, and how Movius fixed it

*While Movius was established nearly 15 years' ago, it's unique offering is undeniably modern: To help some of the largest financial firms securely text, call, and chat with clients.*



Eighty-five percent of clients want to text, research finds. Yet only 10% of advisors, wealth managers, and traders, are allowed to text. But because clients demand it, advisors do it anyway, and that exposes the business. Movius vice president of marketing and customer experience Tara Panu calls this “the compliance gap.”

“Advisors are texting and using WhatsApp and WeChat. Institutions everywhere are realising that simply banning these methods isn't working. But if you can allow those conversations and compliantly capture them, it improves the client experience,” she says. “What's more, that opens the door to a whole world of capabilities institutions often didn't know existed.”

The way Movius addresses this challenge today is it offers client-facing teams a business line that works across phones—work or personal—as well as on desktop. The system captures those work-related conversations reliably across all networks and carriers. The service includes a mobile app for calling and messaging, an administrative portal for instant provisioning and compliance management, and the ability to transfer recordings to an archive for long-term retention and surveillance. Unlike prior SIM- or app-only recording tools, Movius cannot be circumvented.

When firms close their compliance gap with a tool like Movius and capture these vital conversations, they're in greater control. They can, for example, set the system to automatically redact specific words or phrases, archive all communications, and use what they find for training.

“A PwC study found that 61% of financial firms plan to remain mostly remote even after the pandemic subsides,” says Panu. “That means a lot more people working territories that they may not necessarily be physically in, for less overall face-to-face communications, and so they need to be clever about how they develop digital relationships. Texting and messaging is an increasingly important tool in their toolbox.”

The other option—doing nothing, or continuing to hope advisors respect the texting ban—leads to far greater problems. Many wealth management firms that aren't compliant “don't even know it,” Panu says. This is because regulators intentionally leave things vague, and put the onus on organisations to figure out what “compliant” means. This makes many firms anxious, and hence all the texting bans. But, “trying to achieve compliance by banning behaviours is not a viable or long-term solution,” says Panu. “Time and time again, it proves unenforceable and creates a massive compliance gap.”

Today's firms can't afford to put their advisors in the compromising position of having to break a client's confidence by telling them they can't text. Nor can they rely on employees to teach norms and behaviors as they once did, tapping each other on the shoulder in the office. And of course, they can't do as financial firms have historically done, which is to roll out an internally-built solution that users perceive as clunky because it inhibits them from doing their job.

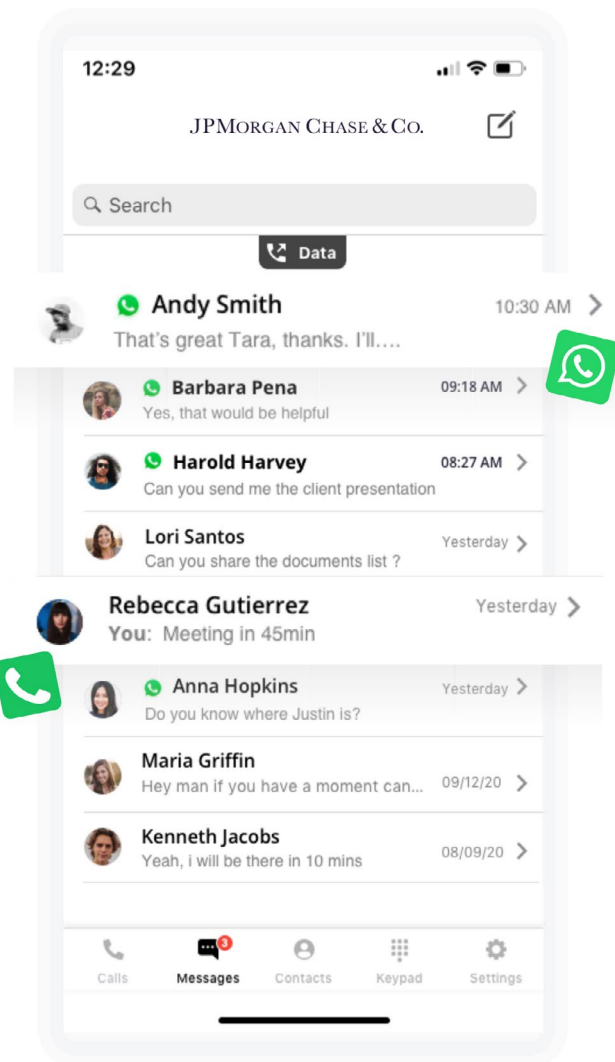
“While plugging the digital communications compliance gap is still ongoing, the COVID-19 pandemic provided an example of how—with face-to-face no longer possible—digital communication with clients could become more common,” says Panu. “A lot of client-facing roles relied on personal devices and home WiFi and things still worked. Now, while many firms won't remain all-remote, it's fair to say that 100% of firms will operate in a hybrid model. The big change here is digital, paperless communication is here to stay and firms need to complete that rotation.” ●

## GLOBAL TIER 1 INVESTMENT BANK

This global Tier-1 investment bank had previously issued a “no texting” policy for any client communications due to regulatory compliance concerns. They were looking for a compliant solution that allowed them to better service their client on their preferred digital channels.

The investment firm certified Movius MultiLine, a secure business communication solution that allows relationship managers and other employees of the firm to compliantly communicate with their external clients over voice, text, and WhatsApp through a unified mobile and desktop application. The solution is now deployed globally and across multiple lines of business including capital markets, investment banking, wealth management, markets research and retail banking.

Advisors and RM's can provide market guidance and financial advice, send research documents, execute deals, and confirm trade transactions all from within the MultiLine app. They can communicate on their clients' preferred channel, confident that all their interactions are above-board. External clients are not forced to download another app, they can continue communicating with their advisor through their mobile phone or favorite messenger. All advisor-client interactions are automatically logged in the CRM and recorded data is ingested into the firm's existing archival platform allowing compliance teams to apply surveillance to recorded communications, enforce policies, and reduce risks.



“ Before they could only call or email a client to follow up. Now they text and it's all above board with Movius. It's so much faster and moves things forward.

- Executive Director, Marketing



### Key Benefits

- ✓ Increased client engagement
- ✓ Centralized compliance oversight
- ✓ BYOD cost savings
- ✓ Protect corporate data

### Deployed across multiple lines of businesses:





Founded 2012



Employees: 101-250



Value Chain: **Client Acquisition/Service, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting, Risk & Compliance**



Subsectors: Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Financial Planning, Compliance & Regulation, Financial Service Software, Client Prospecting & Engagement



Regions of operations: United States, China, India, Singapore, Australia

Moxtra powers digital branches for convenient customer engagement. In today's world, businesses need a private digital channel to deliver premiere service to customers, remotely. Moxtra's Customer Collaboration platform powers Customer Portal Apps, featuring an all-in-one suite of secure collaborative capabilities such as text, voice and video messaging, document collaboration, video meetings, digital signature, digital storage, and more. By creating branded digital channels of engagement that build relationships, digital branches help businesses retain and grow customers, manage their distributed organization, and lower costs for doing business. Moxtra currently services private banking and wealth management customers across the globe including Raiffeisen Bank International (with 16M+ users, as an example), Citibank, Mitsubishi UFJ Financial Group Inc., Standard Chartered, Keebeck and more to power their apps (the Bank of Queensland Pocket Banker App, as an example) with Moxtra's Customer Collaboration Platform.



Founded 2001



Employees: 101-250



Value Chain: **Portfolio Management & Rebalancing**



Subsectors: B2B Robo Advisors, Portfolio Management & Reporting, Risk Analysis & Management, Data & Analytics



Regions of operations: United States

MyVest builds enterprise wealth management technology for the digital age. Driven by a vision for client-centric advice, the company empowers firms to deliver personalized portfolios at scale. A subsidiary of TIAA since 2016, MyVest is headquartered in San Francisco with offices in Austin and Philadelphia. MyVest serves wealth management firms from broker-dealers, banks, RIAs, asset managers, and service providers through a SaaS-based delivery model. MyVest's Strategic Portfolio System™ (SPS) enterprise platform enables holistic, client-centric wealth management across a firm in a single unified system. SPS automates the entire portfolio process from client proposals & onboarding, to model-based tax-sensitive portfolio management, monitoring & rebalancing, to performance reporting & billing. The platform is integrated with multiple custodians, trading hubs, pricing sources, and data providers. Additionally, MyVest's tech-driven Middle Office Operations function helps dramatically increase investment firms' efficiency and scale.



Founded 2000



Employees: 101-250



Value Chain: **Client Acquisition/Service, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Accounting, Reporting, Risk & Compliance**



Subsectors: Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Compliance & Regulations, Financial Service Software, Client Prospecting & Engagement, Client Lifecycle Management



Regions of operations: Europe, United States, The Bahamas, Panama

New Access is a leading provider of a scalable and modular Core-to-Digital solution suite designed to meet the specific requirements of the Private Banking and Wealth Management industry. Its product includes an advanced and comprehensive Wealth Management Core Banking System, a Portfolio Management System (PMS) and a Digital Client Lifecycle Management (CLM). Through its offer, New Access empower Private Banks, Wealth Managers, Advisors and Asset Managers towards their business growth. The company's innovative, agile and flexible solutions allow them to place their HNW clients at the centre of both processes of investment decisionmaking and relationship management. We support digital interactions with your clients, managing key business and compliance processes. New Access has operated for 20 years exclusively in the private banking and wealth management sectors, supporting more than 55 customers globally.



Founded 2018



Employees: 11-50

Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing**

Subsectors: B2B Robo Advisors, Portfolio Management &amp; Reporting, Investing Tools, Financial Planning, Client Prospecting &amp; Engagement



Regions of operations: APAC, Middle East

New Wealth is a WealthTech provider of breakthrough Wealth tools & smart FinApps, with live clients in APAC and MENA regions. Applying behavioural design, data-driven personalisation and mastering automated financial advice, its cloud-first software packages foster digital engagement with end-clients and empower Relationship Managers with easy-to-use digital advisory capabilities. Additionally New Wealth has partnered with Morningstar APAC to deliver an innovative ESG Profiling & Advice solution – to help financial institutions ‘put sustainable investing at the core of their client interactions’.



NUCORO



Founded 2019



Employees: 11-50

Value Chain: **Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting, Risk & Compliance**

Subsectors: B2B Robo Advisors, B2C Robo Advisors, Portfolio Management &amp; Reporting, Investing Tools, Financial Planning, Financial Services Software



Regions of operations: United Kingdom, Spain, Switzerland

Nucoro is the cloud-native wealth management platform which enables financial firms to deliver leading investment propositions to their customers. Banks, wealth managers and insurance firms benefit from an enhanced business model that drives up margins whilst delivering the full range of money management products for saving, investing, trading and advice propositions to customers. The platform allows for easy realisations of these propositions using cloud-native API-based technology that's simple to deploy and integrate and fast to deliver, using blueprints for configuration and an ecosystem of leading fintech solutions.



Founded 1990



Employees: 501-1,000

Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting, Risk & Compliance**

Subsectors: B2B Robo Advisors, Portfolio Management &amp; Reporting, Risk Analysis &amp; Management, Financial Planning, Alternative Investment Solutions, Data &amp; Analytics, Financial Services Software, Client Prospecting &amp; Engagement



Regions of operations: EMEA, Canada, Caribbean

Powered by 30 years of business expertise in delivering wealth and asset management technology and services, Objectway empowers its clients to embrace their future challenges while providing great performance today. Objectway solutions and services enable opti-channel customer engagement, front-office productivity, stronger investment performance, suitable advice and compliance enforcement, efficient back-office operations and automation, pro-active client reporting and management analytics. Our front-to-back, multi-channel, scalable, cloud-ready platform leverages a component-based architecture with AI-driven algorithmic engines for risk & performance analytics, real time investment compliance, portfolios optimisation and mass customisation, with open APIs for easy integration. Objectway is a Global Top 100 fintech provider (IDC ranking) and our clients includes 200+ leading wealth managers, banks, asset managers, fund managers, insurers and outsourcing providers in more than 15 countries. We support approximately 100,000 investment professionals to manage more than £1 trillion in assets. Objectway operates from offices in Italy, UK, Ireland and Belgium serving customers in 4 continents.



## COMPANY RESEARCH PROFILE



### PRODUCT NAME:

OPAL



Founded 1981



Rotterdam, The Netherlands



[www.ortecfinance.com](http://www.ortecfinance.com)



[contact@ortecfinance.com](mailto:contact@ortecfinance.com)



Employees: 251-500



Regions of operation:  
North America, Europe (including UK), Australia (APAC)

### KEY EMPLOYEES:



**Ton van Welie**  
CEO



**Ronald Janssen**  
MD Goal Based Planning



**Iwan Schafthuizen**  
MD Business Development  
Goal Based Planning

Value Chain: **Client Acquisition/Servicing, Investment Planning, Risk & Compliance**

Subsectors: **B2B Robo Advisors, B2C Robo Advisors, Digital Retirement Solutions, Investing Tools, Risk Analysis & Management, Compliance & Regulation, Financial Services Software, Client Prospecting & Engagement, Goal Based Planning**

### OFFERING

Ortec Finance is the leading provider of technology and solutions for risk and return management. The company aims to help people manage the complexity of investment decisions. It does this through delivering leading technologies and solutions for investment decision-making to financial institutions around the world. Ortec Finance's strength lies in an effective combination of advanced models, innovative technology and in-depth market knowledge. This combination of skills and expertise supports investment professionals in achieving a better risk-return ratio and thus better results.



### PROBLEM BEING SOLVED

Ortec Finance helps wealth management companies and banks solve the following challenges:

- Moving from product-centric approach to client-centric advice
- Improving the quality of client investment decisions (trade of risk/return)
- Comply to regulation (MiFID II/ ESMA)
- Improve (pro-active) client engagement and improve client trust
- Digitalize in a changing regulatory landscape
- Focus on operational efficiency for processes like client onboarding & advisory & monitoring of client goals
- Reduce number of systems / minimize integration costs
- Bringing down costs & time for advice



### TECHNOLOGY

The OPAL Platform is easy to implement through API modules hosted in a private cloud (SaaS) or on premise. The company's APIs are flexible and easily integrated into existing architecture, guaranteeing real-time web service and fast performance. The output can be used for online client applications ranging from Robo investment platforms to DC pension planning portals to full-scope holistic goal based planning.

Ortec Finance data services API allows full integration of hybrid solutions in the OPAL Platform, thus delivering an optimal base structure for Omni-channel strategies.

For smaller scale organizations, OPAL GUI can be delivered, including a front-end for advisors.

### PRODUCT DESCRIPTION

Ortec Finance's OPAL solution facilitates goal-based planning and monitoring of goals. It is a software solution based on proven asset and liability management techniques from the world of institutional investments and crucial for supporting and improving investment decision making.

The OPAL solution enables financial institutions and advisers to translate their clients personal goals into an optimal investment plan and monitor these goals over time. It offers solutions for all stages in a goal-based advisory process in wealth management but also retirement planning for example. From a client intake and risk-profiling to (online) client reporting and proactive monitoring, the tool can be easily integrated with business processes, contributing to a structured and efficient process that is compliant with (inter) national regulation.

OPAL uses realistic portfolio projections of institutional quality, based on monthly updated economic scenarios for more than 700 asset classes, which can be linked to client financial goals. Additionally in some regions, the product offers a fully integrated cash flow planning to enable easy identification of possible budget shortfalls or surpluses, which supports efficient decisions. OPAL Planning differentiates itself from all other financial planning tools by integrating the effect of investment risks on the realization of expenditure goals.

The OPAL solution adds value by tackling the biggest challenges that every advisor and wealth management firm is facing:

- **Fee compression** – OPAL allows advisors to scale their business and support more clients at lower cost.
- **Regulation** - with the help of OPAL, monitoring of clients provides scale and adds value to both the client and the advisor.
- **Digitization** - using OPAL, clients can be monitored automatically, using multiple data sources to create opportunity triggers based on portfolio metrics and goal feasibility. This is extremely valuable as it provides both scale and valuable insights.

Ortec Finance delivers the OPAL platform for personal advice, digital solutions (via API) and hybrid solutions and is the engine behind many Private Banks, Wealth and Asset Managers.

For the North American region, OPAL Wealth can be deployed as a plug and play user interface that supports advisors to efficiently support their client base with forward looking portfolio insights and timely advice. The user interface can be linked to external data sources, supports single sign on and the look and feel can be adjusted to provide a seamless experience for the user.

OPAL Wealth is also available as a high speed REST API, which enables organizations to implement the capabilities directly into existing platforms or client facing web applications, e.g. to support robo-advice client journeys, hybrid advisor experience or other technology platforms such as CRM, Portfolio Management or Financial Planning software.

## PARTNERSHIPS

Ortec Finance has established business partnerships with leading companies globally as the preferred partner in the area of Goal-Based Wealth Management.



OPAL is fully embedded in the Salesforce AppExchange.



OPAL is also selected as the core engine in Deloitte's global accelerator for wealth and private banking, headed by Deloitte Digital Bank.



