



# WEALTHTECH100

Profiles of the **WEALTHTECH100**, the world's most innovative WealthTech companies that every leader in the investment industry needs to know about in 2024





# GLOBAL WEALTHTECH SUMMIT

**Save the Date for Europe's Leading  
WealthTech & Digital Banking Event**

6 NOVEMBER 2024 | LONDON



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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.

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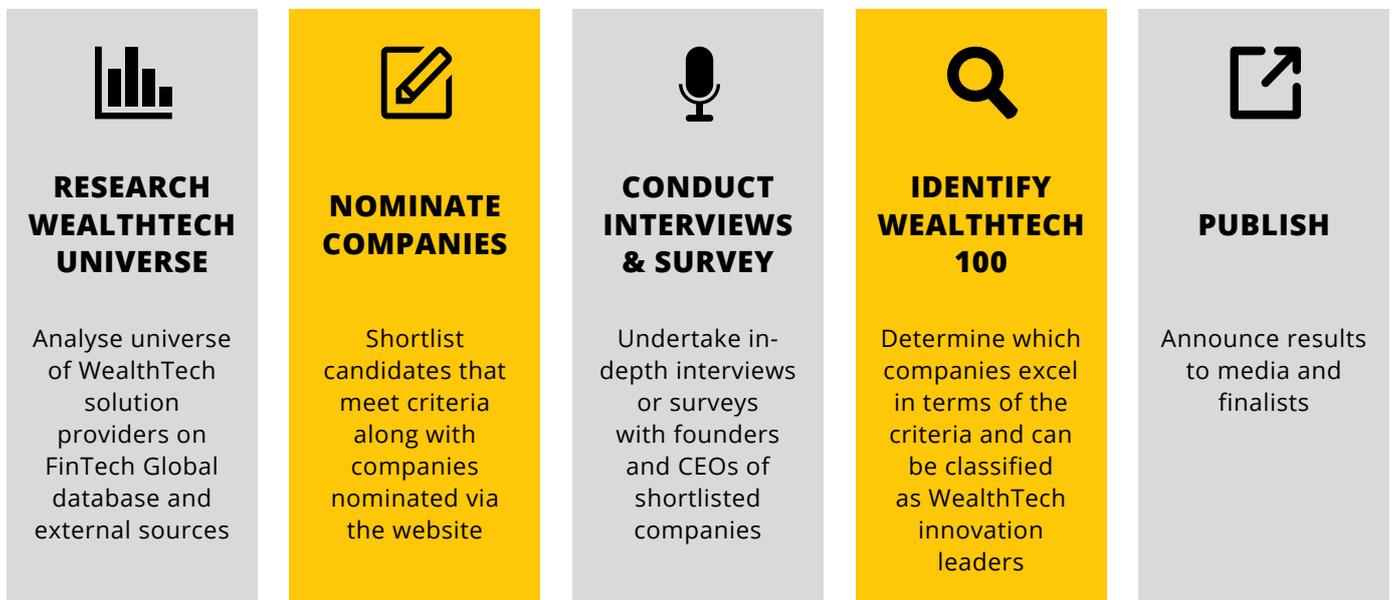
## CRITERIA

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?

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## PROCESS





**OLYMPIC<sup>®</sup>**  
**BANKING SYSTEM**  
**THINK EFFICIENCY**

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## ABSOLUTE ENGAGEMENT

 Founded 2014

 Employees: 11-50

 Value Chain: **Client Acquisition/Service**

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

 Regions of operations: United States, Canada, United Kingdom, Australia

The Absolute Engagement Engine makes it easy to scale a personalized, engaging, and consistent experience that drives revenue and referral growth. This fully configurable engagement technology captures personal sentiments from leads, prospects, new clients and existing clients, automatically uncovers relationship risks and opportunities and triggers the next best action for advisors, while driving new insights to the leadership team. Use cases include: capturing and engaging with leads, creating a differentiated prospect experience, transforming client reviews, enhancing the client experience to reflect their needs and expectations, uncovering untapped referral opportunities or measuring satisfaction to identify clients at risk. Absolute Engagement works with wealth management firm in the US, Canada, UK and Australia. For more information, visit [www.absoluteengagement.com](http://www.absoluteengagement.com)

## Addition

 Founded 2021

 Employees: 11-50

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

 Subsectors: Digital Retirement Solutions, Financial Planning, Data & Analytics, Financial Services Software, Client Prospecting & Engagement

 Regions of operations: United States, Canada, United Kingdom, Ireland, Brazil, France, and Spain

Addition Wealth is a financial wellness company dedicated to making personalized financial expertise inclusive and accessible. They fundamentally believe that every single person, regardless of how much money they have or how much money they make, should have access to the tools and resources they need to make smart financial decisions. Addition partners with forward-thinking companies including financial institutions, insurance companies, and employers to help individuals with their personal finances. By taking a tech-forward approach that combines digital tools, community events, expert content, and access to financial professionals, Addition helps individuals navigate personal financial decisions with confidence.

## Adroit Vantage™

 Founded 2021

 Employees: 11-50

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

 Subsectors: Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Financial Planning, Alternative Investment Solutions, Data & Analytics, Financial Services Software, Client Prospecting & Engagement

 Regions of operations: Singapore, India, Dubai

LC Adroit Vantage emerges as a paradigm-shifting platform, meticulously crafted to meet the evolving demands of the modern investment landscape. Since its inception in 2021, the platform has been at the forefront of innovation in investment management and financial analysis. LC Adroit Vantage is the choice tool for visionary investors, astute financial advisors, and innovative institutions. Its strategic design is tailored to those who not only understand the current financial milieu but also aspire to shape its future.



## COMPANY RESEARCH PROFILE

**above.**  
(Paxfamilia)

-  Founded 2017
-  Brussels, Belgium
-  [www.abbove.com](http://www.abbove.com)
-  [contact@abbove.com](mailto:contact@abbove.com)
-  Employees: 11-50
-  Regions of operation:  
Organizations and wealth advisors (+1000) based in continental Europe serving clients (+32.000 families) all over the world.

### KEY EMPLOYEES:



**Guillaume Deslee**  
CEO & Founder



**Laurens De Lamarche**  
CTO



**Gabrielle Van Outryve**  
CPO

Value Chain: **Wealth Planning, client relationship and Reporting**

Subsectors: **Financial Planning, Financial Services Software, Client Prospecting & Engagement, Wealth structuring, Wealth planning and Estate-tax planning**

### OFFERING

Above is a technological platform dedicated to wealth planning, specifically designed for private banks and family offices. It aims to digitize and scale a holistic wealth management approach, offering a 360° view of the family's wealth for their clients.

Above's wealth engagement interface facilitates close collaboration between the advisor and their client to gather all essential information. This enables obtaining a comprehensive and structured view of the family's wealth, encompassing the family balance sheet, family structure, previous donations, and important documents.

This collaboration platform enriches the client-advisor relationship by promoting in-depth discussions, the definition of precise wealth objectives, and the development of personalized action plans. It integrates with financial-tax planning and wealth management tools, directly connecting the client's wealth data for tailored recommendations.

### PROBLEM BEING SOLVED

A growing number of advisors want to shift the paradigm of their relationship with clients, moving from traditional financial advice to more holistic and goal-based advice. They aim to strengthen the bond of trust and anchor their relationship for the long term.

Wealth planning services are a key element of this strategy, but providing this level of support on a large scale while maintaining a qualitative and personalized approach can be challenging. Although a significant amount of information is collected and analyzed, unfortunately, it is often not standardized or structured. This leads to redundant data that does not integrate with existing data and tools within the organization, resulting in operational inefficiency, a poor user/client experience, inaccurate asset data, and missed advisory opportunities.

Above's technology allows organizations to place and scale wealth planning at the heart of the customer relationship. It provides the digital framework and tools necessary to change the way clients approach their wealth and interact with their advisors.

### TECHNOLOGY

Above has developed a technological platform that facilitates the creation of a structured, standardized, and easily leveraged wealth data model. This innovation enables the widespread adoption of a holistic wealth management approach for a broad client base.

Above's technology, named 'File Integration Framework', accelerates the digitization of financial planning processes within banking organizations and integrates seamlessly with the existing ecosystem of tools (such as CRM, PMS, etc.) and databases (such as core banking systems).

This technology enhances existing, often underutilized, client data by reorganizing it into a coherent family wealth structure. This creates a rewarding experience for the client, fostering engagement, collaboration, and discussion with their wealth advisor.