OPAL is part of avaloq.one, Avaloq's digital ecosystem

## TRACTION/GROWTH

- Ortec Finance works with over 500 clients in over 20 countries maintaining 96% retention rate and supporting the management of over €3 trillion in AUM
- Client names include:



- Over the next 12 months Ortec Finance is planning to put more effort in business development in the US, as well as more focus on retirement planning in Europe (the company has already installed retirement planning at several clients in the Netherlands and UK)
- Additionally, the company is looking to further integrate ESG into the OPAL product

## MANAGEMENT BIO

### Ton van Welie – CEO

As CEO of Ortec Finance since 2007, Ton van Welie oversees the daily operations of the leading, global provider of solutions for holistic risk/return management for pension funds, insurance companies, asset managers and real estate managers.

Van Welie fulfilled several different functions throughout the organization. After working on several Asset management projects, he developed the housing corporations business for Ortec Finance. Following his appointment as the Head of the Housing Corporation division, he moved to manage the operations of Ortec Finance in a larger scale including the comprehensive organizational restructuring with the target of improved client focus as well as expansion strategy outside Holland.

Ton graduated in 1995 from the Erasmus University of Rotterdam with a degree in Econometrics (M.Sc.). He frequently returns to his university as a guest lecturer, teaches asset liability management, risk management and scenario analysis at the Amsterdam School of Real Estate (ASRE) since 2000 and has published in various professional journals. In doing so, Van Welie adheres to the Ortec tradition of integrating academic learning and practical business sense.

# Evolution of Digital Wealth Management

*As wealth management becomes ever more digital – a trend that has accelerated through the COVID-19 pandemic with more advice and services delivered virtually - the industry's economic model will also evolve.*



The trend toward a hybrid delivery model, where in-person interactions are augmented, or even replaced, by digital interactions with limited human advisor input, is changing the revenue and delivery model for both advisors and wealth management firms globally. This long term trend in wealth management service delivery and economic model, is core to how Ortec Finance's Ronald Janssen views the global opportunities for the Rotterdam based firm.

[Ortec Finance](#) was founded in 1981, and while it began with "economic modeling to enable asset and liability management for institutions like pension funds, banks and insurance companies" he said, it was in 2002 that Ortec Finance started translating these sophisticated institutional economic modeling techniques into the retail wealth market. The core capability was applying sophisticated economic models to individual client portfolios and using the projections to better plan and model client goals and cash flows.

The firm now boasts of offices in the Netherlands, UK, Canada, Switzerland and Australia, and is expanding rapidly into new markets and market segments. To do this, the firm has deployed many core capabilities as API integrations that allow firms to use the functionality in existing platforms and user interfaces. For example, a number of robo platforms use the economic modeling in relative simple goal based planning applications that allow consumers to build and monitor their individual goals. Financial planning platforms use the economic projections to replace simple, and constant, growth assumptions. Portfolio management

platforms integrate the projections to allow advisors to determine the most efficient asset allocation based on projected risk and return.

The firm also delivers several advisor platforms that provide a range of capabilities from retirement planning, goal monitoring and goals based portfolio management. These solutions have evolved over the past 20 years to meet the needs of a variety of advisor business models, regional markets and regulatory environments. Ortec Finance has now counts ING, ABN AMRO, St James's Place, Aegon, APG, PGGM and Insinger Gilissen (Quintet Group) among others, as core clients.

The evolution of the retail wealth management market towards digital delivery and hybrid advice models, dovetails with the capabilities Ortec Finance provides. The ability to monitor long term goal feasibility, dynamically and at scale, allows advisors to manage more clients, more efficiently – core capabilities for an advisor managing multiple client segments.

The goal monitoring capabilities also allow the advisor, or a fully self-service robo platform, to determine the next best action for every client, depending on their current goal feasibility. Automated suggestions and the ability to triage clients to determine which situations need immediate attention enables advisors to efficiently allocate time and resources. "We had two goals; one was to support advisors, allow them to scale their business efficiently and provide them with same analytic tools our institutional clients have access to. And the other one was to provide capabilities that would not only allow advisors and their clients to understand the long term expected returns or a portfolio, but also about the risks in that portfolio" Janssen detailed.

## Wealth Management & ALM

Institutional clients - global investment managers, pension funds, insurance companies and sovereign wealth funds – generally have similar long term objectives, and therefore, a similar problem. These firms have long term liabilities that they need to fund from their current assets, and at a specific point in the future.

For example, pension funds need to pay future pensions outflows from the current assets, and the additional cash flows coming into the portfolio over a specific time horizon. This matching of current portfolios and long term obligations, is known as asset and liability management (ALM), and "it is the core capability of Ortec Finance" says Janssen.

The question is will the current portfolio meet those long term funding requirements? The economic model

developed by Ortec Finance, is a critical tool in the ALM process as it provides the most realistic and dynamic projection of how the current asset mix will perform over time. Institutional managers can use the model results to make adjustments to the portfolio, and ensure the risk/return profile of the portfolio delivers the best trade-off in terms of risk, and long term goal feasibility. "The principle of ALM can be applied to retail wealth too" said Janssen. "Individual clients have assets and long term liabilities they want to fund. Retirement, a child's education funding or leaving a legacy, are all essentially liabilities that need to be funded by current assets plus future cash inflows" he stated.

A retail wealth management advisor has a similar role to an institutional manager – meet the long term liabilities of my client with as little risk as possible. To do that, they need ALM tools – something that Ortec Finance has a unique capability to deliver. The ability to use dynamic economic models combined with individual investment portfolios, to "determine the goal feasibility of clients in a holistic way, is unique in retail wealth management" he added.

## The Model

The Economic Scenario Generator (ESG) is the core of Ortec Finance. It is what their institutional clients have relied on since the firm's inception, and Ortec Finance has continued to build out the capabilities through ever more sophisticated analytics and scenarios. Adding and updating the asset classes modeled, adding new global and regional asset classes, and incorporating the impact of climate change, central bank policy and current geopolitical inputs and data, allowing Ortec Finance's ESG to deliver an extremely realistic and dynamic long term market view.

For wealth management firms, this provides the opportunity to operationalize their economic outlooks and capital market assumptions across multiple business units and market segments. By using the Ortec Finance ESG, and combining that with the calculation engine APIs, firms can deploy a consistent market outlook across hundreds of thousands of individual portfolios.

Additionally, the ability to project individual portfolios and link these projections to goals, allows advisors to actively monitor progress towards those goals. Janssen said "With dynamic goal monitoring wealth managers can be proactive with their advice to clients. That enables them to be more efficient when giving advice to an increased number of clients. And scale and cost efficiency is critical. As fees are compressed - due to competitive pressure from lower cost distribution such as direct to consumer digital wealth and robo platforms – advisors need to either increase the number of clients they manage at lower margins, or, maintain a premium fee with their current clients.

Monitoring and proactive advice tick both those boxes – valuable advice delivered at scale" he concluded. "Advisors, and their wealth management firms, need an efficient way to both scale advice across their business, and at the same time, deliver timely and valuable insights to their clients. Linking portfolios to goals through the ESG, and monitoring the results dynamically, delivers the solution the market is looking for" Janssen stated.

## The Future

"At Ortec Finance, we see three broad trends in the global wealth management market – scale, regulation and digital. They are broad categories, but we see they are consistent in every market we have studied" commented Janssen. "The need to drive scale comes from the fee compression we discussed earlier" he said.

Ortec Finance has seen that as lower cost delivery erodes traditional margins, advisors and their firms will be driven to develop new models to attract and manage clients. The traditional in-person meetings, that have long been the core of the advisor/client relationship, are not scalable. Advisor time capacity will limit how many clients they can manage - and after COVID-19, it is unlikely that clients will want to go back to in person meetings 100% of the time anyway.

This is what Ortec Finance and Janssen believe is going to drive evolving hybrid advice models globally for retail wealth management. "Clients can be serviced by a robo type platform for most of their requirements – reporting, automated rebalancing and administration – and the advisor can step into the relationship when they need to add value – detailed planning or making course adjustments to make sure the client stays on track with their goals. The cost of this delivery model is significantly less than the traditional model, and the number of clients the advisor can manage is dramatically increased, but technology is critical to the process" he stated.

"The regulatory pressures, and associated costs, on advisors, are increasing in almost every market" said Janssen. "The ability of advisors and their firms to deliver consistent and defensible advice, at scale, will be mission critical in the future, if it isn't at that point already. Ensuring that advice is appropriate, meets the regulatory requirements, is documented and monitored, and the process can adapt to evolving regulatory environments will be critical to success. Tools that enhance and automate that process will be incredibly valuable – and we think we are well positioned to support these processes" Janssen stated.

Ortec Finance sees the shift from personal to digital delivery of wealth management services and advice, as inevitable. "It will likely approach 100% digital delivery in some market segments, where client demand and price sensitivity make this option viable. The market share of digital wealth platforms, direct and discount brokerage, combined with the growth of direct to consumer robo platforms, are evidence of this trend" said Janssen. He believes that some market segments will likely see a lower level of digital delivery – private banking, high net worth, and potentially older clients will still use digital delivery, but with higher advisor assistance, and higher fees.

Finally, Janssen believes most current advisors will adopt a business model somewhere between these two extremes. "Clients generating lower revenues – potentially due to lower account levels – will be moved to a primarily digital delivery model, with advisor assistance, as required. High revenue clients will maintain the direct advisor relationship, but still see core services move to digital. This will be the Hybrid Advisor practice of the future – and we see that, in reality, the future is already here" Janssen concluded. ●



Founded 2002



Employees: 11-50

Value Chain: **Client Acquisition/Servicing, Research & Analytics, Risk & Compliance**

Subsectors: B2C Robo Advisors, Digital Retirement Solutions, Investing Tools, Risk Analysis &amp; Management, Financial Planning, Compliance &amp; Regulation, Data &amp; Analytics, Financial Services Software, Client Prospecting &amp; Engagement



Regions of operations: United Kingdom, Europe, Asia, United States, Middle East

Oxford Risk uses behavioural finance and data analytics to help financial institutions personalise advice at scale, with suitability and financial personality profiling tools. Oxford Risk software assesses investors' psychological willingness, financial ability, and emotional ability to take investment risk, and responsible-investing preferences. It combines these to support recommendations for the right level of risk for each investor to take right now. Suitability Compass helps investors evidence the most suitable investment solution for them based on a complete assessment of their financial and emotional situation. Behavioural Compass is an ongoing decision-support tool that links investor personalities to hyper-personalised prescriptions for better investor management throughout the investment journey. Oxford Risk also calculate portfolio and fund risks in a way designed to be mapped to investor risk profiles, as well as applying behavioural-science and quantitative-finance expertise to bespoke projects, advising on topics such as proposition design, fund construction, and risk model validation.



Founded 2017



Employees: 11-50

Value Chain: **Client Acquisition/Servicing, Investment Planning, Reporting**

Subsectors: Portfolio Management &amp; Reporting, Financial Services Software, Client Prospecting &amp; Engagement



Regions of operations: Belgium, France, Luxembourg

PaxFamilia is a digital wealth management platform that helps financial advisors to serve their clients with a structured and holistic approach to their wealth. Thanks to its asset inventory, digital safe and advisory tools such as a succession simulator and financial planning tool, the platform successfully tackles many problems that wealthy families typically face such as a lack of global overview and understanding of their own assets and wealth structure, documents that are dispersed everywhere and concerns about the organisation of their succession. By offering a secure place to store, control and manage people's wealth information, PaxFamilia takes wealth management to a whole new level and ensures the important peace of mind that clients have been looking for years. The company currently offers its wealth management platform via a white-labelled interface to more than 40 organizations (banks, family offices, asset managers, fiduciaries, life insurance brokers).



Founded 2016



Employees: 1-10

Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting**

Subsectors: B2B Robo Advisors, Digital Retirement Solutions, Portfolio Management &amp; Reporting, Investing Tools, Risk Analysis &amp; Management, Data &amp; Analytics, Financial Services Software



Regions of operations: United Kingdom, Switzerland

Plenitude is a digital asset manager helping banks, wealth managers and financial advisers enable those concerned about climate change to align their investments with their values. The company offers a working technology stack, regulatory permissions, and the expertise to provide low-cost ESG portfolios in the UK and Europe. Plenitude is in the FCA's Green Fintech Challenge, the only RoboAdvisor to be included, and the company has a patent for AI in investing and prides itself as the only ethical-first, FCA approved manager to manage SIPPs.

# Protecting the nest egg: How PaxFamilia is changing the wealth management game

*In 2017, 100 Belgian families came together to tackle the challenges faced by high-income families looking to protect their wealth and estate for their loved ones. From this, PaxFamilia was formed.*



Left to right: Guillaume de Monie, Gaëtane Meurant, Guillaume Desclée



PaxFamilia was designed with a particular focus on understanding how the needs of wealthy families across Belgium, Luxembourg and France can be better serviced long term in the wealth management space. The company's platform allows high-net-worth individuals and their families to gather, manage and monitor their wealth data in one place.

PaxFamilia CEO Guillaume Desclée said, "The idea of PaxFamilia came from multiple interviews and workshops with high-net-worth individuals. We listened to their needs and the problems they were facing regarding their wealth. We realised most of the problems these families were facing were related to 'emotions' and more qualitative aspects of their wealth management."

More than simply helping those who have already accumulated most of their estate accumulate more, PaxFamilia helps families to optimise their wealth. The objective of the platform is to ensure that wealth owners and their loved ones can enjoy their estate to the fullest and with peace of mind.

Desclée remarked, "They were feeling bad, were anxious and or worried. Those feelings came from a lack of understanding and control of their estate and uncertainty about their inheritance. Since then, we knew we had to answer these problems".

"The average age of these high-net-worth individuals we were in touch with was around 60, so they had entered into a new phase of their patrimonial life. They generally already accumulated most of their estate, so they weren't really concerned about 'how can I increase my wealth'. Rather, they wondered about 'how can I optimise my estate and make sure I, and later on my beloved ones, can enjoy this estate to the fullest'."

According to Desclée, the company identified three major issues wealthy families were facing. First of all, the families didn't hold a global overview of their wealth – which made it tough for them to visualise what they directly or indirectly owned – and felt insecure about not fully understanding how their estates were structured.

Secondly, a lot of the people's estate-related documents were dispersed among their advisors and relatives and they commonly didn't know where to find the right document.

The last key worry was that many of these family members were worried about their future – more specifically, whether their resources would be enough to maintain their lifestyle post-retirement, and whether the families were sufficiently prepared to pass on their estate to their relatives.

Desclée remarked, "Obviously, these three problems are linked: to prepare your financial future and your inheritance, you first need to fully understand your financial situation and dispose of the required documents. Realizing this, we decided to develop PaxFamilia, a platform that would constitute an all-in-one solution to these issues."

## Building the company

After talking in-depth with the 100 wealthy families, PaxFamilia decided on a prototype for the business. This involved an online interface where families could access their wealth information 24/7. The interface offered the families a global and structured overview of their assets

in an estate inventory, as well as a digital vault to centralise, organise and share their estate-related documents and a donation inventory.

According to Desclée, the potential of PaxFamilia became fully clear once the solution was delivered to the families, who started promoting it to their friends and invited their advisors to access their information on the platform. Subsequently, the professional advisors became eager to use the platform for all of their clients.



***"In addition to maintaining PaxFamilia as a user-friendly platform, we still keep the needs of these families at the heart of our developments."***

Following this development, PaxFamilia decided to switch to a business-to-business to consumer distribution model and added advisory tools such as a financial simulator, inheritance tax calculator and a reporting tool to the platform. Since then, the company has boosted its reach to over 17,000 families across Europe.

Desclée said, "In the beginning, our main goal was to offer a solution to our cooperating families that was all-around enough to solve all of their problems, yet easy enough for them to use. These people didn't grow up in the digital era, which forced us to come up with an easy-to-use wealth planning platform.

"In addition to maintaining PaxFamilia as a user-friendly platform, we still keep the needs of these families at the heart of our developments. Although we now commercialise to advisors, it is still our goal to offer the families a solution to the global problems they frequently face."

According to Desclée, what makes PaxFamilia powerful is how the platform 'connects the dots' between high-net-worth individuals, their advisors and the whole wealth management ecosystem by creating a "patrimonial passport."

To help connect these dots and form the passport, PaxFamilia offers the possibility to register ownership structures and to visualise them in graphs and diagrams. In order to do this, the platform takes into account the civil law applicable in the country of the clients that may potentially affect the estate and it links these specific regulations to the registered data.

## What sets PaxFamilia apart

When considering what makes PaxFamilia unique, the company CEO referenced the 'interconnectedness' of the platform. He cites the fact advisors can give their clients access to their wealth information via a digital client interface and can communicate with them through it by sharing documents and leaving comments.

The platform also allows clients to invite close relatives and trusted external advisors to access their wealth data. This way, Desclée underlines, a circle of trusted individuals is built around the patrimonial passport of the client.

However, another fundamental principle of the company is its functioning around connected data. The PaxFamilia platform can be connected to other data sources such as company registers and bank accounts to aid data integration and centralisation, while taking into account the extra layer of civil aspects that influence the estate and its value.

The client's wealth data on PaxFamilia is directly linked to advisory tools such as a financial or reporting tool and an inheritance simulator. This allows the advisor to calculate inheritance taxes, generate financial simulations and create personalised reports without manual encoding.

Since 2018, BNP Paribas Fortis (BNPPF) has been using PaxFamilia to assist their clients in their wealth management. The Belgian firm said it has managed to connect BNP's systems to PaxFamilia and to deliver a 'complete client-oriented solution' in less than one year.