Through the client engagement interface, the wealth data model designed by Above offers a clear and comprehensive view of the family's financial situation on a multinational scale. This holistic view of the client's wealth, key life moments, and aspirations facilitates discussions aimed at defining the client's financial goals.

 OFFERING (CONTINUED)

Thanks to its ability to interface with various data sources and tools existing in the users' ecosystem, Abbove redefines the relationship between wealth advisors and their clients, making it deeper, family-centered, and oriented towards the continuous achievement of wealth objectives.

 PROBLEM BEING SOLVED (CONTINUED) TECHNOLOGY (CONTINUED)

The Abbove platform also integrates with financial planning, succession management, and taxation tools, both internal and/or external, utilizing the client's wealth data. This integration allows for the application of this information in accordance with various applicable laws.

Thus, Abbove establishes itself as the first technological platform for wealth planning capable of operating on a multinational scale while offering a unique user experience.

 PRODUCT DESCRIPTION

Abbove is redefining the relationship between families and their wealth, as well as how they interact with their advisors. Their approach is holistic, collaborative, and goal-oriented, designed to align family aspirations with their patrimonial strategies.

Abbove can be described as an innovative wealth planning technology platform that connects wealth owners, advisors, and experts around a comprehensive and dynamic wealth information database. The platform is not just a collaborative and engaging tool; it's engineered to integrate seamlessly into various wealth management ecosystems, scaling Abbove's mission effectively across Europe.

Stakeholders benefits:

- Wealth Owners: Gain peace of mind and preparedness for patrimonial challenges.
- Family Members: Benefit from well-organized wealth management, ensuring security and clarity.
- Organizations: Accelerate digital transformation with an easily integrable and impactful solution.
- Wealth Advisors: Unlock new business opportunities and increase their share of wallet.
- Wealth Experts: Access enhanced tools to deliver superior advice.

Abbove's technology serves both large-scale entities like private banks and smaller, specialized organizations such as family offices. These organizations are evolving towards holistic wealth advice services, and their platform enables them to offer these services to high-net-worth families.

The competitive edge of Abbove lies in their ability to create a multinational, comprehensive, reliable, and actionable wealth data model (family balance sheet). This data model is enhanced through a unique user experience, it can be fed by third-party information systems and utilized by estate and tax planning tools.

 TRACTION/GROWTH

- Some of Abbove's banking clients include: BNP Paribas Fortis, Deutsche Bank, Pulaetco Quintet Private Bank, etc.
- Some of Abbove's non-banking clients include: Deloitte, Baker Tilly, Titeca, In-Extenso and many single or multi family offices.

 MANAGEMENT BIO**Guillaume Deslee CEO & Founder**

Guillaume Desclée holds an MSc in Business Management from ESCP-EAP. After spending a few years in the marketing department of the Danone Group, Guillaume turned into a successful tech entrepreneur by creating and developing of the main equity crowdfunding platforms in the BENELUX. In 2018, Guillaume launched the wealth planning technological platform PaxFamilia, which was later renamed Abbove. Today, the Abbove platform is used by over 1,000 wealth advisors and 32,000 families across Europe.

# How Abbove is adding a soul to wealth planning

*In a world where wealth planning is often perceived as a cold and purely fiscal exercise, one firm is daring to challenge the status quo. Working under the vision of their passionate founder and CEO Guillaume Desclee, Abbove is adding a soul to wealth planning that has never been seen before.*



**above.**  
(Paxfamilia)

To many, managing your wealth and your assets is simply about gaining a return on your investments and plotting a path to profitability. But this archaic way of thinking is now firmly being returned to the history books, as the Brussels-based firm leads the industry through a transformation, with its unique mindset and pioneering technology.

The company, which formerly operated under the moniker of Paxfamilia (meaning family peace), is redefining the relationship between families and their wealth, as well as how they interact with their advisors. Their approach is holistic, collaborative, and goal-oriented, designed to align family aspirations with their patrimonial strategies.

Speaking on this vision, Desclee explained, “Abbove is a technology that has a soul. Abbove offers a technology that does not only aim to make people richer, but rather happier by putting their wealth to work and assisting the advisors who accompany them in turning their wealth into a lasting source of development.

“We envision a world where families are empowered to maximise the impact of their wealth to achieve their deepest aspirations and goals in life. We believe the combination of collaboration, technology, and data has the power to make that happen. We aim to achieve this by giving advisors the means to guide their clients through wealth management with confidence.

“Therefore, we built a collaborative wealth planning platform that simplifies, standardises, and scales estate planning processes. This enables advisors to proactively partner with their clients to evaluate, optimise and evolve their evolving estate plan,” he explained.

## How did they develop their platform?

But turning a plan into reality isn't the work of a day, instead, Abbove was forced to conduct vast amounts of research to gain the knowledge required to execute their plan.

Desclee explained, “We began our approach by gathering a hundred wealthy families and questioning them about their relationship with their wealth. Our goal was to understand, through workshops, the fundamental concerns of these families related to their wealth. Quickly, we realised that their main concern was not so much the financial return on their investments, but rather how to prevent their wealth from negatively affecting family harmony and the relationships they maintain with their loved ones. The human aspect was at the heart of their concerns and the question was how to help these family heads in making their wealth a long-lasting source of development for them and the one they love.

Through extensive interviews and research, Abbove discovered that despite possessing significant assets, many families struggled to grasp the true value and structure of their wealth.

With this in mind, the company identified a pressing need for improved communication and transparency within families, as well as enhanced collaboration with financial advisors.

Following this, they built a platform designed to support these families. The solution offered them a comprehensive

view of their family structure, detailed estate inventories, records of intra-family donations, financial projections, as well as a secure digital vault for storing and sharing essential asset-related documents.

But Abbove's offering has grown much greater than that. Now they have abandoned their B2C model, instead they have now moved to a B2B2C platform - thanks to the success of their initial offering.

Desclee explained, "We saw families then recommend the solution to their friends and invite their advisors to access their wealth information on the platform. The advisors were quickly convinced of the potential that such a platform could represent for their profession and wanted to offer it to some of their other clients as well.

"To take into account their needs, PaxFamilia was then transformed into a B2B2C platform with powerful tools for advice and reporting that were added to the digital wealth passport. This is how we became the company that we are today."

### Inside Abbove's pioneering technological offering

The key thing to note about Abbove is that their unique way of working is only the tip of the iceberg. In fact, it is their remarkable technology – which is leading the WealthTech industry forward – that has allowed them to garner a customer base of 1.000 wealth advisors using Abbove technology platform to serve more than 32.000 families across Europe.

Specifically designed for private banks and family officers, Abbove's solution is the sector's leading wealth planning offering. It is currently redefining the relationship between wealth managers and their client

The platform offers clients a comprehensive 360° view of their family's wealth, providing them with a clear understanding of their family structure, detailed asset inventories, records of familial giftings, financial projections, and a secure digital vault for document sharing.

Delving into the unique facets of the offering, Desclee remarked, "This collaboration platform enriches the client-advisor relationship, promoting in-depth discussions, the definition of precise wealth objectives, and the development of personalised action plans.

But that's not all, remarkably, the firm has targeted becoming the first true pan-European wealth planning platform, unlike many of its competitors which are simply deterred by cross-border regulations.

This would be a remarkable achievement as scaling internationally is seen as a daunting challenge for a wealth planning platform due to several factors.

Firstly, there are differences in regulatory frameworks and legal requirements across countries, which means that the platform would need to adapt to comply with various jurisdictions.

Moreover, building trust and credibility in new markets can take time and resources, as clients may be hesitant to adopt a platform that is not well-established locally.

However, Desclee believes that Abbove is well-positioned to buck the trend of wealth platforms failing to achieve this – as the Belgian firm looks set to continue its revolution of the space.

"In a market of wealth and tax tech software populated by local champions, scaling a value proposition across diverse tax legislations remains a challenge. Abbove addresses this by building a standard of wealth information at a multinational level that can be utilised by external estate planning and taxation tools in the countries where the platform is expanding," said Desclee.

### What's next for the visionary firm?

With innovation at the centre of the company's ethos, it is only right to question what the future holds for Abbove.

Well unsurprisingly, more of the same is expected, as Abbove is targeting continuing its almost unparalleled growth in the sector.