PaxFamilia noted it currently trains over 750 BNPPF advisors to use the platform, which they use to serve over 16,000 families.

## Challenges and plans for the future

One of the biggest challenges the company claims it has overcome in its development is what they classify today as their biggest strength – the ability to integrate fragmented data from different client bases into one consistent inventory. It also highlighted the challenge of keeping the PaxFamilia platform easy-to-use while at the same time gathering all the complex information needed for it.

Going forward, PaxFamilia has its eyes on developing its product and expanding its reach.

Desclée said, "We are continuously working on the development of PaxFamilia and frequently release new features. In addition to some new developments and modules in 2021, we will be working to connect PaxFamilia even more with the wealth management ecosystem. The objective is to integrate the platform with a considerable amount of external data sources and services across Europe." ●

CASE STUDY

# Digital end-to-end wealth planning in a few months

## The Client

BNP Paribas Fortis, Belgium's largest bank, with private banking and wealth management as one of their business lines

## The Challenge

Providing estate planning services with perceived added value to high-net-worth individuals by offering them end-to-end assistance and ensuring the achievement of their desired patrimonial goals.

### Data Management

Dispersed data complexified the collection, maintenance and consolidation of wealth data, the basis of accomplished wealth planning.

### Information Processing

Use of multiple external tools and simulators disconnected from the information basis increased risk of error in information entry.

### Client Reporting

Scattered data and simulation results made reporting a time-consuming and labor-intensive task that led to underreported Word documents.

## The solution

### An all-in-one wealth planning platform

#### Consistent client data

##### Reliable information base

By connecting with the bank's databases, PaxFamilia aggregates all the client's wealth data in one spot. This data is fully contextualized thanks to a clear ownership framework. This way, the bank disposes of an evolutive, consistent and reliable information base.

#### Effective advice production

##### Integrated advisory tools

Advisors are provided with intuitive advisory tools (financial planning, inheritance tax simulation, estate structuration, reporting..) connected to the client's constantly evolving wealth data. This way, advice production and reporting are considerably facilitated.

#### Complete client experience

##### 24/7 accessible client interface

Clients are given 24/7 access to their wealth data through a digital interface, enhancing the interaction between them and their advisors. Thanks to the asset inventory, family overview, donation inventory, objectives overview and address book, clients obtain a 360° overview on their real-time wealth situation.

## Results

In less than a year, the teams of PaxFamilia and BNPPF succeeded in developing a product for their clients and over 750 employees. This was done through an interconnection with the bank's systems and SSO. To date, more than 16,000 families have received access to PaxFamilia. Their estate planning service is highly valued and offers many new development opportunities for the bank.

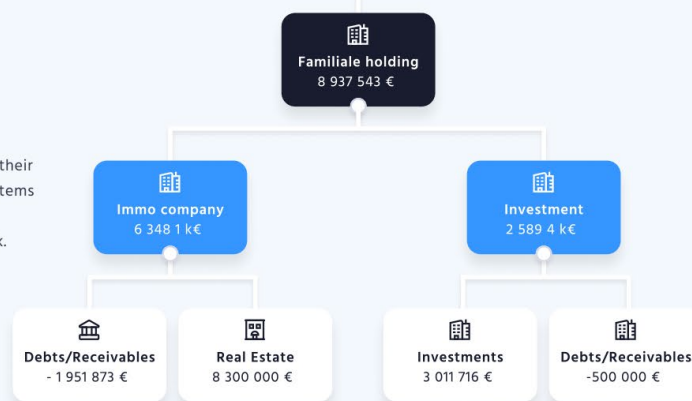
John Smith

Jane Smith

Bill Smith

Lou Smith

Guillaume





Founded 2013



Employees: 51-100

Value Chain: **Client Acquisition/Servicing**

Subsectors: Client Prospecting &amp; Engagement



Regions of operations: United States, Australia, New Zealand

More than a CRM, Practifi is an enterprise-grade business management platform designed for high-performing financial advice firms. Practifi's innovative product suite helps advisory teams integrate systems and automate processes while maximizing revenue, boosting growth, and strengthening client relationships. With a focus on client success and product innovation, Practifi provides the foundation and support needed to build the financial advisory firm of the future. Practifi was founded in Sydney, Australia, and its U.S. headquarters are in Chicago. To learn more, visit [practifi.com](https://practifi.com).



Founded 2011



Employees: 101-250

Value Chain: **Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting**

Subsectors: B2C Robo Advisors, Portfolio Management &amp; Reporting, Investing Tools, Risk Analysis &amp; Management, Financial Planning, Data &amp; Analytics, Financial Services Software



Regions of operations: Hong Kong, Singapore, Taiwan, Germany, Austria, Thailand

Recognized as the 26th fastest growing company in APAC 2020 by FT1000:Financial Times and Statista, Privé Technologies is a leading innovator in the financial and wealth management industries, providing end-to-end solutions for banks, financial advisors, independent asset managers, securities firms and insurance companies. As a white-label, B2B, digitized wealth management platform with over 65 enterprise clients in Asia and Europe, Privé's patented artificial intelligence engine and platform are modular and integrated, uniquely positioning the firm between the banking software behemoths and the small fintech startups to provide the most comprehensive and innovative services to financial institutions. Privé's solutions help the financial institutions of today to streamline and transform, enabling them to operate more efficiently and effectively than ever before.



Founded 1974



Employees: 1,001-5,000

Value Chain: **Client Acquisition/Servicing, Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting, Risk & Compliance**

Subsectors: B2B Robo Advisors, Digital Retirement Solutions, Portfolio Management &amp; Reporting, Investing Tools, Risk Analysis &amp; Management, Financial Planning, Alternative Investment Solutions, Compliance &amp; Regulation, Data &amp; Analytics, Financial Services Software, Client Prospecting &amp; Engagement



Regions of operations: Europe and the Middle East

Prometeia is a leading provider of tools and analytics for investment advisory and financial planning. Its PFTPro front office software suite transforms the way financial institutions interact with their clients by enabling sophisticated, personalized, value adding omni-channel services at scale. Automating routine tasks leads to a lower cost-to-serve, while deep regulatory expertise ensures compliance with MiFID II, IDD, FIDLEG and other regulations. Prometeia serves over 200 clients across 20+ countries including Tier 1 banks, wealth managers, asset managers and insurers.



Founded 2015



Employees: 11-50



Value Chain: **Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Risk & Compliance**



Subsectors: B2B Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Risk Analysis & Management, Financial Planning, Data Analytics, Financial Services Software



Regions of operations: The Nordics

Quantfolio AS was founded in 2015 by tech serial entrepreneurs, and consists of a senior team of quants, data scientists, analysts, developers and financial UX experts. The company covers three business areas: Digital advisory and guidance modules (robo), Deep Alpha advisor tool for MiFIDII onboarding and advice as well as API investment modules for B2B clients. The robo-advisory engine has been live in the market since 2017 and is currently available for 2.2 million through their client banks and wealth managers across the Nordics. The company have some of the Nordics largest financial institutions as clients across their suite of omni channel powered products ranging from full automated advisory to empowering advisors with their unique advisor platform.



Founded 2002



Employees: 51-100



Value Chain: **Portfolio Management & Rebalancing, Reporting, Risk & Compliance**



Subsectors: Portfolio Management & Reporting, Risk Analysis & Management, Data & Analytics



Regions of operations: North America, EMEA, APAC

Quantifi is a provider of risk, analytics and trading solutions for the global financial markets and commodities industries. Quantifi is trusted by the world's most sophisticated financial institutions, including five of the six largest global banks, two of the three largest asset managers, leading hedge funds, insurance companies, pension funds and other market participants including one of the largest global commodity firms. Quantifi's integrated framework delivers accurate analytics, comprehensive risk management, cross-asset trading, front-to-back operations, position management, market, credit, counterparty and liquidity risk management, margining, and regulatory reporting all on a single platform. By applying the latest technology innovations, Quantifi provides new levels of usability, flexibility, and integration. Renowned for its client focus, depth of experience, and commitment to innovation, Quantifi is consistently first-to-market with intuitive, award-winning solutions. Quantifi has offices in New York, New Jersey, London and Sydney.



Founded 2008



Employees: 101-250



Value Chain: **Client Acquisition/Servicing, Research & Analytics, Reporting**



Subsectors: Data & Analytics, Client Prospecting & Engagement, Data ops



Regions of operations: North America, EMEA, ANZ

Riva International fuels the customer-centric revolution in Financial Services. Its customer data operations platform, The Riva Relationship Engine connects major platforms like Salesforce and Microsoft to help clients speed CRM adoption and achieve other digital transformation objectives. The company's secure, pass-through architecture connects disparate data models and houses the algorithms that put millions of data points into the context of conversations, meetings and relationships. Riva specializes in complex enterprise environments where security, scalability, privacy and compliance are key customer requirements. The company is SOC2 compliant and has passed over 1,100 security reviews for deployment in either the cloud (single or multi-tenant) or in customer data centers. Riva has over 850 customers and serves more than 200 financial services organizations across the globe. To learn about all of the CRM and business applications the Riva Engine connects, visit [rivaengine.com](http://rivaengine.com).



## COMPANY RESEARCH PROFILE



Founded 2001  
 Portland, OR, United States  
[www.smarsh.com](http://www.smarsh.com)  
[info@smarsh.com](mailto:info@smarsh.com)

Employees 501-1,000  
 Regions of operation:  
North America, EMEA and APAC

**PRODUCT NAME:** Connected Suite

### KEY EMPLOYEES:



**Stephen Marsh**  
Founder & Chairman



**Brian Cramer**  
CEO



**Greg Vesper**  
CTO



**Goutam Nadella**  
CPO

Value Chain: **Risk & Compliance**

Subsectors: **Portfolio Management & Reporting, Risk Analysis & Management, Compliance & Regulation, Data & Analytics, Client Prospecting & Engagement**

### OFFERING

Smarsh, founded in 2001, is a provider of capture and archiving technology and services aimed at highly regulated industries with strict compliance and e-discovery requirements such as financial services (e.g., broker-dealers, investment advisers, banks and lenders) and the public sector.

The Smarsh Connected Suite provides innovative capture, archiving, e-discovery, and supervision solutions across the industry's widest breadth of communication channels.

### PROBLEM BEING SOLVED

A longstanding industry concern has been the ability to meet stringent compliance requirements regarding the monitoring and storing of e-communications data, particularly since each tool has its own unique messaging formats and capabilities.

Smarsh enables financial institutions to strategically future-proof their compliance as new communication channels are adopted, and to realize more insight and value from the data in their archive. Customers strengthen their compliance and e-discovery initiatives, and benefit from the productive use of email, social media, mobile/text messaging, instant messaging and collaboration, web, and voice channels.

### TECHNOLOGY

Smarsh offers support for 80-plus content types, so financial firms can capture all their communications data directly from the source with seamless API integration. Adding new channels to an existing deployment is quick and easy via a supplied software developer kit that features standardized APIs for custom integration with existing workflows, apps and third-party platforms.

Additionally, Smarsh leverages the public cloud for scale, performance, agility and resilience.

### PRODUCT DESCRIPTION

The Smarsh Connected Suite provides the three capabilities every regulated organization needs: capture, reveal and respond. Unlike many technology providers who convert archived content to an email format, Smarsh preserves all content in full context for each channel type. This allows firms to quickly reveal critical items with high-speed search and filtering capabilities. Firms can take their review process to a whole new level of efficiency with policy-driven supervision application and collaborative workflows which solve today's challenges:

- **Capturing all communications** - Smarsh enables firms to capture data from over 80 communication channels. Content is captured in its native, unaltered format with its original conversational context intact. Once archived, content is automatically indexed and made searchable. This ensures clients can confidently meet regulatory obligations from FINRA, SEC, IIROC, FCA, GDPR and MiFID II.
- **Producing data in real-time** - Smarsh archiving solutions have advanced search capabilities that allow customers to zero in on what they are looking for in archived data. Content can then be packaged and produced on demand. The company's solutions support multiple export formats, enabling firms to extract relevant data and send it to regulators or other end users in the format they require.
- **Managing the e-discovery process** - Preparing for litigation, early-case assessment and investigation is a recurrent challenge for financial services organizations. The streamlined Smarsh e-discovery solution makes collecting, preserving, reviewing and exporting content across all communications channels fast and efficient. This enables organisations to reduce risk as well as litigation costs.
- **Supervising communications and identifying risk** - Smarsh archiving solutions highlight potential risks hidden within archived data. Customizable and sophisticated supervision policies help firms focus on the areas of risk most relevant to their business. This ensures the efficient management of risk across all communication channels, as well as the ability to demonstrate evidence of supervision to regulators.

How different customers use Smarsh:

- **Broker-dealers** – Smarsh enables broker-dealers to comply with SEC and FINRA recordkeeping rules and supervision guidelines.
- **Registered Investment Advisors** – Investment advisers, hedge funds, private equity and venture capital firms, among others, rely on Smarsh to comply with SEC and CFTC regulations for electronic communications.
- **Banks** – Implement and enforce effective electronic communications recordkeeping, storage and supervision policies to meet increasingly complex regulatory requirements.
- **MiFID II Regulated Firms** – Organizations covered by MiFID II can stay ahead of evolving retention and supervision requirements for email, social media, instant messaging, voice content and more.

## TRACTION/GROWTH

- Smarsh acquired Digital Reasoning, a leading AI company that analyses and understands human communications in context, in November 2020.
- Smarsh currently works with over 6,500 customers and manages billions of messages daily.
- Smarsh serves a global client base that spans the top banks in North America and Europe, along with leading brokerage firms, insurers and registered investment advisors. Smarsh also enables federal and state government agencies to meet their public records and e-discovery requirements.
- The company's clients include:



- The company now offers a new enterprise-grade AI platform that provides a comprehensive view of all communications and multilingual models, and delivers advanced voice analytics on a cloud-first next-gen architecture supported by the acquisition of Digital Reasoning
- Additionally, over the next 12 months the company is on continued expansion in EMEA, especially the UK and the Nordics

## PARTNERSHIPS

Smarsh currently has established product integration partnerships with over 80 companies including:



## MANAGEMENT BIO

### Brian Cramer – CEO

Brian Cramer is the Chief Executive Officer at Smarsh. He is focused on improving the organization's operations and growing its capacity to enhance customer experience.

Before joining Smarsh, Brian was the Chief Operating Officer at software company Granicus. There, he focused on customer support, professional services and acquisition integration. He has held various leadership positions in software and software-enabled businesses for the last 15 years.

Brian believes that process and metrics are key to his business approach. He continuously looks for ways to help advance the business development and growth of Smarsh.

Brian holds degrees from Saint Mary's University of Minnesota and Thunderbird, the American Graduate School of International Management, and was named to the Best CEOs for Women list as part of Comparably's 2020 Best Place to Work Awards.

# How Smarsh is helping wealth managers expand the use of digital communications and new channels in a remote and hybrid workplace

*Digital communications have proliferated and become critically important during the pandemic, but with teams split remotely it has been important to ensure compliance and regulatory requirements continue to be met and that new tools and channels can be utilized, according to Smarsh CEO Brian Cramer.*



Stephen Marsh founded Smarsh two decades ago to support the unique needs of the wealth management industry. He had anticipated an impending trend early on - the move towards digital communication, Cramer said. The penetration of email, but also tools like AOL Instant Messenger, helped Marsh realise communication platforms were going to be core in the industry's future. Central to this was the fact millennials preferred non face-to-face interactions, using text-based messages as opposed to phone calls and enjoyed communicating over social media.

Marsh noticed this growing trend and realised that in order to understand the various types of communications, a firm would need to understand what the metadata created by the communication service was and how to handle it in the context of compliance, either for a review or audit.

Smarsh provides wealth managers, as well as other regulated industries, with capture and archiving technology and services. Its platform ensures a firm captures all of its digital communications from more than

80 channels, and is automatically indexed and made available for supervision and discovery. Compliance teams can use the platform to help meet record-keeping, storage, and supervisory review obligations from the SEC, FINRA, FCA, IROCC and other international regulatory bodies.

## Future proofing for the new working structure

While digital communication has become an increasingly important means of wealth managers and advisors communicating with their clients and prospects, as Marsh had predicted, Covid-19 has only deepened the dependence and increased need for collaboration tools. The pandemic-induced lockdown forced companies around the world to have their staff work from home. During this time, digital communication platforms like Zoom, Slack and Microsoft Teams have been invaluable for business continuity and staying in touch with clients. However, they have also resulted in more information from more channels that compliance teams must retain and supervise.

Cramer said, "I think the complexity of working from home is just a new level and a new challenge for our customers." This is a challenge Smarsh is well prepared to help them through. Its platform is capable of collating communications from all these various platforms into a single location for compliance teams. It achieves this by having direct connections to platforms like Teams and captures everything said. The platform can even track who was in a call and whether people left or joined.

However, it is not simply a case of tracking individual discussions, as people tend to speak across multiple platforms. For example, they might begin talking via email, move over to a text message-based chat and finish off in a video call. Smarsh is capable of restructuring the conversation across all those streams to give better context and ensure compliance is maintained. He added, "That's somewhat unique to us. I don't believe other solutions in the market actually do that as they look at it

channel by channel who's saying what to whom, but they don't follow that conversation across channels."

The use of digital communications tools has grown tremendously, even prior to the pandemic. This growth has been fueled by shifting demographics, and the preferences of a new generation of employees and clients who are digital natives and prefer to engage on platforms with which they are comfortable and familiar. This trend has accelerated during the pandemic, with the company witnessing a 50% increase in the volume of communications generated by customers from February 2020 to March 2021. Smarsh has helped respond to this market shift by assisting firms in migrating off outdated communications infrastructure and enabling automated controls to be enforced on new communications sources.

He said, "We approach regulatory compliance as a business enabler as much as it is a risk management proposition. If they have the flexibility to adopt new platforms to either reach new types of customers or enable new geographies where they may open an office, we want to enable all of that." It is likely the world will continue to have a hybrid working environment long after the pandemic. Companies will likely have staff that work remotely and others that choose to be in the office. Firms need to be prepared for this future.

Smarsh is also helping future proof companies by ensuring the technology will evolve as advisors become more flexible and nimble in how they communicate with clients through the channel of choice. To do this, Smarsh does not use bespoke technology. Open source technology that is used widely by hundreds of developers is going to advance much quicker than an independent solution. "We make conscious choices to leverage technologies that are moving quickly and constantly being developed, as opposed to something that is unique and proprietary. This is how we are going to stay ahead of the changes and make sure that we leverage the benefits of the industry at large."

In a similar vein, it leverages data centres like Amazon and Microsoft, which make huge investments to ensure data is safe from threats, to ensure online safety. Cramer explained that as cyber threats become more common, it is safer to use these services than an independent data centre built by a startup.

### **Communications intelligence – the future of communication data**

A few years ago, Smarsh made the decision to leverage public cloud technologies to host its software. Services like Amazon Web Services, Google Cloud Platform and Microsoft Azure. A driver for this was the quantity of data growing tremendously. With the amount of incoming communication data it came apparent to the team that human review was not sustainable. "Where

companies had a terabyte problem five years ago, it's now a petabyte problem."

In order to help clients prepare for the changing market, Smarsh acquired AI-powered communication monitoring platform Digital Reasoning in November 2020. Digital Reasoning was a leader in leveraging machine learning and natural language processing technology for communication data in financial services. By incorporating Digital Reasoning, Smarsh could understand higher volumes of data and process it with enhanced technology.

Cramer gave an example of how the deal powered up Smarsh's offering. Previously, compliance policies were primarily lexicon-based, meaning they relied on keywords and data patterns. While that is important, it fails to provide deeper context to communication. For example, if someone said JFK, that could relate to an airport, event centre, or a person. Digital Reasoning gives the ability to understand the precise meaning of the words. For customers, this will reduce the amount of false positives caused from misinterpreting context. But more importantly, it will increase the true positives.

Cramer said, "It actually finds problems that previous methods can't. So we looked at all that and we said, 'Wow, this makes a lot of sense.' If you move the AI machine learning capability closer to the data, you can do more things and be much more proactive."

Part way through the merger, the companies realised they were on the precipice of establishing an entirely new business proposition – Communications Intelligence.

Over a decade ago, there was a lot of buzz and excitement around business intelligence and how it could bring data together from different systems to improve insights and operations. Cramer said, "We believe that the same thing is true with communications data. It can easily go beyond compliance. Our technology is able to find problems that might not be in the compliance purview that might relate to bullying, harassment or racism. It is important for customers to be able to understand if there are problems in their workforce that they need to be aware of."

This Communications Intelligence is where Smarsh is expecting a lot of growth and will be its focus for future development. Smarsh plans to considerably grow its team this year and fuel growth across the globe, particularly in the US, UK and Europe. The company also has a number of beta programmes in progress and a lot of requests from customers to build new tools.

Cramer concluded, "We believe all the technology exists today to do what needs to be done for compliance. I think our customers' biggest challenge is often their ability to see the end state that they want to get to and how best to get there." ●



## COMPANY RESEARCH PROFILE



Founded 2020  
 Westlake Village,  
 CA, United States  
[www.strategymarketplace.com](http://www.strategymarketplace.com)  
[contact@strategymarketplace.com](mailto:contact@strategymarketplace.com)

Employees 1-10  
 Regions of operation:  
 United States

### KEY EMPLOYEES:



**Joseph Gissy**  
Founder & CEO



**Jonathan Pace**  
COO



**Steven Tomasco**  
CTO



**Colin Doyle**  
CFO

Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution**

Subsectors: **B2B Robo Advisors, B2C Robo Advisors, Portfolio Management & Reporting, Financial Planning**

### OFFERING

Strategy Marketplace is a WealthTech Tactical Robo Advisory platform that features multiple tactical strategist at a fraction of the price from the traditional brokerage house or financial institution. The company offers individual investors financial advice not only on investments, but also on all insurance products, banking products, mortgages and more. It has a B2B service model where the company partners with financial advisors and helps hedge their current investment strategies and leverage its platform to diversify their own clients' portfolios as well.

### PROBLEM BEING SOLVED

Strategy Marketplace enables financial advisors and their clients to see their investments in a simple easy to use platform. They can track their progress along with the strategies that they are using all with the help of advisors' financial expertise.

Additionally, as an algorithmic based, active and tactical investment strategy the company manages the risk by mitigating market downturns and helps get back in the market during up turns.

### TECHNOLOGY

Strategy marketplace uses AI for the risk tolerance and also its strategist algorithms.

Additionally, it employs leading providers such as Moxtra, Asset Map, RIA in a Box, Active Campaign, Smarsh and Hubspot as part of the company's technology stack to deliver its services.

### PRODUCT DESCRIPTION

Strategy Marketplace is a user-friendly platform that combines the best brokerage house technology together with world-class strategists to help consumers build unique investment portfolios at a nominal fee. As a hub for consumers to work directly with financial professionals, the platform manages their money through guided investment practices per particular financial strategy, or a mixture of strategies, specific to clients' needs.

Each of the company's Strategists goes through a rigorous vetting process to ensure they are ready for its investor community. Their strategies have been tested and of the highest quality and standards.

Strategy Marketplace allows financial advisors to:

- **Open accounts with just a few clicks** - No unnecessary or cumbersome paperwork.
- **Automate trading and billing process** - The tactical platform handles back-office trading so advisors can focus more time on their clients.
- **Easy to Understand Client Dashboard** - Give clients a full technological experience that is easy for them to navigate with their own digital dashboard.
- **Automated Tactical Portfolio Strategies** - Depending upon the strategy chosen client portfolios will be automatically rebalanced for you depending upon the strategies market signals. No "gut feelings" or human intervention - 100% tactically driven without the human emotion.
- **Builds a lead generation funnel from existing clients.**
- **Helps advisors break into the 401k market by giving them top tools and resources.**

### TRACTION/GROWTH

- Strategy Marketplace is one of the first tactical robo-advisory platforms to market that any individual will have access to use. The company is also one of the first to use multiple financial strategies inside the robo-platform in order to create a special unique blend of financial strategies.
- The company is estimated to reach around 10,000 users by the end of 2021 and around 50 financial advisory firms using its services.
- The company has partnered with CMS Advisor Services and MarketGauge to offer their strategies to customers.

# How Strategy Marketplace is leveraging blended strategies and tactical investing to revolutionise wealth management

*The best investment strategies are normally reserved for large institutions and hedge fund managers, but Strategy Marketplace is helping to change this.*



Joseph Gissy, founder and CEO of Strategy Marketplace, has a strong background in finance, watching his father build Capital Management Services in 1986. "He built up the company from a pair of filing cabinets in the basement to an office. Now it spans seven offices and 14 advisors across the US. That was kind of cool to be kind of a part of that and see that growing up," Gissy said.

Gissy joined the company in 2010 and did trading in the background. This is where he was able to get his feet wet in the industry and understand its workings. After four years building a knowledge set of how different strategists work together and types of models, Gissy decided to open his own practice within the firm. Initially, he focused on regular investors preparing for retirement, but things started to kick off when he moved into full financial planning. Within just a few years, he helped the firm increase from around \$20m AuM to around \$100m AuM.

After attending several conferences, it became apparent other advisors wanted to leverage the

financial strategies he was using. "I was just doing financial planning. I was just being a regular financial advisor and just trying to grow our business a couple different ways, but I realised we had a couple different business models under our umbrella which is unique in the industry." Typically firms will pick one of two business models. The first is putting a lot of money into a financial strategy and going out investing through the fund, and the other is acquiring individual investor clients. However, Gissy was helping to offer both under a single roof.

While onboarding clients, Gissy wanted a better way of doing business. This idea would lead to the creation of Strategy Marketplace. "I actually created it for myself. I wasn't creating it for anybody else," he said. After hosting many seminars, workshops, dinners and education events, which all brought in lots of clients, he thought there should be a way to automate onboarding processes. Normally it can take up to six weeks to do manually, needing to educate them on the firm, investment philosophies, and other important topics.

This sparked the idea to create a landing page and release some videos to educate potential clients on a few things. A client could quickly open an account online, try out the investment side of things and if they liked it, Strategy Marketplace would reach out further and bring them into the fold as a full client.

There was a process of looking into the market for platforms that offered this type of service, but Gissy couldn't find any he liked. "I didn't like their strategies. I'm looking at their investments and I'm going well, I don't believe in the way they're investing and that's not how I want my clients. So, I need something a little bit better." Gissy began calling custodians and banks, but no one could offer what he wanted. Eventually, he got in contact with Folio Institutional, which is owned by Goldman Sachs. They were building a robo platform and so they began working together to build a solution.

However, Strategy Marketplace was not designed to be a robo advisor platform. Its strategy is not to buy and hold, but is tactical. This strategy means that if the market is taking a hit, the platform uses trend analysis and internal indicators to get out of the way before the big market crash. This minimises the impact. When the market is reversing, Strategy Marketplace will put money back into it. This strategy can maximise returns and minimise losses, Gissy said. This required Folio to build the platform around a strategy that was unique and always moving with the market.

Gissy then threw another monkey wrench in there. At the time there were two strategists Gissy was using. Both of these had between five and ten models they used. What Gissy wanted was the ability for a client to combine these strategies. For example, the client might have a couple strategies from one strategist and a couple from the other. "The reason I wanted to do that was because my background of being a trader from 2010 helped me realise not every model works 100% of the time. Some models work better in certain market conditions and other models don't do so well." Gissy likened this to a baseball team. There will be a bunch of pitchers in the dugout waiting to come into play. There might be a no-hitter, but for the most part, you're going to mix up the pitchers. The same can go for financial strategies. It's good to have a mixture, to maximise potential.

Once this was all set out, Gissy knew it was shaping up to be a unique solution and decided to carve Strategy Marketplace out as its own separate company. Not only did it have an automated digital client onboarding process, but it had tactical strategies and the ability to blend specific models. "We started going down this road, and more and more people were interested in what we're doing. I'm showing the idea to advisors and they just couldn't believe that it exists right now. Just because it is so darn unique."

Strategy Marketplace helps connect investors with experienced and institutional-grade strategists to help them build a strong portfolio that can maximise returns. Investors are given a dedicated financial planner that will create a customised financial plan, while using strategies typically reserved for institutional managers. They have access to a dashboard to track their investments and the models being used. Strategy Marketplace can also be used by financial advisors and advisory firms to offer their clients improved digital solutions.

## Tactical investing is the way of the future

As mentioned, tactical investing is one of the key differentiators for Strategy Marketplace. This type of investing is better at helping investors get out of the

way of drops in the market. Yet, there is a lack of education in the market about this way of investing. Strategy Marketplace hopes to change this and educate people on a better way to build portfolios and protect themselves from market mania, like the GameStop saga.

The old methodologies and strategies of investing no longer work in today's environment. They lose people a lot of money and when it happens the advisor simply says to hold on and the market should come back, "That's not good enough for the average consumer and the average investor. They need something better." Strategy Marketplace is filling the void of tactical investing and ensuring portfolios quickly react to a change in the market before it's too late.

Investors are quite happy when they are educated about tactical investing and seen it work in their portfolio. Gissy said, "This I actually talked to one client who's really happy with her portfolio and says it's doing a lot better than one at another company which she thought would have done really well." But it is not just clients that like it, advisors are also impressed with it. As the models are based on math and algorithms, it removes the need of human interaction. Often investing relies on people making gut reactions, but "usually gut reactions are wrong." Strategy Marketplace removes that and ensures investments are bought and sold at the best time. Incorporating tactical investing with blended strategies ensures investors can be protected.

Investors can rapidly change their opinions. While they might claim to be super aggressive, if the market takes a downturn, they might suddenly become conservative and want to play it safe. This can be tough for advisors that rely on one strategy, even if it is tactical, as where will they put the money now as there's no other option.

Gissy offered an example of this in practice. One of its particular strategies was up by 30% in 2020 and then almost another 30% earlier this year. However, a couple of weeks ago a couple of stocks took a huge beating and nearly erased half of the gains. Due to the blended strategies, that strategy only makes up around 25% of clients' investment portfolio. This meant instead of seeing a drop of 15%, it was just 5%. While it is down, it is not as much. This type of investment style builds trust in investors.

Gissy concluded that individuals should still invest as they please through apps like Robinhood or Charles Schwab. However, "for the bulk of your money you can't afford to lose, that might be where Strategy Marketplace fits in." ●



Founded 2016



Employees: 11-50

Value Chain: **Portfolio Management & Rebalancing, Trading Advice & Execution**

Subsectors: B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management &amp; Reporting, Investing Tools, Financial Planning, Financial Services Software



Regions of operations: United Kingdom

Seccl is a custodian and technology company. Taken together, its investment technology, custody service and user interfaces empower forward-thinking financial advisers and investment managers to improve their service, reduce their costs and own more of the value chain – by operating their own platform. Meanwhile, the company's publicly documented investment API provides simple, plug and play access to financial markets helping ambitious FinTechs of all sizes to launch new investment or advice propositions quickly and affordably. Seccl recently became part of the Octopus Group, a £9bn group of companies that's on a mission to breathe new life into financial services and energy.



Founded 2010



Employees: 1,001-5,000

Value Chain: **Client Acquisition/Servicing, Risk & Compliance**

Subsectors: Client Prospecting &amp; Engagement, Compliance &amp; Regulation



Regions of operations: North America, Europe, ANZ

Seismic is the industry-leading sales enablement and digital sales engagement solution, aligning go-to-market teams and empowering them to deliver engaging buyer experiences that drive growth. Seismic's 2020 acquisition of Grapevine6 led to the new offering, Seismic LiveSocial. LiveSocial is a social sales engagement solution that helps advisors become trusted partners by authentically engaging with their clients across the social media landscape. LiveSocial's powerful AI engine pulls from 11,000 third-party publishers and surfaces recommended content that advisors can share from their personal social media profiles, knowing it's interesting content to both the advisor and their clients.



Founded 2014



Employees: 51-100

Value Chain: **Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting**

Subsectors: Portfolio Management &amp; Reporting, Investing Tools, Alternative Investment Solutions, Financial Service Software



Regions of operations: United States

SMARTX Advisory Solutions is a leading innovator in unified managed accounts (UMA) technology and architect of the SMARTX turnkey asset management platform (TAMP). Its unique technology solutions power some of the advisory industry's largest firms, providing streamlined solutions to reduce the operational burden of the investment and account management processes. Built from the ground up to initially cater to the RIA industry, SMARTX's technology has expanded to meet the increasing demands for more modern, modular, and robust enterprise systems for broker-dealers, banks, trusts, asset managers, and turnkey asset management platforms. SMARTX also leverages its open APIs to work with other financial technology firms to provide clients with a complete solution.



## COMPANY RESEARCH PROFILE



### PRODUCT NAME:

**ImpaQt**

- Founded 2005
- Zurich, Switzerland
- [www.swissquant.com](http://www.swissquant.com)
- [info@swissquant.com](mailto:info@swissquant.com)
- Employees: 51-100
- Regions of operation: Americas, Europe, APAC

### KEY EMPLOYEES:



**Lorenz Schumann**  
CEO & Founder



**Mohamed Louizi**  
Head Private Banking Technologies



**Michael Taschner**  
Head Sustainable Finance and Wealth Management

Value Chain: Investment Advice and Portfolio Management process covering and incorporating **Risk Analytics, Optimization Analytics, Data Analytics, Portfolio Management & Rebalancing, Trading Advice and AI-based Client Profiling, Reporting, Risk & Compliance, Wealth Management Consulting, SFDR Reporting.**

Subsectors: **Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Compliance & Regulation, Data & Analytics, Financial Services Platforms, ESG**

### OFFERING

SwissQuant Group is an independent business solutions provider using intelligent technology to help the financial industry take control of its future. Driven by its best-in-class risk engine, one of the world's most refined optimization engines and a highly scalable orchestration engine, its Wealth Management Platform is one of the first to fully integrate ESG systematically throughout the entire portfolio construction and advisory process.

SwissQuant firmly believes that sustainability is not a separate area from other topics, but must be fully integrated into all services. The company follows this principle by integrating ESG into the entire value chain, building on its quantitative and methodological expertise.