***"The firm, ever ambitious, is aiming to double its recurring revenue over the next three years, in a strong statement of intent regarding the potential of their brand. "***

Desclee stated, "Our company, which has already reached its financial break-even point and is currently self-financing its growth, expects to double its recurring revenue within the next three years. We continue expanding our services to new countries, adapting our family balance sheet to comply with local legislation, and connecting more third-party software to the platform."

As the Belgian firm continues on its transformative journey, one thing remains abundantly clear: the innovative strides made by Abbove are poised to yield significant benefits for the wealth planning sector.

With its proven track-record of producing pioneering wealth solutions, the company is well-positioned to continue elevating the WealthTech world ●

Temenos Wealth

temenos

## The de facto solution for the Wealth Industry

With clients among the largest global financial institutions and boutique firms, Temenos Wealth enables differentiation through superior digital capabilities and leverages the latest technology. It supports your end-to-end digital transformation with a composable front-to-back architecture.

Get in touch

To learn more about Temenos Wealth  
visit: [temenos.com/temenos-wealth-management/](https://temenos.com/temenos-wealth-management/)

Contact us at [info@temenos.com](mailto:info@temenos.com)





## COMPANY RESEARCH PROFILE

# additiv

-  Founded 1998
-  Zurich, Switzerland
-  [www.additiv.com](http://www.additiv.com)
-  [sales@additiv.com](mailto:sales@additiv.com)
-  Employees: 250+
-  Regions of operation:

Headquartered in Switzerland, with regional offices in Singapore, UAE, and Germany, additiv serves over 400 financial and non-financial institutions in more than 15 countries across Europe, Middle East, Africa and Asia Pacific.

### KEY EMPLOYEES:



**Michael Stemmler**  
Founder



**Nils Frowein**  
CEO

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 & Reporting, Investing Tools, Risk Analysis & Management, Financial Planning, Data & Analytics, Financial Services Software, Client Prospecting & Engagement**

### OFFERING

additiv offers a single, unified platform for wealth management, banking, credit and insurance, which orchestrates all elements of the FaaS value chain: cutting-edge technology, regulated third-party financial services, legal and operating frameworks. Additionally, additiv provides ready-to-run, end-to-end experiences that are seamless, contextualised in real time, and omnichannel. Complementing everything is the client partnership model, which leverages over 25 years of expertise to offer business transformation consulting services.

Headquartered in Switzerland, with regional offices in Singapore, the UAE, and Germany, additiv enables leading financial institutions and brands globally to develop new and transform existing business models, capitalising on digital innovation and Finance-as-a Service (FaaS) capabilities.

additiv's API-first Cloud platform is one of the world's most powerful solutions in wealth management, banking, credit, and insurance. The technology, together with the global ecosystem of regulated financial service providers, opens new opportunities for banks, insurance companies, asset managers, IFAs, including 'consumer brands' to offer their own and third-party financial solutions quickly and flexibly via existing or new customer channels.

### PROBLEM BEING SOLVED

Insurers, pension platforms, banks and neobanks, IFAs, wealth and asset managers, and consumer platforms can offer tailor-made, low-fee, contextual products to suit the needs of the masses, while building loyalty, diversifying revenues and growing profit margins. These firms can unlock new use cases and often use proprietary data to improve financial inclusion worldwide, reducing cost of service provisioning.

Through orchestration, additiv's platform automates the configuration, management, and interoperability of disparate systems, applications, and services to create a single end-to-end experience. Additiv enables financial (often regulated) products and services to be seamlessly combined and offered intelligently. This is contextualised to end consumers at their point of need.

Often referred to as a FaaS model, financial and wealth management products are made available through an open ecosystem of Banking-as-a-Service (BaaS) providers, giving any financial or non-financial institution access to a wide range of tools, products, and services, accessed through additiv's unified platform.

### TECHNOLOGY

Leveraging over 750 APIs, Cloud, microservices and AI, additiv enables financial services and wealth management capabilities to be unbundled and repackaged via new distribution partners to create a more seamless experience for end consumers. This architecture is designed to support FaaS and Wealth-as-a-Service (WaaS) business models. Additiv also offers packaged financial solutions powered by ready-to-be-used front ends that enhance customer experience through hybrid wealth management, and support goals-oriented financial planning, savings, investing, insurance protection, and lending.

The additiv Cloud-native orchestration platform is consumed as Software-as-a-Service (SaaS) by default, from public or private clouds. Thanks to its highly modular architecture and its unified and comprehensive end-to-end API and SDK catalogue, the platform offers a superior developer experience and can be easily integrated into any existing enterprise architecture. Furthermore, the optional, ready-to-use 'white-label' propositions and use cases that additiv offers allow for immediate time to value.

## **i** PRODUCT DESCRIPTION

The additiv platform manages the sourcing, orchestration, and operation of comprehensive third party and own financial solutions to deliver end-to-end value propositions with a particular focus on wealth management, banking, credit and insurance services. The platform, complemented by a rich, open ecosystem and business transformation expert services, enables financial and non-financial companies to combine different modules, configurations and own or third party regulated financial services in order to create end-to-end, differentiating embedded finance propositions. additiv's platform brings together all parts within the financial services value chain to provision a broad range of financial solutions to support hybrid wealth management, goals-oriented investments, retirement and pension planning, origination and arrangement of secured or unsecured loans, life, and non-life insurance offerings.

### **addWealth:**

Seamlessly integrate wealth management offerings and solutions, such as hybrid wealth for a rich and seamless customer advisory experience across all client touchpoints, or digital wealth front-end offerings that allow the same superior quality service as traditional advice with the added efficiency of an automated approach.

### **addBanking:**

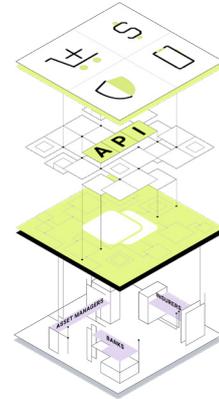
Innovate and provide banking services to your customer base, spanning current accounts, debit and credit cards, deposits and payment services, all seamlessly orchestrated from regulated Banking-as-a-Service (BaaS) providers and embedded into your existing systems and processes.

### **addCredit:**

Offer secured or unsecured loans to consumers in the right context at the right time, with a streamlined origination journey. Extend your credit distribution without taking the financing on your own balance sheet by aggregating loan offers from various lenders in real time.

### **addInsurance:**

Secure your client's wealth and protect their lifestyle by enhancing your offerings and propositions with embedded life and non-life insurance products sourced and orchestrated from the right insurance partners.



*The additiv platform for BaaS and Embedded Finance*

## **▲** TRACTION/GROWTH

- additiv serves over 400 financial and non-financial institutions, ranging from tier 1 international banks and insurers to smaller domestic financial institutions and corporates.

## **🤝** PARTNERSHIPS

additiv has an ever-expanding number of marketplace and ecosystem partners that help it strengthen its offering through the provision of complementary data, regulated financial services, professional services or functionality. A selection of these partners are:

- Regulated service providers such as: Saxo Bank, Interactive Brokers, Baader Bank, Hypothekbank Lenzburg,
- Professional service providers such as: IKON, SELISE
- Complementary solution providers such as: 3rd-eyes analytics, Adviscent, Apiax, Bricknode, Canopy, CIMalgo, Clarity AI, CryptoIndexSeries, Edgelab, fidentity, Flanks, Futurae, GBG, Investment Navigator, Kidbrooke, Metaco, Morningstar, Nect, OWL ESG, POLIXIS, PriceHubble, Signicat, Surfily, TONI Digital, Unblu, Yainvest Solutions, YUKKA Lab

## **👤** MANAGEMENT BIO

### **Michael Stemmler, Founder**

Michael Stemmler is the founder of additiv. Having established additiv in 1998, he grew the company from a small think tank to a key partner in digitalization for the world's leading financial institutions and non-financial brands.