### PROBLEM BEING SOLVED

SwissQuant helps solve the pressing regulatory and reporting needs of wealth managers regarding sustainability-driven assets while driving portfolio growth and returns. With the ImpaQt Platform executives can:

- manage portfolios efficiently, consider sustainability risk and create outperformance with the preference driven portfolio optimization methodology
- analyse and exhibit the ESG relevant factors on an individual client and preference driven level

### TECHNOLOGY

The ImpaQt Wealth Management Platform is either integrated into a core banking system or provided on a SaaS basis from the Cloud. The Platform includes a broad spectrum of modules, all compatible with one another:

- Pattern recognition for strategic asset allocation
- Dynamic programming for multi-period portfolio optimization at Goal-based investing
- Big Data Analytics for the Trade Recommender Module
- Integral client-level ESG Score/SDG Analytics embedded in the ESG Portfolio Optimizer
- Artificial Intelligence based sustainability reporting

### PRODUCT DESCRIPTION

ImpaQt is a scalable end-to-end advisory platform solution allowing wealth management advisors to give investment advice to their clients that is

- In-line with the Bank's investment view
- Tailored to the client's individual preferences
- Compliant with regulatory criteria
- Ensuring best diversification for portfolios

With the development of the ImpaQt Wealth Management Platform data generation is standardized, sourcing data directly from the bank's core system and enriching it with swissQuant's Risk, Optimization and ESG analytics, eliminating the need for an error-prone manual data gathering process. By integrating the bank's investment philosophy into the ImpaQt Wealth Management Platform, individual investment advice is created by the click of a button, automatically taking into account all regulatory criteria and compliance checks and thereby generating an individualized yet scalable investment advisory process.

### TRACTION/GROWTH

- SwissQuant works with more than 200 clients across the globe, including several market leaders such as Coutts/RBS, LGT, LLB, Lombard Odier, UBS and Zurich Insurance Group.
- The company has formed partnerships with core banking providers such as Avaloq, Finnova, New Access and Tenemos/DXC as well as data providers such as Refinitiv, SIX and S&P to offer outstanding service to its customers
- Over the next 12 months swissQuant is looking to expand in the Nordics and APAC regions

# How swissQuant is leading the financial sector in sustainable investment

*Banking is undergoing a technological churn right now due to rising competition from FinTech startups, but environmental, social and governance (ESG) preferences will be the real game changer.*



Regulatory changes, decreasing margins and digitalisation have changed the private banking sector as we know it, therefore making it increasingly important to look beyond basic tech tools.

While innovation has predominantly evolved around digital tools, which automate and streamline back-office processes, there was a gap in the industry for products based on client-specific data such as client ESG preferences, risk profile, Asset Allocations, investment preferences and restrictions. As swissQuant Head of Wealth Management and Sustainable Finance Michael Taschner put it, there is “a differentiating factor by properly solving arising problems in risk assessment and the consideration of client’s detailed investment preferences such as ESG impact. A powerful mitigating measure is the usage of mathematical methods as the ecosystems are getting more and more complex. There is a lot of inefficient allocation within client portfolios to asset classes, styles and currencies. The proper consideration of ESG preferences and sustainability risk can change asset allocations materially. Traditional Mean-Variance, Factor Risk Allocation as well as Total Portfolio Analyses rely heavily on assumptions and historical data - both are very sensitive to ESG variance.”

As regulatory and asset class specific disclosure requirements were previously very heterogeneous, many different ways evolved to label financial instruments as green or sustainable – in a less diplomatic formulation, this ended up in a large window-dressing exercise. However,

by using intelligent quantitative measures such as big data analysis and artificial intelligence enriched with deep ESG know-how, a solution can be provided to the market, Taschner added. ESG risk assessment and quantification can reveal investment opportunities that competitors are unable to see and therefore can create additional alpha sources for asset managers as well as increase the risk adjusted return for asset owners. This is where swissQuant comes in.

swissQuant sets all efforts on anticipating and solving these pressing challenges before they impact business results negatively. As front-runners in end-to-end ESG integration, swissQuant allows wealth managers to gain a competitive advantage and benefit from holding an industry-leading position. By incorporating investor ESG preferences into the portfolio optimisation process of growth and return, swissQuant re-shapes the core of wealth management by demanding the engagement of investors and encouraging them to define their contribution to the future.

Alongside benefits such as greater compliance, access to behavioural data to enhance customer engagement and faster reaction to market volatility, swissQuant’s technology is particularly useful where algorithms are powered by live data streams such as real-time equity prices. “As a result, we developed and applied models to ‘master complexity’ when, for example, different types of risks interact closely or influence one-another due to different time horizons,” Taschner said.

swissQuant’s platform offers a wide suite of services, be it advisory solutions, portfolio management, model portfolio generation, trade recommendations with artificial intelligence or portfolio optimisation. Financial institutions that use quantitative solutions will be able to analyse large or unstructured data sets more effectively and deliver sharper insights to a larger client segment by offering tailored solutions, he said. “By being able to satisfy and engage existing investors while attracting next generation investors with thought-leading solutions, banks will be well positioned to grow revenues and boost their trust proposition,” Taschner added.

## ESG – the missing piece in digital banking

Admittedly, upgrading technology and tools for better client satisfaction is the top priority for the entire industry. The goal is to provide a solution where the investor can meet individual investment preferences while at the same time achieving both a positive ESG impact and outperformance, with respect to relevant benchmarks. Both the end-client and the wealth manager are shown the way to a three-fold

benefit: an optimal risk/return portfolio, an optimised ESG and SDG portfolio, and a minimized Sustainability Risk in the portfolio leading to mid-to long term outperformance.

“Only by applying sophisticated optimisation methodologies and risk engine capabilities, which we have continually developed and refined over the past 15 years, is it possible to engineer a solution which can drive such a professional-level scenario-driven portfolio experience.”

In the past, financial regulation has largely required financial institutions to focus on the financial risks of their clients. However, it is now demanding asset and wealth managers to look at businesses’ sustainability risks and opportunities, as these factors can ultimately impact capital returns. Consequently, investment advisors must ramp up their efforts due to the increasing recognition that ESG factors – climate change in particular – represent material risks that must be managed.

As public and regulatory expectations continue to change, competitive banks are already moving to take advantage of the situation. As of 2018, \$30.7trn was being professionally managed globally under responsible investment strategies ranging from exclusionary screening to corporate engagement, an increase of 34% in just two years, according to the Global Sustainable Investment Alliance’s annual review.

This shift toward sustainable finance has evolved beyond social responsible investing to include asset management and ownership. Taschner believes that, “Unlike other plug and play software, ESG requires a careful strategy to unlock value. Only a systematic integration of ESG risks and opportunities improves the selection process and creates enhanced risk-adjusted returns. What needs to be done is a bottom-up analysis designed to identify positive drivers for change in a company that others in the market have not yet priced in. These results have to be enrich existing asset allocations to have a complete investment strategy considering ESG as a potential alpha factor,” he added.

Tellingly, there was a wave of panic and uncertainty after the slew of regulations such as the EU Action Plan on Sustainable Finance, SFDR and quasi legislation from TCFD came into force to accelerate firms’ efforts towards sustainable finance. But Taschner said that swissQuant was prepared for the new challenge. “In anticipation of this wave of demand, we had already onboarded Sustainable Finance experts who now are in the position to give our customers the guidance to confidently plan their next steps in the integration of ESG,” he said.

However, incorporating ESG is not only for compliance purposes as data suggests that ESG-related funds beat the markets. The MSCI World ESG Leaders Index outperformed the regular index by 1.36% on the quarter. In another study by Morningstar, 70% of responsible investment funds outperformed their peers in the first quarter of 2020.

The Covid-19 pandemic has also played a part in the shift to ESG as businesses and investors were further forced to shift their focus from profits to people. Issues related to

health services and societal welfare topped the investment agenda as wealth managers realised that environment and social issues have a deep and direct influence on economic stability.

## How swissQuant is leading in the ESG initiative

According to Taschner, swissQuant is “constantly enhancing its wealth management platform with the goal to bring wealth managers and private banks the most clearly thought-through, comprehensive and market-leading solution for their client management and investment process. This can be achieved by bringing the investor and the bank closer together by matching investors preferences with the investment intelligence of the bank.”

How can this be achieved? Taschner said, “by incorporating investor ESG preferences into the portfolio optimisation process of growth and return, we are reshaping the very core of wealth management by demanding the engagement of investors and encouraging them to define their contribution to the future. Moreover we cooperate with large financial market infrastructure provider to make these strategies tradeable. By providing advisors and investors with flexible, responsive and scenario-driven applications, we enable a trust-building investment experience, where the advisor can then lead the investor to his or her personal goals. Supportive tools, driven by data analytics and comprehensive reporting, further build investor confidence by allowing advisors to easily respond to challenging questions over market developments.”

## Sustainable finance is the future

It is no secret that sustainable finance is here to stay. A growing number of investors have moved their wealth to sustainable investments and the younger generation of investors are demanding that society has a conscience. As Taschner said, “With the upcoming, ever stricter and highly complex ESG capital market, it is of utmost importance to use an efficient setup from the beginning in order to effectively cover the complexity and scope of the topic. While this pressure creates certain compulsory actions, the real value added comes from the fact proper ESG integration simply leads to better results, especially for medium to long-term investments.”

Looking ahead, indeed the train towards ESG investment and wealth management is already moving. “Those who are too late will lose out.” Taschner opined. And, swissQuant is poised to lead the financial sector by escalating its tech services. As the firm continues to scale, it plans to boost its growth in Europe, especially the Nordics and the ASEAN market, “where the ESG topic seems to find more followers every day,” Taschner added.

“According to recent market experts including the well-known value investor Warren Buffett, value will replace growth as the driving force in the future. As a value provider and value believer, true to our quality promise, we think swissQuant will continue to enjoy a top reputation within the financial industry,” Taschner concluded. ●



## The Client

A leading Swiss private bank, who services their UHNW customers with bespoke and diverse investment solutions. Their proposals cover individual customer liquidity liabilities, custom made private equity funds, structured investments, and traditional assets.

## The Challenge

To generate, optimize and simulate holistic investment proposals, calibrated to match a client's exact liability structure and financial ambitions – embedding a ground-breaking credit default risk model, stochastic simulations, and the capability to mitigate private equity funding risk.

## The Solution

### swissQuant's liability driven investment module for goal-based wealth management

- ▶ API based solution to handle complex simulation and optimization requests within fractions of a second
- ▶ Multiple solvers based on Monte-Carlo simulations, as well as closed-form/no scenario approaches and sample-based optimization libraries.
- ▶ A risk engine to simulate counterparty default risk, interest and FX risk, powered by swissQuant's powerful factor-based risk engine.
- ▶ A private equity model flexible enough to handle a broad variety of cashflow-driven PE investments, including real estate or infrastructure as well.
- ▶ A simulation and aggregation engine, to provide a holistic view or individual views within separate investment components.

### A digital advisory module for UHNW clients

- ▶ A powerful engine, easily embed into mobile or browser-based advice solutions.
- ▶ A flexible solution that allows digital advice not only for simple retail clients but for extremely demanding and bespoke UHNW solutions.
- ▶ Immediate answers to "what if" questions
- ▶ Allow advisors to show rather than explain to their customers.

For further information please contact

swissQuant Group AG  
Kuttelgasse 7, CH-8001 Zürich  
+41 43 244 75 85 - info@swissquant.com  
www.swissquant.com

Mohamed Louizi  
Head Private Banking Technologies  
louizi@swissquant.com  
+41 43 244 30 96

Mike Rutschmann - Relationship Manager,  
Private Banking Technologies  
rutschmann@swissquant.com  
+41 43 544 81 98 / +41 76 817 33 68



## The Result

A strong collaboration between swissQuant and their client, the private bank, led to a one-of-a-kind solution. Not only is the engine capable of generating dedicated bond portfolios to match a customer's particular liabilities, but also to simulate and improve the portfolio alongside other investment vehicles with cross funding.

The private bank is now in a position where advisors can provide end-to-end advice in a single session, with a particular focus on the interaction of the various investment components suggested and required. The solution not only exceeds traditional approaches in ease-of-use, but also in the resilience of the proposals provided – and ultimately leads to better **customer experience** and engagement.

Thanks to the innovative swissQuant solution the client was able to increase the AuM by approx 10%.



## COMPANY RESEARCH PROFILE



Founded 2017  
 Toronto, Canada  
 [www.telostouch.com](http://www.telostouch.com)

Employees 11-50  
 Regions of operation:  
Canada, United States and  
expanding into Japan and Brazil

**PRODUCT NAME:** TelosTouch Augmented Relationships™ Platform

### KEY EMPLOYEES:



**Jad Chehlawi**  
Founder & CEO



**Arsene Toumani**  
Co-Founder & CTO



**Richard Legault**  
Chief Business  
Development Officer



**Sam Sivarajan**  
Chief Financial Officer

**Value Chain:** Client Engagement, Client Acquisition/Servicing, Communication, Investment Planning, Trading Advice & Execution, B2BSaaS

**Subsectors:** Financial Planning, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement

### OFFERING

TelosTouch is the missing link between financial professionals and their clients. TelosTouch enables advisors to engage their clients remotely and to serve them at scale.

With TelosTouch:

- Transform one-way communication into client discovery experiences
- Make it easy to reach and serve all clients in real time
- Multiply and deliver best practices to every client
- Showcase the value and effort of your client-facing teams

### PROBLEM BEING SOLVED

Financial institutions have limited visibility on client needs. Advisors have limited capacity to personalize the advice they provide. Clients have limited transparency on the effort their professionals put to deliver value. These gaps decrease the quality and frequency of engagement leaving value on the table.

Great advice bridges the gap between what people are doing and what they need to be doing to meet their objectives. The TelosTouch client experience platform allows professionals to engage all their clients in a meaningful way and easily act on what they learn about them.

### TECHNOLOGY

Using AI and machine learning, the TelosTouch platform delivers scalable client experiences that capture insights institutions need to understand client context and behaviour and to segment clients with similar needs. The resulting consumer "IDs" create evolving behavioural profiles that are easily actionable by advisors and institutions via the company's Actionable Dashboards.

TelosTouch's proprietary technology is patent pending.

### PRODUCT DESCRIPTION

TelosTouch is the first Augmented Relationships™ platform for financial professionals. We elevate client experiences with digital tools and empower professionals with actionable insights. Our quick to launch technology enables institutions to uncover client needs, easily act on them, and showcase the value of their client facing teams. This translates into business opportunities, client loyalty and team productivity. Three main features drive the technology:

- **TouchPoints** – personalized digital experiences that capture data to better understand and serve clients at scale
- **Timeline** – an interactive visual display of advisor value-add and relationship history showcasing service requests and next action planning
- **Actionable Dashboards** – a 360 dynamic view to segment clients with similar needs and multiply best practices to every client

TelosTouch is both advisor and client facing and available on web and mobile. TelosTouch also directly integrates with market leading CRMs such as Salesforce to maximize team efficiency.

### TRACTION/GROWTH

- TelosTouch already has several agreements with top tier US and Canadian financial institutions and demand from other verticals including retail and commercial banking, insurance and accounting.
- The company has successfully graduated from two prestigious US accelerators, MassChallenge in Boston and Plug and Play in Silicon Valley.
- Given the company's impressive growth, it is currently in advanced discussions with VCs and CVCs to close a \$10m Series A round in Q2 2021.
- The TelosTouch founding team has seasoned expertise in financial services, technology AI, innovation and research.

# How TelosTouch is helping wealth managers treat everyone like their top client

*Wealth management advisors lack visibility into clients' changing circumstances, preventing them from offering the best advice. The role of the advisor is changing and they need a closer connection to better anticipate client needs.*



Jad Chehlawi founded TelosTouch back in 2017, with the aim of empowering advisors to elevate client experiences. He had noticed that clients spend a lot of time looking for the best advisor. However, once they hire one, that advisor seemingly disappears into a black box and the client cannot see what he or she is doing for them. TelosTouch was created to remove this breakdown in visibility.

The need for clarity and transparency became obvious in 2020. The pandemic changed the lives of so many people. Many were working from home, the markets were shaky and our future was uncertain. In short, there was fear and panic. "Advisors have a lot of clients, but how could they know which ones were the most anxious and needed the most reassurance," said Chehlawi. On the flip side, how could the clients know that their advisor was paying attention and working hard to protect them. He said, "This is exactly why we built TelosTouch. It is to make sure that people who work together, have a way to see each other and to make decisions accordingly."

Prior to founding TelosTouch, Chehlawi spent a few years exploring the market and the scale of the

opportunity. Whilst studying at Harvard between 2014 and 2016, Chehlawi built his business plan and formed a network of heads of financial institutions to test his idea. It got to the point where he saw the urgent need for TelosTouch and went out to build it.

After meeting TelosTouch's technical co-founder Arsene Toumani, an expert in building collaboration technologies, Jad stacked the TelosTouch leadership team. Through his network, he recruited heads of financial institutions that collectively managed more than \$100bn in client assets. Richard Legault, TelosTouch's Chief Business Development Officer, was previously the President of iA Private Wealth and Sam Sivarajan, TelosTouch's CFO, led businesses for UBS Canada, Manulife and Canada Life. They collectively experienced this problem with wealth management first hand. Chehlawi added, "We understand the user because we are the user".

TelosTouch is designed to create digital experiences that were previously impossible. The platform makes interactions with advisors smarter to better understand and serve client needs. "We believe that in a world where financial services are becoming a commodity, the role of an advisor is changing," Chehlawi said. "There's a difference between what people say they're going to do, what they actually do, and what they should ideally be doing. The real value of advice is in bridging that gap." For example, a client might claim to be an aggressive investor, but when the market shifts, their opinion may change. By having a closer and real-time connection with clients, advisors can better understand who their clients truly are in order to make a difference.