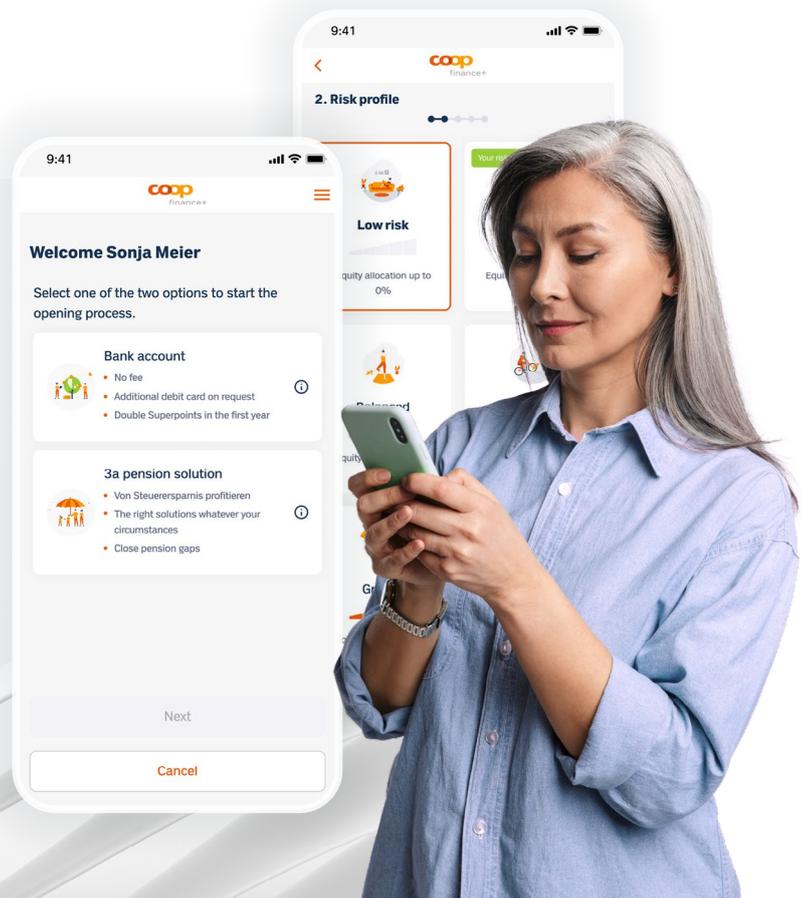
Michael is a regular keynote speaker on a wide area of topics including embedded finance and business model transformation. He is also active in supporting a number of strategic product development and entrepreneurship labs and groups in Switzerland as well as a board member at TONI Digital, an initiative building customised, white labelled insurance solutions. When he's not spending time with his family including his dog Banga, Michael is an active patron of the arts, collecting Swiss contemporary artists.

# Bringing embedded finance to Switzerland's largest retailer

Switzerland's largest retailer, Coop, has partnered with additiv to provide comprehensive banking and investment services seamlessly to their customers with Coop Finance+.

[additiv.com](https://additiv.com)

additiv has supported Coop with its embedded finance platform in the design and development of the super app, which is fully integrated with the Coop brand and other digital channels. The additiv platform integrates and orchestrates Coop's various financial services partners into a seamless end-to-end customer experience.



“We are delighted to be working with additiv and other well-known and trusted partners in the financial industry on the launch of Coop Finance+. At Coop, we are committed to providing our customers with digital services that are tailored to their needs. With Coop Finance+, we are expanding this strategy to offer straightforward and easily accessible account and payment solutions, household budget management and pension solutions.”

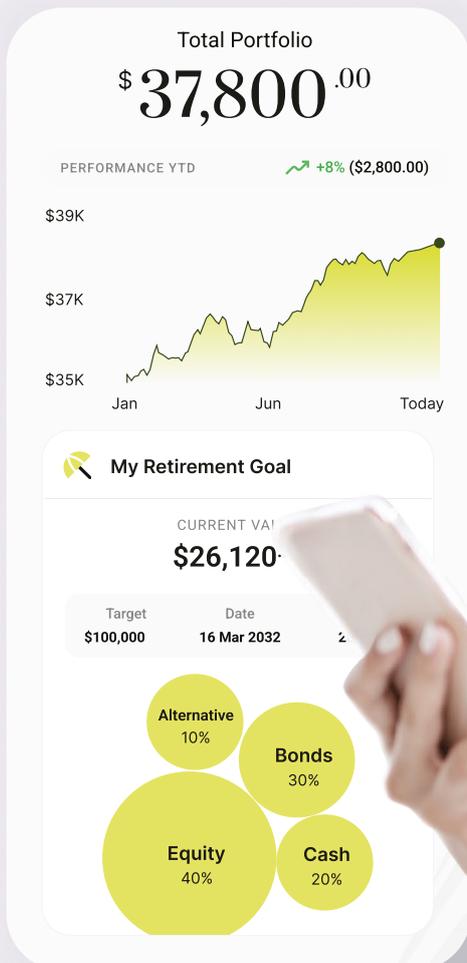
**Thomas Schwetje**, Head of Digital / Customer at Coop

additiv



# Capitalize on Finance-as-a-Service

We partner with institutions to evolve their business model and transform their offerings with innovative wealth, banking, credit and insurance solutions.





-  Founded 2017
-  Employees: 11-50
-  Value Chain: **Client Acquisition/Service, Research & Analytics**
-  Subsectors: Data & Analytics, Client Prospecting & Engagement
-  Regions of operations: Global

Aidentified is an AI-powered relationship-based prospecting platform and 1st party data enrichment service. It combines professional and household data to offer brands a truly 360° view of clients and prospects, along with the warmest path for engagement. With its proprietary AI and machine learning-based relationship cloud functionality, Aidentified draws from over 210 million consumer and 100 million professional U.S. profiles. The platform provides organizations with unparalleled insights into customer and prospect analytics, real-time wealth events and nuanced relationship mapping. Brands across industries, including financial services, enterprise, real estate, insurance, non-profit, education, and luxury goods, rely on Aidentified to make better decisions based on client and prospect analytics.



-  Founded 2019
-  Employees: 11-50
-  Value Chain: **Client Acquisition/Service, Workflow Automation and Digital Data Management; Analytics and Reporting**
-  Subsectors: Portfolio Management & Reporting, Alternative Investment Solutions, Data & Analytics, Financial Services Software, Client Prospecting & Engagement, Digital Distribution Solutions
-  Regions of operations: India, Singapore

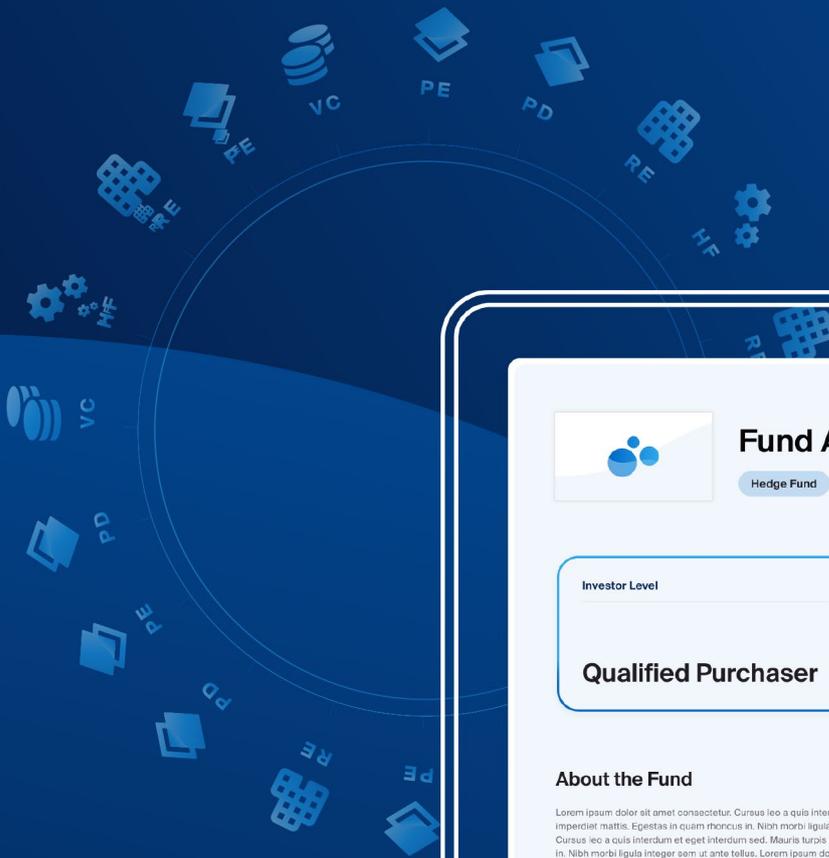
AIFMetrics is a SAAS based white-labelled Wealthtech platform empowering alternative asset managers to digitally transform and expand into new client segments and territories. They enable faster, modular, digital transformation. Their SAAS based modules speed up technology integration with legacy systems and diverse backend performance and portfolio management applications; providing functionality and scalability to serve current and future needs. All stakeholders, including business teams, operations, distributors and investors can leverage the platform's integrated real time analytics and reporting capabilities. The digitalisation of private funds will ensure wider distribution across markets and promote alternatives investing exponentially. Marquee private asset managers on the platform include Kotak Alternates, 360 One, Nuvama Alternates, Sundaram Alternates, Alteria Capital, Barings Private Equity and others managing an AUM of over \$25bn.



-  Founded 2017
-  Employees: 51-100
-  Value Chain: **Research & Analytics, Reporting, Risk & Compliance**
-  Subsectors: Risk Analysis & Management, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement
-  Regions of operations: United Kingdom, EU, United States

Aiviq is a world-leading cloud-based SaaS business for asset managers and hedge funds. They integrate 200+ diverse data sources to provide a single client view of AUM, Flow and Revenue. Aiviq invests in cutting-edge technology to find innovative ways to solve age-old industry problems, generating data-driven insights that improve business transparency, reduce operating costs and support their customers' growth strategies. Their data and analytics platform powers CRM, sales enablement and financial reporting, breaking down regional silos to support global use cases across their client organisations. The vision at Aiviq is to fuse machine learning and automation (AI) with human intelligence (IQ) to drive transformation in the industry. They combine 15+ years of market expertise with world-class software and data engineering talent to deliver a client data platform that connects, matches and distributes insights seamlessly.

All your alternatives  
centralized in one place, no  
matter where you find them.



Learn More

**Fund ABC 2023 L.P.**

Hedge Fund   Equity Hedge   Fully Funded   Open Ended

Investor Level	Redemption Interval	Target IRR: Net ⓘ
Qualified Purchaser	Quarterly	10.2%

**About the Fund**

More

Firm Name: Firm Name, LLC

Accepted Custodians

Fidelity, Schwab, Pershing, TD Ameritrade, US Bank, +5 more

View details

Documents due	Wires due	Close date ⓘ	Next close date ⓘ
Oct 22, 2023	Nov 1, 2023	Nov 22, 2023	Nov 22, 2023

**Key Term**

- Invest
- Acces
- Minim
- Manag
- Incent
- Exit fe
- Lock-U
- Tax rep
- Subso
- Redem
- Audit
- Redem
- Fundre



-  Founded 1999
-  Employees: 101-250
-  Value Chain: **Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution, Reporting, Risk & Compliance**
-  Subsectors: Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Financial Planning, Client Prospecting & Engagement
-  Regions of operations: Europe

Based on almost 25 years' experience in the wealth management space, aixigo provides the world's fastest API-based Wealth Management Platform which allows financial institutes to create individual, innovative and profitable wealth management services by enabling individual client and adviser journeys. The platform's high-performance aixigo:BLOXX provide all technological capabilities for use cases in investment advisory, portfolio monitoring and analysis, portfolio management and financial planning. The platform enables banks, financial service providers and wealth managers to master digitalization and empowers them with speed, scalability and flexibility. aixigo has formed long partnerships with the who's who of the wealth management industry across Europe. Trusted with over €450 billion of AUM in over 10 million portfolios by over 30 clients, international customers, such as radicant, Vontobel, BNP Paribas, Commerzbank and Hargreaves Lansdown, already benefit from aixigo:BLOXX.



-  Founded 2012
-  Employees: 501-1,000
-  Value Chain: **Reporting, Risk & Compliance**
-  Subsectors: B2B Robo Advisors, Investing Tools, Digital Brokerage, Risk Analysis & Management, Alternative Investment Solutions, Compliance & Regulation, Financial Services Software
-  Regions of operations: Indonesia, India, Brazil, Singapore, Hong Kong, Mexico, Canada, Belgium, France, Germany, Luxembourg, Netherlands, Spain, Australia, United Kingdom, Argentina, Denmark, Nigeria, Italy, Japan, Guernsey, Taiwan

Apex Fintech Solutions (Apex) was founded with a vision to be the trusted technology that powers the digital economy. As part of that essential role, they are focused on taking the friction out in everything they do so that investing is accessible for all. Apex does this by empowering advisors with the trusted technology they need to help make investing simpler and easier. The Apex platform powers a quick and streamlined account opening and cash management process for end investors with the capability to open, fund, and trade most accounts in minutes rather than days. Apex's capabilities include fractional trading, digital account opening, digital funding via automated customer account transfer service (ACATS), direct indexing on accounts as low as \$25k, competitive yields on cash sweeps, the ability to resolve NIGOs with minimal friction, tax loss harvesting support, concentrated position management and seamless API integrations



-  Founded 2016
-  Employees: 11-50
-  Value Chain: **Portfolio Management & Rebalancing**
-  Subsectors: Portfolio Management & Reporting, Financial Services Software
-  Regions of operations: Europe, Americas, Asia

Axyon AI is an Italian FinTech company on a mission to bring asset managers to the future with superior and accurate AI and Deep Learning predictive solutions. They help asset managers who need to diversify alpha and generate winning investment strategies by uncovering alpha opportunities with AI. Their leading solutions include AI-based model strategies & predictive asset performance rankings. With extensive financial sector knowledge, their team brings together leading and deep technological expertise for their clients.

## Who are we?

-  Founded 2019
-  Edinburgh
-  [www.behaviouralfinance.co.uk](http://www.behaviouralfinance.co.uk)
-  Region(s) of Operation: United Kingdom



Try it now!

## Our Product

Wealth Personality® is an automated client engagement tool designed to enhance users' understanding of their relationships with money and the resultant effect on reaching their financial goals.

## The Challenge

Most institutions struggle to introduce additional services to their core product users. A great example of this is banks, whose users are often highly digitally engaged with them, in many cases using their online services every day. In banking and insurance, at an institutional level, there is typically little understanding of clients' individual relationships with money or their individual goals, so any additional services are introduced as non-targeted marketing efforts.

## Our Solution

Wealth Personality® revolutionises client engagement with...

- **Scalable Personal Insights:** Providing deep insights into users' financial personalities through use of an engaging online quiz
- **Automated Personalised Reports:** Offering personalised reports with actionable financial advice tailored to individual needs and behaviours; focussing on the objectives which the client has identified
- **Actionable Analytics:** Enhancing institutions' service delivery through targeted, data-driven customer engagement strategies; utilising multiple levels of client segmentation

## Proven Results

In 2023, Behavioural Finance Ltd partnered with Phoenix Group via their Standard Life brand to introduce Wealth Personality® to 20,000 workplace pension clients with an email campaign. In the same year, Behavioural Finance partnered with a British bank to introduce Wealth Personality® to bank clients via a research agency (qualitative) and field testing with branch staff (qualitative and quantitative) deploying the service directly to bank customers.

### Standard Life (quantitative results)

- **Simple** implementation: low-cost email outreach campaign, n=20,000
- **85%** completion rate for clients starting test (following click-through from a mass email)
- Average completion time of **3 minutes**
- **4 goals** per user identified on average with actionable or automated next steps introducing users to the services to help satisfy these goals e.g. ISA to a savings goal
- **40-49** age bracket was identified as primary focus area, with most active objectives
- **47%** of users identified as having lower or significantly lower financial comprehension than average, showing that a range of communication styles should be considered (especially with Consumer Duty)

### A British bank (qualitative results)

- **88%** positive feedback from clients
- **25%** of the time the 3-minute Wealth Personality® quiz uncovered information that would not usually be captured from a dedicated meeting with a consultant
- **43%** of clients wanted to complete a follow-up action after discussing results
- **70%** of actions taken with an advisor were a direct result of Wealth Personality®
- Only **3%** of actions uncovered could not be met by current product offerings
- Key client feedback: **quick, easy, accurate, useful, friendly**

# CADRO



Founded 2022



Employees: 11-50



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



Subsectors: Alternative Investment Solutions, Financial Services Software, Client Prospecting & Engagement



Regions of operations: United Kingdom

Cadro is an wealth manager for clients of the twenty-first century. Using their bespoke technology, they are transforming a client's investment experience into something truly engaging, informative and exciting. They have taken the best bits of traditional wealth management – face-to-face service with a trusted adviser, highly skilled investment specialists with strong track records, adaptability with different kinds of needs and risk appetites – and combined them with a cutting-edge platform which reimagines the client-provider relationship. The Cadro app goes beyond the basic offerings of other wealth managers, and its strength as a customisable platform with other financial services means Cadro can help take the burden of client engagement away from other firms.