## Why is visibility of the client important?

A recent study from Salesforce discovered that 50% of clients will go to a competitor if their needs are not anticipated. Similarly, another study from PwC found that 73% of clients claim good experiences are a key driver behind their brand loyalty. By uncovering the needs of their clients, businesses can create and realize more value.

Institutions often treat their advisor experience and client experience as two separate things, but Chehlawi believes they are two sides of the same coin. Institutions should offer a solution that empowers advisors and their clients equally. This can be achieved through real-time and actionable engagement.

Advisors need the ability to easily segment clients with similar needs and deliver their best practices and ideas at scale. Clients, in the meanwhile, need to be able to see what their advisor is doing for them, so they can know how their goals are being met.

Deep visibility is already coming to a lot of sectors. For example, you can order food and see when it is being cooked, who is collecting it, when it is on the way and when it arrives, Chehlawi explained. "This is urgently needed in services, like wealth management, that are critical in people's lives and currently very intangible. At the end of the day, your financial life enables all the rest."

What clients really need from an advisor is a trusted partner that can help them drive the behaviours that will enable the life they want. "Advisors are an objective set of eyes on a subjective situation that they can positively influence for better client outcomes."

Doing this consistently creates a more trusting and valued relationship between firm, advisor and client, which is "a win-win-win." This is true beyond wealth management. TelosTouch is currently expanding their offering to other financial services and has significant demand from other verticals. Chehlawi believes that any professional that manages more than 100 relationships needs TelosTouch.

## Why use TelosTouch?

A recent Harvard study found that satisfying clients and building loyalty allowed institutions to grow revenues 2.5 times as fast as industry peers. This is why considerable investments are being made in client experience management - IDC recently valued the global annual spend at over \$500bn. Chehlawi stated that if advisors can show clients what they have been doing for them and how they have helped, it will boost loyalty and revenues. Furthermore, if advisors have tools to effortlessly execute on these demands, they can save hours of work that would have been wasted reaching out individually and intervene in person when it matters most.

TelosTouch elevates client experiences with digital tools and empowers advisors with actionable insights. Today, if the market crashes, an advisor will naturally reach out to their largest clients first. They would then move onto their second, third and fourth largest. However, some top clients are less anxious while

smaller clients may be panicking and would benefit more from an advisor's intervention. By leveraging TelosTouch, advisors send to all their clients a timely and actionable TouchPoint that surfaces the most impactful interventions.

Chehlawi said, "Focusing on your top clients makes you a good business person. Caring for all your clients makes you a good human being. TelosTouch allows you to be both."

TelosTouch is the first Augmented Relationship™ platform for all professionals. Their technology elevates client relationships by revealing changing needs in real-time, easily acting on them, and showcasing the impact of client-facing teams. TelosTouch's clients describe them as the missing link between their client and advisor experience. At a time when people are in need of timely advice to navigate life's trade-offs, TelosTouch enables institutions to transform a transaction to a trusted relationship.

With existing partnerships with Microsoft and Salesforce, TelosTouch lives natively where client-facing teams work and where clients interact to increase the quality and frequency of engagement. Chehlawi explained that the platform transforms every communication or interaction into an opportunity to better understand clients. "Whether you want to start a conversation about a new product, gauge interest about a service or update client information in real time, our solution is quick-to-launch and fully customisable."

TelosTouch has had significant traction over the last 12 months, winning multiple industry recognitions and is working with some of the largest North American financial institutions. They are currently expanding into other verticals and geographies to meet client demand.

Chehlawi concluded "at TelosTouch, we are elevating professional relationships and expectations." ●



***"Institutions often treat their advisor experience and client experience as two separate things, but they are two sides of the same coin. Institutions should offer a solution that empowers advisors and their clients equally."***

The value of financial advice is currently difficult to measure. And this becomes an even bigger challenge when financial professionals are managing 100 client relationships or more. Harvard research estimates that more than one day per week is lost due to wasted productivity from manual servicing.

CRMs are part of the solution but must be complemented by client-facing tools to learn and act on real-time, contextual data. TelosTouch is the engagement layer that immediately elevates the client experience, empowers teams with actionable insights, and evolves with CRM projects.

TelosTouch transforms transactions into relationships. In recent rollouts, TelosTouch worked with several large financial institutions with multiple business lines and live CRM implementations (Salesforce or MS Dynamics).

The TelosTouch quick-to-launch tech stack is available as a standalone or as a CRM app. The TelosTouch process delivers KPI-driven use cases with meaningful and measurable impact. Out of the box, TelosTouch comes with a wide portfolio of pre-built and customizable digital experiences. See below, how TelosTouch helps institutions optimize outcomes in the Four Pillars of Value Creation.

Objective	 Grow business	 Deliver more services	 Scale teams	 Monetize investments
Problem	Phone calls, emails and meetings are not enough	Contextual and real-time client insights are missing	Client servicing is repetitive and inefficient	CRM spend doesn't guarantee adoption or business value
Solution	Deliver interactive experiences to serve and communicate	Transform all interactions into opportunity to understand clients	Move from individual interventions to mass actions	Capture client data and display effort without manual entry
Result	<b>4X increase in engagement</b>	<b>2 new data points per interaction</b>	<b>&gt; 10X increase in teams' reach</b>	<b>&gt; 50% increase in CRM adoption</b>
Impact	Asset transfers, client referrals	Deeper conversations, life event planning	Multiplication of effort, timely intervention	Showcase of value, optimized campaigns

TelosTouch is flexible and developed **from the advisors' and clients' perspective** to serve advisors and clients. TelosTouch is **the missing link between the CRM and the client portal**. Their solution is arriving **at a critical time** when clients' expectations and digital habits are changing very quickly. The functionalities and experiences created by TelosTouch **are clearly a turnkey accelerator for financial institutions that are pivoting towards personalized advice supported by digital tools**.

President and CEO of the investment arm of a leading Canadian Bank



Founded 2016



Employees: 101-250

Value Chain: **Investment Planning, Portfolio Management & Rebalancing**

Subsectors: B2B2C Robo Advisors, B2C Robo Advisors, Investing Tools, Financial Planning



Regions of operations: Singapore, Malaysia, Middle East, North Africa, Hong Kong, Thailand

StashAway is a digital wealth management platform that offers investment and cash management portfolios for both retail and accredited investors. Its technology delivers automated, personalised portfolio management for each client's individual portfolios. It offers global growth-oriented investment portfolios targeting different levels of risk, a yield-focused Income Portfolio, and StashAway Simple, a straightforward cash management solution. StashAway's proprietary investment framework uses strategies that are normally reserved for high net-worth individuals. Its investment strategy emphasises diversification and risk, two components that investors typically overlook because they are so laser-focused on returns. Through intelligent and dynamic portfolio diversification, the company maximizes returns while minimising the risk to which portfolios are exposed.



Founded 2012



Employees: 51-100

Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution**

Subsectors: Digital Retirement Solutions, Portfolio Management &amp; Reporting, Investing Tools, Digital Brokerage, Financial Services Software, Client Prospecting &amp; Engagement



Regions of operations: Global

Surfly helps leading global financial organizations and wealth management firms to transform the financial advice experience, enhance client onboarding, streamline support, and improve digital engagement. Its award-winning universal co-browsing, video chat, and real-time e-signature technology empowers over 200,000 advisors around the world with a next generation collaboration experience. Surfly complements existing investments and can be integrated seamlessly and effortlessly into advisor-client portals, advisor workstations, CRM's, KYC tools, bots, or any online journey. Not only does Surfly help create a humanized digital customer journey that enables companies to advise clients as if they were face-to-face, Surfly does it with the highest levels of security. Utilizing its full audit log capability, organisations will have a complete record of every action during every advisor/client interaction, ensuring that they remain fully compliant. Contact us to discover how AXA launched Surfly to 1,000 financial advisors to recreate the face-to-face meeting experience in just one week.



Founded 1999



Employees: 101-250

Value Chain: **Client Acquisition/Servicing, Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Reporting, Risk & Compliance**

Subsectors: B2B Robo Advisors, B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management &amp; Reporting, Investing Tools, Digital Brokerage, Risk Analysis &amp; Management, Financial Planning, Alternative Investment Solutions, Compliance &amp; Regulation, Data &amp; Analytics, Financial Services Software, Client Prospecting &amp; Engagement, Fund Solutions and Asset Management



Regions of operations: Europe, Latin America, United States, Canada

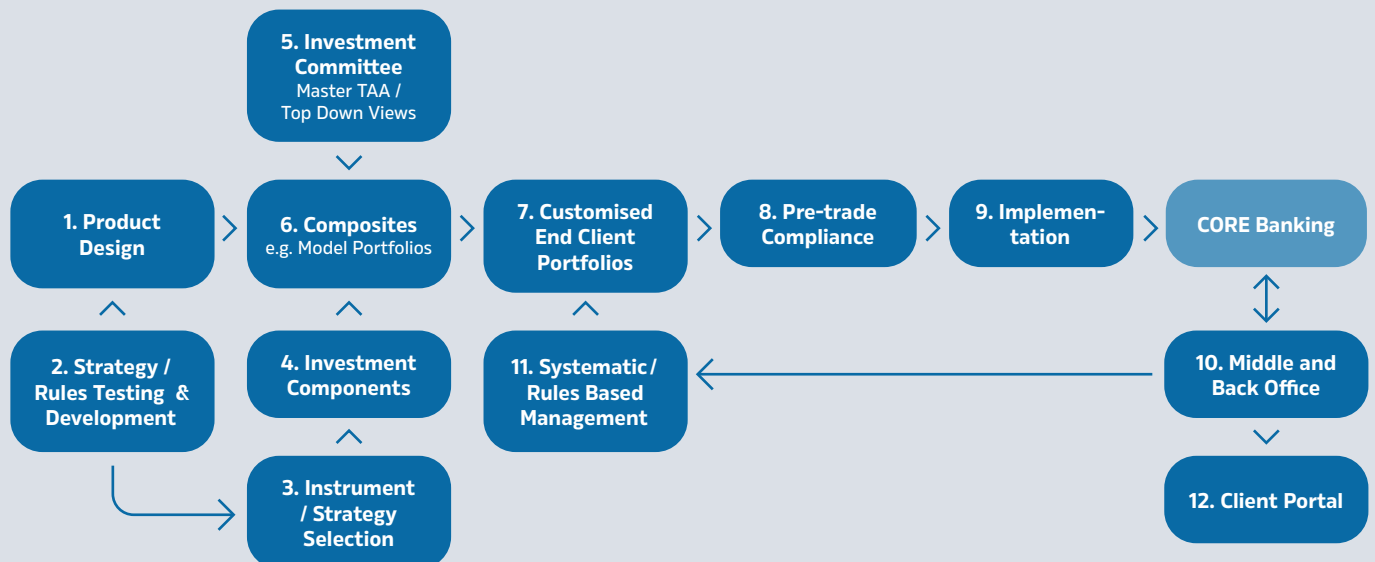
TechRules is leading the digital revolution in Wealth and Asset Management. TechRules provides WealthTech expertise for business automation at financial entities. Its modular and API-fied solutions enhanced with AI can solve a wide range of specific demands in accordance with regulatory requirements. TechRules offers a wide range of financial solutions for retail and personal banking, private wealth managers, fund managers, asset and portfolio managers, IFAs and family offices, as well as financial consulting and outsourcing services. Its modular solutions can be deployed as stand-alone products or as part of an integrated wealth management platform.

# Tindeco **VISION**: out of the box Digitalisation for Wealth Managers!

Tindeco **VISION** provides you with a complete, highly flexible framework to efficiently design and implement your unique investment process. **VISION** supports you to design and manage products/portfolios of all kinds and enables you to provide the customisation that your clients deserve. If you choose to design systematic portfolios, **VISION** is the only platform capable of helping you to construct optimal rules-based portfolios and implement them in a highly automated manner.

## VISION Stylised Investment Process

A set of generic functionalities capable of supporting the implementation of almost any investment process



## Tindeco **VISION** Cloud – API Layer



# The VISION Stylised Investment Process

## 1. Product Design

Investment managers can use VISION to design new portfolios and products using a systematic and modular approach. Optimal portfolios can be constructed using our advanced simulation and optimisation engines. The portfolio definitions will provide target optimal allocations to asset classes, factors, themes and / or strategies as well as permitted bandwidths and other restrictions to control risk and ensure compliance. A wide variety of investment objectives and limits are supported.

## 2. Strategy / Rules Testing & Development

Managers can design and test systematic investment and hedging strategies to see how they respond to market changes.

## 3. Instrument / Strategy Selection

Instrument and / or strategy selection can be done by the managers' research analysts or on the basis of quantitative models (strategies).

## 4. Investment Components

Building blocks / investment components can be created based upon asset classes, factors, themes or systematic strategies and optimised using our optimisation techniques.

## 5. Investment Committee

An Investment Committee can provide a Tactical Asset Allocation for a Master Portfolio by editing weights, adding market views or allocating a risk budget.

## 6. Composites

The changes to the Master TAA can then be propagated to each composite in a consistent manner. This provides target allocations for each component – resulting in a diversified instrument-level composite product or model portfolio.

## 7. Customised End Client Portfolios

Each composite product / model portfolio can be further customised using a variety of systematic approaches (e.g. client specific restrictions) to meet specific end-

client criteria. Processing of mass customised rebalancing is facilitated by VISION's elastic cloud computing capabilities.

## 8. Pre-trade Compliance

Any orders to be implemented can be simulated and pre-trade checks can be performed to ensure compliance with regulatory, investment and risk guidelines. (These guidelines are checked in constructing the portfolios but are checked again immediately prior to execution.)

## 9. Implementation

When final approvals are given, the orders are sent to marketplaces for execution (after aggregating where appropriate). Orders may also be routed to the prevailing order management system or core banking system where this makes sense. Trades based upon block orders can be split and allocated to the proper accounts.

## 10. Middle and Back Office

When transactions are booked into a core banking or an enterprise data management system they can be retrieved and a reconciliation can be performed. Scheduled tasks can ensure regulatory, investment and risk compliance. Reports can be prepared and sent to preconfigured user lists on an automatic basis to support the controlling and audit functions.

## 11. Systematic / Rules Based Management

Portfolios which have been constructed with systematic elements / rules (workflows, strategies etc.) will be monitored within the system and proposed orders will be generated according to the rules. These orders will be handled according to a pre-defined process (e.g. passed to the portfolio managers for initial review and approval before being sent further for pre-trade compliance and then execution). This provides a high degree of automation.

## 12. Client Portal

Information about the portfolio can be provided to a client portal where clients can view reports and interactively analyse their accounts.

# Tindecos VISION: Scalable, customised wealth management

*Over the past decade, Tindeco has stood out from the crowd with its innovative wealth & asset management solution: Tindeco VISION.*



As money managers, Tindeco's co-founders realised that poor technology was limiting the ability of the industry to create additional value for their clients. Customisation of investment portfolios was prohibitively expensive and therefore, bespoke solutions were only offered to the largest clients. The co-founders were determined to develop technology that could redefine the operating model of wealth and asset managers and help them to provide more tailored services also for their smaller clients.

The two entrepreneurs set out to transform the industry in 2010 by developing an investment management platform that was powerful yet simple to use, low cost yet high quality and would provide the flexibility required to implement investment processes efficiently. Most importantly, the platform would be designed from the ground up with one goal in mind: to provide flexible automation for creating customised portfolios.

The two co-founders Michael Kaimakliotis and Neil McLachlan first met in 2007. At the time, Kaimakliotis, who now serves as Tindeco's CEO, had

already spent 20 years in finance. "I began my career at Timber Hill which was the market-making arm of Interactive Brokers. The company was amazing," he remembers. "They had basically automated their business and were trading equities and equity derivatives on every liquid electronic exchange around the world based on their systematic strategies. Thomas Petterfy who founded and still controls the company hired me. I had the chance to see how he built an \$80bn. company based upon automating the management of financial risk."

In 2007, Kaimakliotis was running asset management for one of the large Swiss private banks. At the time, McLachlan, who is now Tindeco's CTO, had recently moved back to Zurich. "I brought Neil on to manage the development and deployment of an investment management platform for the asset management business that I was running," Kaimakliotis remembers.

McLachlan was astounded that the technology landscape was so fragmented. "There were so many different systems," Kaimakliotis says. "They had to be integrated with each other. They all had to be fed with market data. And in the end, they still ended up having different analytics. So someone in the back office would be looking at completely different numbers from someone in the front office. All of the systems were based upon 'old' technology and none of them had any real flexibility. That led to armies of analysts and portfolio managers spending much of their time working in Excel. Customising existing third-party software was extremely expensive and only took them incrementally nearer to their target."

"As soon as an investment manager offers clients any degree of customisation or any degree of sophistication, the costs go straight through the roof," Kaimakliotis explains. "So, if you want to offer people portfolios that really add value, you need a technology platform that provides a high degree of automation."

They decided to create a platform that did just that. "In essence our software takes a different view of the world that's more generic and more powerful than

a traditional system,” says Kaimakliotis. “You can use VISION just like any ordinary system. But deep down, VISION has been architected to work with rules rather than assets. In any ordinary system when you buy a stock, you book it into the system and that’s the end of the story. In VISION you can book rules into the system. The rules represent the systematic elements of your investment process. They can simply be rules that do things like cash management or periodic rebalancing. But they can also be quantitative strategies or hedging strategies. The more systematic you are, the higher the degree of automation that can be achieved. But it’s not that we want to make everything automatic. The desire for automation actually originated from the desire as an investment manager to have more time to focus on identifying insight-based investment opportunities.”