# d1g1t



Founded 2016



Employees: 51-100



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



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



Regions of operations: North America

d1g1t is the leading institutional-grade wealth management platform for Independent Advisors, Multi-family Offices, RIAs, and Broker Dealers. The platform was created to transform the patchwork of legacy systems with a single, integrated platform that provides advanced analytics and risk management tools across the entire wealth advisory life cycle through a seamless workflow that is highly intuitive and easy-to-use by the entire firm. Much more than a reporting platform, d1g1t equips financial client-facing advisors, back-office teams and senior management with operational efficiencies, portfolio management and powerful intelligence they need in real-time. The company is led by an experienced financial technology team who have developed leading enterprise risk and portfolio management systems for many of the world's top investment banks, institutional and wealth managers, hedge funds, and regulators around the world. d1g1t enables firms to elevate the quality of their advice and demonstrate its value to clients.

# Delio



Founded 2015



Employees: 11-50



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



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



Regions of operations: United Kingdom, Europe, North America, Latin America, Asia, Australia, the Middle East

Delio is the partner of choice for financial institutions that are building, evolving and developing in private markets. Their highly configurable white-label technology and investment structures are delivered on a turnkey or bespoke basis, helping financial organisations of all sizes to do more for their clients in private markets in a way that works for them. Their solutions support the scaling of propositions, automation of time-consuming processes and ensuring regulatory compliance. Delio is fast-moving and continually evolving and developing their proposition to meet the needs of private market firms operating in an ever-changing industry. This is why they have raised more than \$20m from Octopus Ventures, Maven Capital Partners & Development Bank of Wales since their inception in 2015.



## COMPANY RESEARCH PROFILE

# CAIS

 Founded 2009  
 New York, United States  
 [www.caisgroup.com](http://www.caisgroup.com)  
 [info@caisgroup.com](mailto:info@caisgroup.com)  
 Employees: 251-500  
 Regions of operation:  
 New York, Los Angeles, Austin,  
 and London

### KEY EMPLOYEES:



**Matt Brown**  
 Founder, Chairman and  
 CEO

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

Subsectors: **Alternative Investment Solutions**

### OFFERING

CAIS is the pioneer in democratizing access to and education about alternative investments and structured notes for independent advisors, asset managers, and bank issuers, empowering them to engage and transact on a massive scale. We believe that the combination of industry-leading technology and human interaction throughout the pre-trade, trade and post-trade experience delivers superior operational efficiency and a world class client experience.

### PROBLEM BEING SOLVED

CAIS provides independent advisors with a broad selection of alternative investment strategies, including hedge funds, private equity, private debt, real estate, digital assets, and structured notes, allowing them to capitalize on opportunities and withstand ever-changing markets.

### TECHNOLOGY

CAIS delivers industry-leading technology, operational efficiency, and world-class client service throughout the pre-trade, trade, and post-trade experience.

### PRODUCT DESCRIPTION

The CAIS platform is a single technology platform designed in a modular way, allowing independent financial advisors, home offices of large independent broker-dealers and RIAs, and asset managers to use the features and capabilities desired, either as an end-to-end turnkey solution or by selecting only the components needed.

By enabling these groups to engage and transact at scale, CAIS is helping advisors realize the benefits of alts and notes allocation for current and prospective clients, while providing managers a central location to access the fragmented advisor community.

**CAIS Solutions** – CAIS' new SaaS platform, launched in 2023, centralizes alternative investment fund and operational workflows for advisor firms aiming to win new clients, capture wallet share, and strengthen client relationships. CAIS Solutions enables firms to centralize their fund ideas through automated processes across the pre-trade, trade, and post-trade experience, reducing the operational burden and powering them to scale their business.

### TRACTION/GROWTH

- CAIS supports over 32,000 unique advisors who oversee more than \$4T in network assets.
- Since inception, CAIS has facilitated over \$30B in transaction volume.
- CAIS is integrated with 90% of the U.S. custodian market and 70% of the U.S. reporting provider market.
- As the champion of the independent advisor, CAIS is also a supporter of MMI, FSI, IPA, the Milken Institute, and Invest in Others organizations.

# CAIS

**83% of advisors surveyed believe access to alternatives differentiates their practice from peers.**

[Download our Report](#)



**The State of Alternative Investments in Wealth Management**



## COMPANY RESEARCH PROFILE



**PRODUCT NAMES:** Croesus Xpert, Croesus Central, Croesus APIs

Founded 1987  
 Québec, Canada  
[www.croesus.com](http://www.croesus.com)  
[info@croesus.com](mailto:info@croesus.com)  
 Employees: 101-250  
 Regions of operation: Canada, Switzerland, USA

### KEY EMPLOYEES:



**Rémy Therrien**  
 Founder & Executive Chairman of the Board



**Vincent Fraser**  
 President



**Jean-François Desaulniers**  
 Vice-President & General Manager

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

Subsectors: **Portfolio Management & Reporting, Risk Analysis & Management, Financial Planning, Compliance & Regulation, Portfolio rebalancing, API, CRM connector**

### OFFERING

Croesus provides a robust suite of wealth management solutions known for their high performance and seamless integration with third-party systems. Their flagship products, Croesus Xpert and Croesus Central, offer comprehensive portfolio management and rebalancing capabilities, including advanced features like task embedding, multithreaded rebalancing, customizable scenarios, and regulatory compliance management.

### PROBLEM BEING SOLVED

Croesus addresses key challenges in the wealth management sector by providing innovative solutions that enhance efficiency, accuracy, and objectivity. Croesus has become key in enabling investment advisors and wealth management professionals to enhance their business model, stay competitive, develop ideal investment portfolios, improve customer service, and reach new markets and client segments while increasing productivity and profitability.

### TECHNOLOGY

Croesus is committed to the cloud-native mode for its solutions, supporting its SaaS strategy, and enhancing API interconnectivity, data utilization, and strategic collaborations. The company's API development facilitates seamless data exchange between Croesus and third-party applications, promoting connectivity and efficiency.

### PRODUCT DESCRIPTION

**Croesus Xpert** is a Portfolio Management System (PMS) that includes a Customer Relationship Management (CRM) system to manage portfolio data, clients' data and interactions. It enables them to create personalized communications, generate targeted business insights, automate workflows and increase profitability. In addition to enabling advisors and portfolio managers to build stronger client relationships, it integrates features that drive user adoption and support compliance processes.

Croesus' other product, **Croesus Central**, combines portfolio rebalancing with simultaneous rebalancing for a large number of portfolios, portfolio analysis, what-if scenarios, modeling, and intrinsic compliance.

Finally, Croesus offers a growing and updated list of APIs that allow firms to achieve total data integrity, continuity and confidentiality. Croesus also offers an application that integrates data from Croesus solutions with Salesforce. Users can now move transparently between their wealth management systems and the world leader in CRM.

### TRACTION/GROWTH

Croesus partners with the industry's best to provide their solutions, including:

- **Back offices:** Broadridge, Dataphile, Fidelity Investments, kyndryl
- **Correspondent networks:** National Bank Independent Network, Raymond James, Credential, Fidelity Investments
- **Order management systems:** Fidessa, FIS, Iress, Raptor Trading Systems
- **Financial and market data:** FactSet, Fundata, Morningstar, Thomson Reuters
- **CRM:** Salesforce
- **Financial planning tools:** Conquest, NaviPlan
- **Account aggregation:** Morningstar
- **Client Portal:** Advisor Products
- **Reports:** Morningstar
- **Automated on-boarding:** Mako Financial Technologies

Croesus' clients include: CIBC, TD, National Bank, Laurentian Bank, Desjardins, Industrial Alliance (iA), Raymond James, Richardson Wealth, and Echelon Wealth Partners.

Croesus' solutions are utilized by 15,000 users who expertly manage over 23 million client investment accounts, representing an impressive \$1.7 trillion CAD in assets under management.

# How Croesus is driving innovation in the portfolio management space

*Founded in 1987, the Canadian WealthTech provides high-performance solutions such as portfolio management systems to support wealth management professionals to boost their productivity, enhance client relationships and maximise management of their AUM.*



When defining its mission, Croesus states it exists to provide a 'superior experience' to its clients, users, partners and employees, as well as to positively impact the community. The firm has over 200 employees in Montreal, Toronto and Geneva.

Croesus markets Croesus Xpert, which the firm explains is the culmination of its decades-long dedication to developing secure, robust and high-performance wealth management solutions.

Annik Voyer, Product Leader for Croesus, added, "Croesus Xpert is a state-of-the-art portfolio management solution designed for wealth management professionals at commercial banks, private banks, and wealth management firms.

"The architecture of Croesus Xpert is built for seamless integration with any wealth management ecosystem. It integrates the largest set of industry features into a customizable, user-friendly interface, making daily tasks more efficient and allowing professionals to focus more on client relationships and market development," said Voyer.

She also highlighted that the platform offers a centralised, fully configurable system which includes an all-in-one solution for managing client portfolios, integrated CRM, customisable dashboards and a multitude of compliance-ready reports and precise calculation capabilities.

"Croesus Xpert embodies our vision for a solution that is not just about managing financial assets but enhancing the wealth management experience for all stakeholders," explained Voyer.

## The inspiration

What was the inspiration behind the creation of Croesus Xpert? According to Voyer, the inspiration stemmed from the firm's longstanding commitment to excellence and innovation in wealth management technology.

She said, "Recognizing the potential for technology to revolutionize this space and the evolving challenges faced by wealth management professionals, including efficiency barriers and the need for secure, reliable systems, Croesus leveraged its WealthTech leadership position and technological expertise to develop Croesus Xpert.

"Croesus Xpert was developed to provide a solution that not only meets the comprehensive demands of portfolio management but also enhances user experience through intuitive design, customizable features, and seamless integration capabilities."

Voyer added, "By leveraging 35 years of innovation and client feedback, Croesus Xpert aims to redefine portfolio management by offering a solution that is advanced, highly customizable and yet user-friendly, thereby allowing wealth management professionals to focus on building relationships with their current and future clients."

The goal of Croesus Xpert, Voyer stressed, was to craft a solution which not only dealt with today's demands but also anticipates any future needs, ensuring that wealth managers are equipped with the best tools to serve their clients effectively.

## Pain points

To stand out in any industry, it is pivotal for an industry player to be able to meet a need for its clients that can't be found elsewhere. What pain points does Croesus solve for its clients?

Voyer commented, "Our mission with Croesus Xpert is to solve a multitude of challenges that wealth management professionals face, from operational inefficiencies and system complexities to security concerns and the imperative for seamless integration.

"Drawing on our history as a WealthTech pioneer and our deep understanding of the industry's needs and demands, we aim to provide a solution that not only improves efficiency and accuracy but also strengthens the client-advisor relationship. This is achieved by liberating professionals from repetitive and manual tasks, thereby freeing up time for more meaningful engagement."

Voyer continued by stating that the Xpert solution also tackles the challenges of integrating various solutions used by professionals, offering a unified system that ensures consistency and ease of access.

“By providing a solution that is intuitive, customizable, and secure, Croesus Xpert empowers wealth management professionals to prioritize their clients, thereby improving client relationships and paving the way for new business opportunities,” said Voyer.

### Croesus’s Unique Selling Point

The WealthTech sector is currently a hub for innovation, with the fast and constant stream of new technologies seeing wealth management undergoing a transformation. In the view of Voyer, one of the things that sets Croesus apart from other key players is the company’s long-term credentials.

She remarked, “Croesus stands apart due to our 35 years of innovation, a deep commitment to our core values, and our dedication to social responsibility. Our solutions, trusted by thousands of users managing assets worth over \$1.7 trillion, are a testament to our reliability, performance, and collaborative approach.”

“

***Today’s professionals need tools that enhance efficiency, accuracy, and the client relationship management experience. A modern system must empower users to focus on their clients, leveraging technology to streamline operations and decision-making processes.***

She also emphasised the firm’s wide diverse range of offerings, including its wide plethora of features, customisation capabilities and integration breadth.

“With the largest number of features and reports in the Canadian market, superior report customization, and an industry-leading ergonomic interface, Croesus Xpert offers unmatched efficiency and user experience. Its powerful performance calculations, extensive historical data management, and perfect bilingual support further set it apart. Additionally, as a SOC-2 certified company, Croesus guarantees the highest standards of security and reliability,” Voyer detailed.

Beyond this, Voyer explained that buyers should pick Croesus for its ‘unmatched’ blend of technological excellence, human values and a shared vision for a better future as well as its commitment to simplifying portfolio management without compromise.

“This ensures that wealth management professionals can achieve greater efficiency, security, and client satisfaction,” she emphasised.

The Croesus Product Leader also remarked, “Croesus offers more than just another portfolio management solution; it represents a partnership with a wealthtech pioneer that values innovation, reliability, and ethical business practices.

“By choosing Croesus, wealth management institutions are not only investing in a system that streamlines operations and enhances client relationships. They are also aligning with a company that values community, sustainability, and the human aspect of technology.”

Through Croesus Xpert, the company is reaffirming its commitment to simplifying portfolio management without compromising on power, user-friendliness, or security, said Voyer. “Our dedication to innovation, combined with a deep respect for our users, communities, and the environment, positions Croesus as a suitable partner for wealth management professionals who demand excellence and integrity in their tools and partners.”

### A modern portfolio management system

While portfolio management systems as an offering are nothing new in the wealth management sector, the advent of innovative and disruptive technologies is upending the traditional platforms and transforming the offering. What can a modern portfolio management system provide?

Voyer stated, “A modern portfolio management system must transcend traditional functionalities to cater to the evolving needs of wealth management professionals. It should deliver a comprehensive, efficient, and secure platform that simplifies and optimizes the daily activities of wealth managers.

“At its core, such a system should offer a centralized, customizable solution that supports a vast number of users and integrates seamlessly with back-office operations and third-party solutions. It should empower wealth management professionals with tools for integrated customer relationship management, portfolio rebalancing, compliance management, risk assessment, financial planning and automated onboarding including digital processing traditionally done with paper. All of these should be accessible through a simple, intuitive interface.”

Voyer also remarked that such a platform must ensure the security of personal and financial data while providing accurate financial calculations and high levels of system robustness and reliability.

She went on, “Today’s professionals need tools that enhance efficiency, accuracy, and the client relationship management experience. A modern system must empower users to focus on their clients, leveraging technology to streamline operations and decision-making processes.”

Another area that is stressed as key for the modern portfolio management system is automation, as it can help in streamlining processes and enhancing efficiency – two vital aspects of managing portfolios.

She explained, “Efficiency and productivity are cornerstones of these systems. They should automatically execute trades, conduct compliance checks, rebalance portfolios, generate reports, and perform routine administrative tasks, reducing the need for manual intervention but also enhancing the speed and accuracy of these processes.

“By automating repetitive tasks, they free up valuable time for investment professionals to focus on strategic decision-making, spending more time with their clients and activities focused on attracting new clients. Additionally, the streamlined processes reduce the likelihood of errors, ensuring that every action is executed with precision,” Voyer concluded. ●



# Croesus Central

The next generation automated  
portfolio rebalancing solution

**Benefit from significant  
productivity gains and  
facilitate team work**

- Rules-based system
- Optimization of after-tax returns
- Modeling and what-if scenarios
- Compliance by design
- Customizable solution


 Founded 2000

 Employees: 501-1,000

 Value Chain: **Client Acquisition/Service**
 Subsectors: Financial Services Software, Client Prospecting & Engagement

 Regions of operations: United States, Canada, United Kingdom, Africa

Doxim is a technology-enabled managed services provider delivering seamless customer onboarding and omnichannel communications across the customer journey on behalf of financial and regulated industries around the globe. By outsourcing engagement to Doxim, clients can optimize their compliance, costs, quality, and service delivery; shift customers to ePresentation at their own pace; and deliver a digital customer experience (CX) that is modern, streamlined, and future proofed. With Doxim, clients can communicate reliably and effectively, expand wallet share with cross-sell and upsell opportunities and drive increased customer satisfaction and loyalty. Doxim is proud to work with over 2,000 clients across the US, Canada, the United Kingdom, South Africa, and Asia Pacific who benefit from their client onboarding and customer communications management solutions. They are committed to providing their clients with streamlined operations, business user control, and innovation for a modern and engaging customer experience that leads the way.