Due to the flexibility of VISION, Tindeco competes against both bigger businesses and smaller start-ups. “We’re going up against the gorillas in the room. At first, we competed against them and won awards. Now we’re regularly winning business,” Kaimakliotis says. “They tend to be fairly comprehensive. Lots of features. But they’re based on older technology and they’re often very difficult to use and very expensive. The feedback that we hear most often from clients is that they are choosing VISION because it’s much more flexible, easier to implement and very usable. To be honest, we know that our pricing is also attractive.”

Comparatively, new enterprises tend to be more technologically driven and lack a vision of how their technology can transform the business of their clients. And they fail to reach the same scope that Tindeco has. Start-ups also often try to sell clients ideas rather than fully developed products. “A few years ago, there was a lot of buzz about start-ups that said they were doing what we were doing. Today, most of them are out of business. That was very frustrating”, says Kaimakliotis. “We saw many startups enter the market with a nice GUI (a graphical user interface that looked very good) but they didn’t have any engines to properly power the software”, says Kaimakliotis. “We built the engines and then we built the GUI.”

But Kaimakliotis says the biggest challenge proved to be patience – both in terms of the time it takes to deliver such a massive solution, but also in terms of the company culture. “It would have been very easy to focus on only one product rather than the grand solution we have pursued,” Kaimakliotis says. “Pursuing the greater vision meant that we had to form a team where we had specialists in many areas but with relatively little overlap in skillsets. That can make effective communication difficult.”

“

***“if you want to offer people portfolios that really add value, you need a technology platform that provides a high degree of automation.”***

“We have to be patient in explaining and expect misunderstandings to occur - and we have to be patient when that communication fails and someone delivers something different than was expected,” he continues. “We are only human. We only have that kind of patience when we have shared incentives. Everyone in our company becomes part of our employee stock option plan. That means we are all really pulling together. When a mistake is made, we regroup and look forward, trying to learn from our mistakes.”

Financing has been somewhat less of a challenge. They secured their initial capital from their families, who still own the controlling shares of the company. Tindeco also benefitted from two grants from Scottish Enterprise in 2014 and 2016. An added benefit of Scottish Enterprise’s thumbs up was that it helped them connect with new investors and sent a strong signal to the industry that Tindeco was developing truly innovative technology.

Today, Tindeco has established itself as one of the most innovative WealthTech start-ups in the world. It has offices in both Switzerland and the UK. So, what’s next? “We continue to open up the VISION platform giving our clients even more flexibility,” says Kaimakliotis. “We are also developing tools our clients can use to develop their own valuation models and own rules-based investment and/or risk management strategies. Currently they can customise the base strategies that we provide.”

Our ultimate goal is to become a utility for the investment management industry: Investment Management as a Service (IMaaS). This means that we would provide the platform that would allow any investment manager to use VISION to automate every part of their investment process that is performed systematically – and focus on the areas of the business where their value-add is the greatest. We believe that this efficiency will cut costs and enable the industry to develop better investment products to end-clients.” ●



PRODUCTS:  
PAYMENTS API, DATA API, PAYDIRECT

KEY EMPLOYEES:

- Founded 2016
- London, United Kingdom
- [www.truelayer.com](http://www.truelayer.com)
- [hello@truelayer.com](mailto:hello@truelayer.com)
- Employees: 101-250
- Regions of operation:  
UK, Europe and Australia



**Francesco Simoneschi**  
CEO & Co-Founder



**Luca Martinetti**  
Chief Technology Officer  
& Co-Founder



**Ossama Soliman**  
Chief Product Officer

## OFFERING

TrueLayer makes it easy to integrate financial services into any app or website. Businesses use TrueLayer's global network, built on open banking and PSD2 rails, to access financial data and offer instant payments. The company helps clients like Trading 212, Freetrade, Plum and Nutmeg to build simple investment experiences, enabling customers to securely register and start investing in minutes.

## TECHNOLOGY

TrueLayer's API-first platform leverages PSD2 and open banking technology to deliver products with speed, reliability and security. On top of its PSD2 network, TrueLayer has built solutions to solve more complex problems for clients – PayDirect for example combines instant payments and withdrawals with accelerated KYC and AML.

## MANAGEMENT BIO

Over the past decade, Francesco Simoneschi has founded, managed and grown a number of successful tech companies in the US and Europe, including analytics platform Staq.io which was acquired by Playhaven, and mobile marketing platform Upsight. In 2016, he founded TrueLayer with Luca Martinetti, TrueLayer's CTO.

## PROBLEM BEING SOLVED

TrueLayer's solutions address painpoints across the entire investor journey. Customers can sign up instantly and securely, without having to manually upload documents. They can fund their accounts seamlessly, allowing them to make more timely investment decisions. They can also withdraw their earnings instantly. For wealth managers, TrueLayer reduces costs, lessens operational burden and enables more personalised investment advice.

## TRACTION/GROWTH

TrueLayer is the leading open banking player in the UK, the world's most mature market for open banking. The company routes more than half of all open banking traffic in the UK, Ireland and Spain. In 2020, TrueLayer expanded into 12 countries and its payments volumes grew 600x.

## Empowering customers to get money to market faster – Nutmeg / TrueLayer

Nutmeg is the UK's first and largest digital wealth manager, making high-quality investment and wealth management a clear and straightforward experience for more than 100,000 customers.

As a business that is always looking for innovative ways to enhance the client experience, Nutmeg wanted to improve the payments process to enable investors to get their money to market faster, while increasing operational efficiency. Nutmeg turned to TrueLayer for a solution that enabled its investors to fund their accounts seamlessly.



### Introducing simplified bank transfers

You can now top up your ISA and general investment pots in seconds by initiating a bank transfer right from the Nutmeg app. Simply choose to pay in by bank transfer, select your bank and authorise your transaction in your own banking app.

25%

payments processed  
by TrueLayer

40%+

mobile deposits processed  
by TrueLayer

5x

increase in bank transfers  
due to open banking



## The challenge

Before partnering with TrueLayer, most of Nutmeg's payments came via debit cards. Aside from the obvious cost, card payments could take several days to arrive, delaying the time between the payment being made and the money being invested in the markets.

A small proportion of payments came via bank transfer. While this was cost-effective, manual bank transfers didn't have dynamic references, making reconciliation difficult. Deposits would land in Nutmeg's accounts and need to be allocated, which brought its own operational costs. Some users made mistakes, meaning Nutmeg's operations team were met with errors and missing reference numbers, leading to a delay in crediting a customer's account and getting their money working.

**Nutmeg sought a solution that would improve the user experience of bank transfers and deliver faster payments for customers, without severe operational costs for Nutmeg.**

## Implementation

In July 2020, Nutmeg partnered with TrueLayer to allow its customers to top up their investment accounts by instant bank payment using the TrueLayer Payments API. The Nutmeg team worked closely with TrueLayer's integration team to roll out this payment option on iOS, Android and in-browser.

The biggest operational challenges for Nutmeg were around integrating and testing. The Nutmeg team needed to be sure the payments worked in a way that provided an excellent user experience. A payment is the crucial point at which a customer entrusts their money to Nutmeg, so Nutmeg needs to reward that trust by ensuring their experience is a positive one.

Open banking payments with TrueLayer allows Nutmeg to pass payment details to the user's bank via a third-party payment initiator. This only requires the user to login to their bank and confirm the payment to their Nutmeg account.

TrueLayer's API provides relevant metadata to an initiator, passing through strong authentication, and then arriving with Nutmeg the same business day, increasing the likelihood of its customers hitting the next trading cycle.

## The results

With the Payments API implemented, Nutmeg's users found the slicker, faster payments experience preferable and started to vote with their feet. Before launch, bank transfers accounted for a tiny proportion of overall payments. Since launch, open banking payments via TrueLayer are now around a quarter of all Nutmeg account top ups and growing. On mobile, the share of open banking payments is even higher, making up over 40% of all deposits.

Nutmeg is now also working with TrueLayer to implement account ownership verification using TrueLayer's Data API, making it faster and easier for new customers to onboard.

**To find out more about payments with TrueLayer, visit**

**[truelayer.com](https://truelayer.com)**

# The GameStop short squeeze: why open banking matters in trading



**Yasmin Bayat**  
Wealthtech Lead,  
TrueLayer

## How open banking gave platforms like Freetrade and Revolut the advantage.

In January, trading platforms experienced a 10x surge in customer sign-ups and unprecedented trading volumes as the Reddit GameStop short squeeze swept the globe.

There are three specific reasons why open banking gave platforms like Freetrade and Revolut the advantage during this period and beyond.

### 1. DEPOSITS MADE THROUGH OPEN BANKING ARE IMMEDIATE

When open banking is offered as a deposit option, at least 1 in 3 investors choose it. Those investors typically deposit 30% more in value and three times more often than those using other payment methods.

A key reason is settlement speed. While cards can take up to three days to settle, open banking-powered deposits are immediate.

TrueLayer surveyed 1,800+ users of online wealth management platforms across Europe last year and found that one in four had missed out on investment opportunities because funds didn't appear in their accounts quickly enough, causing them to miss trading cycles.

In the case of GameStop, open banking allowed millions of investors to make timely trades.

### 2. NEW CUSTOMERS CAN BE ONBOARDED QUICKLY AND AT SCALE

2020 saw record numbers of investors signing up to online wealth management platforms. During GameStop, platforms experienced another surge – Freetrade, for example, saw daily sign-ups rise 10x at the end of January.

Getting these new customers onboarded quickly is important – research shows that 61% of investors won't tolerate a signup process lasting more than 10 minutes.

Here, open banking can help: allowing businesses to verify account ownership and authenticate payments directly with the bank, speeding up AML processes and meaning that users don't need to manually upload bank statements. It also improves efficiency for businesses, creating less pressure on operational teams.

### 3. INSTANT SETTLEMENT REDUCES LIQUIDITY RISK

We saw the importance of liquidity during GameStop, as US digital wealth manager Robinhood was forced to raise \$1bn for its clearing bank to underwrite its daily transactions.

In order to settle customers' trades, trading platforms need to hold a certain amount of money in their account to manage with a clearing house. When an investor makes a deposit by card, it's authorised immediately but can take 1–3 days to settle. This means operators have to hold a sizeable float which can make scaling investments difficult.

Wealth managers and trading platforms who take a significant proportion of their payments via open banking don't need to hold as much money in order to scale deposits (since deposits are instantly settled), reducing their liquidity risk.

### POWERING RETAIL INVESTORS

Millions of investors in the UK and Europe use open banking via TrueLayer to fund their accounts through platforms like Trading 212, Freetrade, Stake, Nutmeg, Revolut and Plum.

**For more information, visit**  
[truelayer.com/industries/wealthtech](https://truelayer.com/industries/wealthtech)



Founded 1968



Employees: 10,000+



Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting, Risk & Compliance**



Subsectors: B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Risk Analysis & Management, Financial Planning, Alternative Investment Solutions, Compliance & Regulation, Data & Analytics, Client Prospecting & Engagement



Regions of operations: Europe, India, South Africa, USA, Canada, Singapore, Japan, Australia, New Zealand, UAE, Japan

TietoEVRY is a leading Nordic digital services and software company, creating digital advantage for businesses and society. With WealthMapper, TietoEVRY empowers Financial Institutions (FIs) with a full stack digital platform to address the single window need of their customers. WealthMapper is a holistic and comprehensive wealth management platform that can deliver end-to-end services from flexible consumer frontends to robust back-office solutions. For a financial service provider, it accelerates ambitions for growth via pre-integrated best-in-class solutions and services. For a consumer, it is a tool for greater transparency, accessibility, and actionability towards their finances.



Founded 2015



Employees: 51-100



Value Chain: **Investment Planning, Portfolio Management & Rebalancing, Trade Advice & Execution**



Subsectors: B2B Robo Advisors, B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Data & Analytics



Regions of operations: Europe, Asia, Middle East, Africa

Tradesocio provides Digital Technology that helps Financial Investment institutions manage, offer and access secure and profitable financial services. The company allows financial institutions to attract a wider clientele, ranging from the retail to the high-net-worth institutional investor, and offer them access to a variety of financial services, bringing equal opportunities to the world. Tradesocio offers tailored digital investment management solutions to the wider investment management community that are reducing costs and increasing revenue potential. It provides the complete end-to-end financial management solution, from development, hosting and maintenance, to security and post-sales technical support. Tradesocio is the technology partner of choice for many financial institutions around the world spanning multiple verticals, including investment banks, investment management firms, advisory, and brokerage institutions.



Founded 2018



Employees: 1-10



Value Chain: **Client Acquisition/Servicing, Investment Planning**



Subsectors: Digital Retirement Solutions, Financial Planning, Data & Analytics



Regions of operations: United Kingdom

Visible Capital provides complementary technology to the wealth market, helping managers unlock greater value in their business through the intelligent use of data. Its processes provide fast, simple and secure onboarding and suitability solutions that seamlessly plug into existing systems, enabling firms to transform their cost base and build stronger, more profitable client relationships. Wealth management is at the start of a radical transformation – successful firms will be reliant on early adoption of a range of secure technology solutions to drive change. The innovative technology solution allows clients to automatically share with their adviser their highly accurately categorised bank transaction data, seamlessly integrated with existing systems. Automated reports are then generated for onboarding and ongoing suitability assessments. The company is focussed on solving compliance issues for their clients, allowing them to spend more time adding value to their own clients, while also saving money.



WEALTHTECH

COMPANY  
RESEARCH  
PROFILEWEALTH  
DYNAMIX**PRODUCT NAMES:**  
WDX1, CLMi

Founded 2012



London, United Kingdom

[www.wealth-dynamix.com](http://www.wealth-dynamix.com)[connect@wealth-dynamix.com](mailto:connect@wealth-dynamix.com)

Employees: 101-250

Regions of operation:  
Global**KEY EMPLOYEES:****Gary Linieres**  
CEO and Co-founder**Brent Randall**  
COO and Co-founderValue Chain: **Client Acquisition/Servicing**Subsectors: **Client Prospecting & Engagement, Client Lifecycle Management (engagement + onboarding + CRM)****OFFERING**

Wealth Dynamix provides multi-award winning, fully integrated, end-to-end digital Client Lifecycle management (CLM) solutions that address the complex requirements of client acquisition, client engagement, digital onboarding, regulatory compliance, relationship management, and ongoing client servicing for wealth and asset managers, and private banks.

Wealth Dynamix was the first WealthTech firm to transform client lifecycle management processes with innovative applications of data modelling, predictive analytics and sentiment analysis.

**PROBLEM BEING SOLVED**

Are you paying the price for failing to engage, onboard and manage client relationships in a holistic and fully integrated way? If so, you are not alone.

Like many wealth managers you may have automated individual parts of the process, or equipped clients with digital tools for ease of use. But if you are unable to view, track, record and analyse activity across the entire client lifecycle your capacity to survive and thrive in today's ever-changing and uncertain world is compromised.

With CLM, the whole is much greater than the sum of the parts, and consistency throughout the client journey is key.

Many relationship managers are trapped in a reactive cycle they are striving to break free from. Hindered by inefficient manual administration processes, labour-intensive compliance requirements, inability to leverage client data throughout the entire client lifecycle and lack of a 360-degree client view, your ability to deliver the performance and service quality that clients expect - and potential clients look for - is compromised.

**TECHNOLOGY**

With 400+ open API's, our solutions strengthen the wealth managers' enterprise-wide digital transformation strategy, and integrate with all relevant existing systems, from secure messaging to video conferencing and digital identification.

The true value of our solutions is not in the capture and retention of historical and sociodemographic client data, stored in the CRM. What really excites is the way the platforms apply advanced analytics and augmentation techniques to generate rich, cultivated data that provide internal stakeholders - across the organisation - with a holistic client view.

**PRODUCT DESCRIPTION**

As a leading provider of intelligent Client Lifecycle Management (CLM) solutions Wealth Dynamix digitises and orchestrates the entire client lifecycle: from client acquisition and onboarding through to ongoing relationship management and client servicing.

All Wealth Dynamix clients want a best-in-class CLM platform that streamlines the end-to-end client journey, helps achieve AuM growth and ensures compliance, but we recognise that no two clients are the same. Some want to adopt their CLM solution quickly, out-of-the box with no bespoke customisation; others need an adaptable solution that can be tailored to individual requirements and integrated with complex pre-existing IT infrastructures.

Wealth Dynamix offers two CLM options to meet specific customer requirements:

- WDX1 is a robust, adaptable CLM solution best suited to large private banks and the wealth and asset management divisions of global financial institutions.

With three fully-configurable best practice modules (Engage, Onboard, Manage), which are underpinned by Microsoft Dynamics 365 and can be deployed standalone or combined, on-premise or in the cloud, WDX1 can be customised to meet complex requirements, at enterprise-wide scale. WDX1 allows wealth managers to nurture profitable client relationships, eliminate administration time, ensure regulatory compliance and cut operating costs to optimise cost-to-income ratio.

- CLMi is a cost-effective, cloud-based CLM SaaS platform that is ideally suited to mid-size discretionary fund and investment managers wanting out-of-the-box ease-of-use, rapid deployment and hassle-free maintenance.

CLMi's intuitive and insightful dashboard is a tool that advisors want to use, every day. A mobile-first solution, CLMi provides a 360-degree view of each client relationship and client book, spanning the full client lifecycle – from initial engagement and onboarding through to ongoing relationship management. Tasks can be filtered and prioritised according to the individual goals of each advisor, whether they be revenue growth or client service. Pre-configured integrations with best-in-class systems ensure speedy adoption and seamless connectivity. Regular, automated updates ensure you are always using the latest technology, and the latest release.

Both WDX1 and CLMi are powered by an intelligent, rules-based process engine that eliminates manual administration, ensures timely recommendations and compliance, accelerates client service and optimises cost-to-income ratio.

## PARTNERSHIPS

### Implementation Partner:



### Technology Partners:



### Business Partner:



## TRACTION/GROWTH

- Wealth Dynamix serves over 30 leading wealth management clients including:



- Wealth Dynamix has been recognised with over 40 awards around the globe including: Regulation Asia Awards, XCelent Overall Award - Celent Wealth Management Client Onboarding Platforms ABCD Vendor View, Asian Private Banker Technology Awards, Private Banker International Awards, Wealth Advisor Awards, WealthBriefing Europe and Asia Technology Awards

# Are Your Client Lifecycle Management Processes Playing in Sync?



There are few sweeter sounds than an orchestra playing harmoniously and in perfect time.

When each section works hard independently, and then comes together as a team, it creates a magical musical experience for the audience. And whether they are playing classical music or putting an alternative twist on jazz, retro or pop, as long as the strings, brass, woodwind and percussion sections do their bit individually – and come together as a unified whole – the results will be remarkable.

This is a rare event when an orchestra has no conductor. Without a conductor, whose job it is to ensure that the whole is greater than the sum of the parts, timing can be an issue. The experience can become uncoordinated and shambolic, from start to finish, despite each section believing that they are doing the right thing at the right time.

## What does this mean for client lifecycle management (CLM) and technology in wealth management?

Getting CLM right can be challenging, but it doesn't have to be. In our analogy above, substitute these instrumental words for stakeholders in the CLM process, and all will become clear:

Audience = Client  
 Strings = Marketing  
 Brass = Sales  
 Woodwind = Onboarding  
 Percussion = Client Success  
 Conductor = Wealth Dynamix

Even when each part of the CLM process works successfully as an individual function or department, they must come together as a unified whole to be successful. From the sales and marketing process through to initial client engagement, onboarding, ongoing client management and regulatory compliance, every function needs to perform effectively and work together to optimise the client experience. If any part of the process is sub-standard, or departments fail to connect in a timely and coordinated way (usually when they have inadequate direction), the result can become messy – very quickly.

Getting down to plain speaking these are the top three things you need to address, to transform your client's experience across the life of their relationship with you, into one they will want to stand by and recommend:

### 1. Address poor performing CLM functions

To ensure that each phase of the CLM process delivers a remarkable client experience, evaluate each function throughout the client journey and process through your clients' eyes. You will undoubtedly find that some elements are working exceptionally well, while others are falling behind. No-one would suggest that you replace the entire orchestra when the woodwind section is the only one performing poorly. The route to success is to address the issue step by step. Tackle each sub-standard function one by one, while being careful to preserve all that is good.

### 2. Connect the dots to eliminate CLM siloes

CLM has to be viewed as a unified whole to deliver consistent and effective client service, across all phases of the lifecycle. Clients become frustrated when an amazing onboarding experience is followed by unresponsive and substandard ongoing management. While each section of an orchestra may play beautifully, in time and on key as an individual team, the overall affect is compromised if they are unable to synchronise with other sections.

### 3. Ensure oversight and control

An orchestra can't perform a memorable symphony without a conductor. With no individual or team in place to govern the overall connectivity of the sum of the parts, the likelihood of achieving a cohesive, delightful outcome is at risk. The same is certainly true for CLM.

*Watch our webinar to discover how to orchestrate client lifecycle management, step by step, to create a productive, cost-effective and revenue generating process that enriches client experience.*

Visit [www.wealth-dynamix.com](http://www.wealth-dynamix.com) for more information.



## COMPANY RESEARCH PROFILE



Founded 2015  
 London, United Kingdom  
[www.wealthobjects.com](http://www.wealthobjects.com)  
[info@wealthobjects.com](mailto:info@wealthobjects.com)  
 Employees: 11-50  
 Regions of operation:  
EMEA and APAC

### KEY EMPLOYEES:



**Uday Bhaskar Nimmakayala**  
Founder & CEO

**Value Chain:** Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Reporting, Risk & Compliance

**Subsectors:** B2B Robo Advisors, B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Digital Brokerage, Investing Tools, Financial Planning, Financial Services Software, Client Prospecting & Engagement, Adviser CRM and Back Office, Cash Flow Planning

### OFFERING

WealthObjects provides technology and APIs for firms operating in savings, investments and insurance sectors to launch their own:

- fully automated digital wealth (Robo advice) business model or
- hybrid advisory business model, i.e., self-servicing as well as an adviser-led model
- at a faster time to market and a fraction of the cost

### PROBLEM BEING SOLVED

- Superior Online Customer experience and engagement
- Launching digital business models alongside legacy Infrastructure
- Efficient compliance and consistency of using centralised recommendations and advice
- Lower operating costs using modern technology and services
- Ability to use your choice of products, financial models and recommendation strategies

### TECHNOLOGY

- It can be delivered as a front-to-back platform (or) as APIs to use with your front-end UI.
- Customisable Front-end UI/UX
- It can be deployed On-Cloud or your On-Premise data centre
- Integrates with any third-party applications and databases
- Hundreds of readily available features and APIs.
- Supports many products, currencies and languages

### PRODUCT DESCRIPTION

WealthObjects helps firms launch modern digital investing and wealth propositions using its multi-award-winning API technology, proprietary algorithms, automation and engaging online user experience. Their customer-centric platform comes with the following customised interfaces:

- Client Portal
- Adviser Portal
- Portfolio Manager Portal
- Operations Staff Portal
- Administrator Portal

The company's modern technology powers a wide variety of digital business models such as D2C Self-service, Robo Advice, Hybrid Advisory Planning, Modern Adviser CRM, Goal/Risk/Theme based investing and Digital Retirement propositions. These are just some of the examples, and the technology is capable of delivering more.

### TRACTION/GROWTH

- WealthObjects serves clients of all sizes within EMEA and APAC regions. They are self-funded, staff-owned and their primary objective is to build long-term strategic partnerships with their clients.
- WealthObjects team has a significant digital business model, financial domain, and technology delivery experience within financial services. They have been recognised across the industry and have won many awards for their innovative Platform and modular APIs.

### MANAGEMENT BIO

#### Uday Bhaskar Nimmakayala – Founder & CEO

Uday Nimmakayala is WealthObjects' CEO & Founder. He is based in the UK and oversees product development from London. He has spent his entire career spanning over 15 years working in the Investment and Wealth management sectors. Uday is a Chartered Accountant and holds a graduate degree in Computer Applications, a Masters in Investments, and a London Business School MBA.

# Focus on Client Centricity and Adviser/Agent Efficiency in Digital Business Models

*Digitalisation is no longer a niche innovation project. When it comes to client's financial relationship management, it should be an essential part of a firm's business strategy to survive this decade, says Uday Nimmakayala, CEO and Founder at WealthObjects.*



One of the most pressing questions the Insurance and Investment industry must now answer is how they will change and improve their offering in line with different digital client demands and segments. They should offer clients the digital tools and software capabilities to enjoy better engagement levels with their relationship manager.

There is a growing recognition that the next generation coming into wealth will have different needs and expectations around service provision. They will want a different high-touch service level combined with digital that is enabled over the channel of their choice and at the time of their choosing. Going digital was an ongoing issue before Covid but has been pushed sharply into the spotlight as advisers and clients alike needed to find new ways to connect remotely and seamlessly engage quickly.

The quality of communication is also under the spotlight. Clients do not want to spend hours form filling, giving out the same information multiple times or printing, signing and posting documents in this digital age. But what they do need is quick and quality contact on matters of importance, like if they need to discuss their premiums or portfolio quickly, if they have a significant life change or event, or just need advice and help with something. The contact needs to be high quality and limited to the things that are of high value to clients.

The firm's adviser/relationship manager needs to be given equal importance in providing a modern client management and financial planning software that offers superior interface and flexibility in terms of communication, functionality and automation wherever possible. Efficient digital tools will allow them to focus on the activities where they can add value and work towards having a deeper relationship with the clients; they don't want to be wasting time doing admin.

Thus in practice, the adviser technology toolkit needs to make an efficient and thorough job of each stage of the client lifecycle. From client lead generation, conversion, frictionless onboarding, planning, purchasing, reporting, ongoing engagement and management, there needs to be a unified software set underneath that can automate as much as possible and serve the firm to make life easier for both clients and advisers.

And how a financial services firm attracts clients in the first place is vital. Although this is still very much about the human touch and the personal connection, there is much that a firm can do in attracting and engaging clients. The use of data and modern digital tools helps makes sense of a prospect, determine whether an approach is likely to be successful, how it should be made and what it should contain.

Using digital acquisition strategies at the prospecting and onboarding stage is another way of appealing to clients in an age where competition between financial firms is healthy. For the needs analysis process, being able to automate and customise as much as possible leaves the firm to tackle the personalisation and offer a superior service level.

This sort of fact-finding can be complicated, so having the right tools to unearth facts, record them, use them together with other information and make sense of it is critical. A toolkit with this capability is a great value add for a firm. It enables an individual prospect to be better segmented. If you know where someone is in terms of not just finances but also lifestyle, life cycle, and interests, you can make good progress on planning and knowing what is likely to appeal and what won't for the type of advice approach as well as product suitability.

Many steps can be automated when onboarding, leaving the adviser free to focus on the planning stage. One of the critical things here is to use e-signatures to make life easier and less time-consuming. In terms of communications, video conference, or a co-browsing model where both parties can enter data is an attractive service model in itself but also leads to better information exchange and engagement.

The aim is to use the data gathered from the onboarding stage, move it along the planning and product research stages, and develop some concrete auditable suitability recommendations. The adviser needs something customisable, but that can also use templates where applicable and mesh the two together.

The other easy win lies in accessing and using a series of lists and templates set according to the firm's client types and segments; this helps with risk management, compliance, and all the standard documentation. Being able to enter data once but then share it across several functions is crucial. This takes out the laborious repetition for both adviser and client and shows the client a sleeker level of service.

The same applies when it comes to reporting. Having a live client portal app rather than a static PDF adds significant value because it gives a much deeper engagement level regarding reporting and ongoing communications. It is far more engaging to have easy access to an online portal to check valuations, read the research, thought pieces and other analytics, thus making reporting so much more robust.

New thinking about digital models and technology implementation is needed, and this is what WealthObjects platform and APIs offer. Previously this type of offering would take years to build and implement. WealthObjects' Digital/Robo Platform and Hybrid Digital Platform technology are readily available to deploy faster and at a fraction of the cost of developing everything from scratch and maintaining/supporting on an ongoing basis. Another significant feature of the WealthObjects platform is that it allows for custom business models and features to be launched without requiring a long deployment timeframe.

We think the need to provide digitalisation is overwhelmingly clear. To be successful in the future, firms need to act now to meet the digital generation clients' needs and free up their advisers to provide customisation and value-added services with superior client engagement. ●



Founded 2009



Employees: 51-100

Value Chain: **Investment Planning, Portfolio Management & Rebalancing, Risk & Compliance**

Subsectors: B2B Robo Advisors, B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management &amp; Reporting, Investing Tools, Financial Planning, Compliance &amp; Regulation, Financial Services Software



Regions of operations: United Kingdom

Wealth Wizards is a digital financial adviser based in the UK, pioneering in automated financial advice and guidance. The company's vision is to make financial advice affordable and accessible to everyone. By combining financial intelligence with smart technology, the company offers reliable, affordable tools which work across mobile, tablet and desktop. The digital financial guidance and advice products combine leading-edge technology, financial services expertise and a market-leading capability to create and deliver empathetic connections with a diverse customer audience. The company has two business areas: Turo, the SaaS digital financial advice platform available to financial institutions so that they can deliver digital financial advice to their clients. The other business area is d2c via MyEva, which is a chatbot helping employees manage their finances better at present and in the future.



Founded 2015



Employees: 11-50

Value Chain: **Portfolio Management & Rebalancing, Reporting**

Subsectors: Financial Services Software, Portfolio Management &amp; Reporting, Data &amp; Analytics



Regions of operations: Switzerland, Poland

WealthArc provides an innovative wealth management platform for companies of any size. The solution is easy to use and does not require installation nor a long setup. Its robust API engine consolidates and unifies data from multiple custodian banks fully automatically making portfolio and client information accessible anywhere, anytime, and on any device. This smart solution for digital transformation allows wealth managers to focus on growing their business and staying competitive in the rapidly changing world. WealthArc was founded on the belief that wealth management and private banking, just like other industries, could and should benefit from the latest technologies and digital innovations to accelerate growth and attract new generations of clients.



Founded 2016



Employees: 11-50

Value Chain: **Client Acquisition/Servicing, Investment Planning, Research & Analytics, Trading Advice & Execution**

Subsectors: Investing Tools, Data &amp; Analytics, Client Prospecting &amp; Engagement



Regions of operations: United States, United Kingdom

The average asset management firm receives 40,000 reports weekly yet less than 1% of these are ever read. This results in a massive loss of revenue for a variety of reasons—low client engagement (which is critical for AUM growth), under-informed investment decisions and poor compliance and investment stewardship. These reports include proprietary research, analyst reports, public disclosures such as earnings call transcripts, prospectuses, and much more. The result is that a vast swath of data goes completely wasted. Weave is a modern SaaS offering that uses AI to help wealth and asset managers dramatically improve client engagement, investment decision-support, ESG benchmarking, regulatory compliance and stewardship—across all asset classes and themes, including ESG—by quickly and efficiently analyzing and summarizing oceans of investment reports into personalized, digestible, interactive highlights (called 'smart talking points') containing key investment insights. This in turn drives AUM growth, better investment returns, and improved compliance.



Founded 1999



Employees: 501-1,000



Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting, Risk & Compliance**



Subsectors: Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Alternative Investment Solutions, Compliance & Regulations, Financial Service Software



Regions of operations: Switzerland, Singapore, Luxembourg, United Kingdom, Canada

WIZE by TeamWork is one of the fastest growing WealthTech in Switzerland offering an all-in-one Wealth Management solution. The company offers a cross-functional platform to Wealth Managers that meets multiple needs in terms of portfolio management, ordering, CRM, regulatory aspects (compliance), invoicing, back office and e-banking access. WIZE by TeamWork includes a large scope of innovative functionalities offered by its modern GDPR compliant Java web-based platform installed either on its Swiss, Singapore or Luxembourg private cloud or on client's premises. The SW is therefore offered on a SaaS (Software as a Service) basis. The 75 WIZE by TeamWork client base enjoying its 250+ functionalities is the following: 5 private banks, 2 Securities traders (custodian of assets), the rest being External Asset Managers (EAM), Single Family Offices and Multi Family Offices.



Founded 2006



Employees: 51-100



Value Chain: **Research & Analytics**



Subsectors: Data & Analytics



Regions of operations: United States

Xignite is the leader in market data cloud solutions, offering the industry's first financial Data-as-a-Service (DaaS) solution to deliver market data from the AWS public cloud. Traditional market data feeds, FTP and bulk files simply don't have the flexibility, elasticity, or capabilities needed to deliver innovative digital products. Xignite's cloud-based data-as-a-service (DaaS) solution is the modern approach to financial data. The Xignite Market Data Cloud is a single platform that unifies financial data consumption and market data management — all delivered as a service in the cloud. It gives financial institutions and fintechs a scalable way to manage, control and optimize their real-time and reference data across traditional systems and cloud applications.



Founded 2009



Employees: 101-250



Value Chain: **Research & Analytics, Reporting**



Subsectors: Investing Tools, Data & Analytics, Financial Services Software



Regions of operations: United States

YCharts is an investment research platform that enables smarter investments and better client communications, serving a client base of more than 5,000 RIAs, financial planners, and asset managers who oversee more than \$750 billion in assets. YCharts helps investing professionals easily demonstrate their value to clients and prospects with tools that enhance client engagements and simplify often complex financial topics using visuals. A leading financial research platform, YCharts offers comprehensive data, powerful visualization tools, and advanced analytics for equity, mutual fund, and ETF data and analysis. As a modern, user-friendly platform for security research, portfolio construction, idea generation, and market monitoring, YCharts enables vast time savings and serves as an affordable alternative to terminal-based tools. Visit [www.ycharts.com](http://www.ycharts.com) to get started with a free 7-Day Trial.



## ABOUT US

FinTech Global is a specialist data and research provider. FinTech Global offers the most comprehensive data, the most valuable insights and the most powerful analytical tools available for the global FinTech industry.

We work with market leaders in the FinTech industry – investors, advisors, innovative companies and financial institutions – and enable them to get the essential intelligence they need to make superior business decisions.

We cover every industry development, every investment, every exit and profile of every company in every FinTech sector around the world.

For more information, please visit:

[www.FinTech.Global](http://www.FinTech.Global)





For more information contact [info@fintech.global](mailto:info@fintech.global)