 Founded 2012

 Employees: 251-500

 Value Chain: **Brokerage-as-a-Service, Embedded Finance, Cloud-Based End-to-End API Powered Solutions**
 Subsectors: B2B Robo Advisors, Investing Tools, Digital Brokerage, Financial Services Software

 Regions of operations: United States, Argentina, Australia, Azerbaijan, Brazil, Cyprus, Georgia, Ghana, India, Kenya, Korea, Malta, Mexico, New Zealand, Nigeria, Romania, Singapore, South Africa, Turkey, UAE, UK

DriveWealth provides Brokerage-as-a-Service, powering investing and trading experiences to 100+ partnerships with leaders in the digital wallet, banking, broker-dealer, asset management and consumer financial app spaces across the US, Latin America, EMEA, and APAC. DriveWealth's modern brokerage API platform offers a full suite of embedded solutions including equities, fractionalized equities, options, and mutual funds, with fixed income to be delivered this year. DriveWealth pioneered fractionalized trading and received a patent for Fractional Share Order Execution and Methods in 2022. Additional patents have also been secured internationally in Korea, Japan, and China, with further countries pending. This has empowered DriveWealth to differentiate itself by enabling its global partner base to provide their customers of all ages, wealth stages, and financial expertise with embedded investment experiences, including direct trading access to US equities with as little as \$1 and access to other embedded experiences like robo-advisory and HSAs.


 Founded 2003

 Employees: 101-250

 Value Chain: **Investment Planning, Research & Analytics, Risk & Compliance**
 Subsectors: Risk Analysis & Management, Financial Planning, Client Prospecting & Engagement

 Regions of operations: United Kingdom

Dynamic Planner enables wealth and financial planning firms to match people with suitable investment solutions through engaging financial planning. So that people can fund the life that they want. It is a risk-based system, combining intuitive, cloud-based technology with an independent asset risk model. It is today adopted by 2,300+ businesses, and is integrated with leading industry CRMs, and platforms and providers. Dynamic Planner was founded in 2003 and is also used by leading asset managers to risk profile, target or manage more than £211bn of investments. It uses an independent standard for risk profiling throughout, to ensure nothing is lost in translation in the financial planning process.



# NICE Actimize

Know more. Risk less.

## SURVEIL-X

### Holistic Conduct Surveillance for Wealth Management

- Multi-Dimensional Analytics Using Trades & Communications
- Monitor Advisor Disclosures and Recommendations
- Discover Previously Unknown Risk
- Comply with Global Regulations
- Increase Compliance Agility

[niceactimize.com](https://niceactimize.com) | [compliance@niceactimize.com](mailto:compliance@niceactimize.com)



-  Founded 2013
-  Employees: 501-1,000
-  Value Chain: **Portfolio Management & Rebalancing**
-  Subsectors: B2B Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Financial Services Software, - Investment Platform Services - Tax Wrapper Administration
-  Regions of operations: United Kingdom

Embark Group is a fast growing, diversified, financial services business and one of the leading retirement solutions providers to the advised and institutional markets in the UK. They work closely with financial advisers and businesses to deliver their long-term savings and investment propositions to UK consumers through their investment platform and range of multi-asset funds, pensions, fund research and consultancy services. Embark has transitioned rapidly from an initial private investment to become one of the leading retirement solutions providers in the UK. Embark Group also powers some of the UK's largest retail financial services businesses, with a wide portfolio of white label partners including LV, HUB Financial Solutions, Wealthify, Willis Owen, Best Invest, Money Farm, Charles Stanley, Natwest Group, Nutmeg, and Lloyds Banking Group (D2C).



-  Founded 2021
-  Employees: 11-50
-  Value Chain: **Client Acquisition/Service**
-  Subsectors: Financial Planning, Financial Services Software, Client Prospecting & Engagement, Estate Planning
-  Regions of operations: United States

EncorEstate Plans is a pioneering WealthTech company dedicated to enhancing the capabilities of financial advisors by providing state-of-the-art technology and human support to tackle estate planning challenges. Leveraging technology, EncorEstate Plans offers a comprehensive, affordable, and straightforward estate planning experience. Understanding those estate planning problems carries massive implications for families, EncorEstate Plans' solutions focus on empowering the trusted advisor-client relationship in estate planning. With a strong commitment to never compete with advisors or sell client information, EncorEstate Plans prioritizes partnership, humility, and service, ensuring financial advisors remain at the center of the process. By making estate planning easy and allowing advisors to be the heroes for their clients, EncorEstate Plans is revolutionizing the industry and fostering meaningful generational relationships.



-  Employees: 251-500
-  Value Chain: **Client Acquisition/Service, Portfolio Management & Rebalancing, Trading Advice & Execution, Accounting, Reporting, Risk & Compliance**
-  Subsectors: Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Financial Planning, Compliance & Regulation, Financial Services Software
-  Regions of operations: Africa, Asia Pacific, Central America (incl. The Caribbean), Europe, Middle East, North America, South Africa

ERI is the provider of the OLYMPIC Banking System, a fully-integrated, front-to-back, parameter-driven digital platform supporting banks and financial institutions in streamlining their core business activities across their clients' entire lifecycle. Over 400 banks and wealth managers across 60 countries have chosen OLYMPIC Banking System to streamline, automate and digitise their daily processes. The platform provides a complete set of decision-making, transaction processing and control tools to support domestic and international core services. It comprises a functionally rich client-centric Core System and a wide range of integrated front, middle and back-office functions: CRM, Client On-boarding, Regulatory Reporting, Portfolio and Order Management, Advisory and Digital Banking. OLYMPIC Banking System is designed to be entirely tailored and managed directly by the user's organisation. The solution also leverages cloud computing and is available in a SaaS model supporting financial institutions in achieving operational efficiency and future-proof their profitability.

# How ERI is leading private banking's technological transformation

*In the ever-evolving landscape of private banking, digital transformation isn't merely a concept, it has become a tangible force reshaping the entire industry landscape. As technology continues to advance, the realm is now embracing advancement as companies look to gain a competitive advantage. As a result, private banks are embracing modern technological infrastructures, empowering them to deliver superior services seamlessly across all platforms and at any time.*



One such firm that is at the heart of this major industry change is ERI. The organisation has been a leading provider of financial services technology for the private banking sector for the past 35 years, adapting as the sector underwent its metamorphosis.

FinTech Global sat down with Jean-Philippe Bersier, Director of Sales & Marketing at ERI to delve into the development of the private banking space and learn how the firm has managed to continue progressing in the sector.

Whilst this would be a big challenge, the founders saw that the reach of technology, design and gamification would allow them to build a powerful tool to transform the financial system.

## The early stages

During the early 1990s, the FinTech landscape was relatively nascent compared to the myriad of solutions available today.

Many of the industry giants we recognise today, commenced their operations around this time. This period marked a pivotal moment in the industry's evolution, as these companies laid the groundwork for the sophisticated financial infrastructure and solutions that are now commonplace.

ERI made their bow into the sector at the same time, Jean-Philippe Bersier opened the lid on what it was like for the firm to tackle the challenge of leading an industry forward.

"The company quickly expanded into many markets in Europe and Asia with offices in Geneva, Zurich, Lugano, Luxembourg, Singapore, London and Paris. The reason for that rapid growth was mainly the market status. In the early '90s in Switzerland alone, around 625 banks were registered to the regulator.

"This was significantly more than we had in say 1980, which was already significantly more than in previous years. This was mainly due to the political stability of Switzerland - and investors realised this.

"There was also an incredible amount of know-how from financial engineers all across the country from the private banks, and we had many international providers and financial institutions looking to set up a private banking operation in the country to serve the burgeoning offshore market," explained Bersier.

## Their unique offering

Despite the favourable market conditions outlined by Bersier, it would take much more than that to enforce ERI as a strong actor in a rapidly evolving WealthTech space. Instead, producing a superb offering that was bespoke and unique was the name of the game.

With this objective clear in mind, ERI launched its OLYMPIC Banking System, which stands out as a comprehensive solution tailored for private bankers and wealth managers.

Offering a 360° customer view, the platform provides consolidated client data, real-time valuations, and multi-currency asset tracking. Its integrated portfolio management features enable optimised decision-making and automated realignment of portfolios.

Additionally, the platform streamlines order management, facilitates advisory services, and delivers personalised client reporting. With robust CRM and onboarding capabilities, along with secure online portals for External Asset Managers, the platform ensures efficient operations and client engagement.

Built with a strong emphasis on confidentiality and data protection, it offers secure Lombard lending facilities. ERI's OLYMPIC Banking System redefines WealthTech by empowering professionals to navigate modern finance seamlessly.

Delving into the offering, Bersier opened up on the company's vision for success when building the solution.

He explained, "It was not just designing a system for the requirement of a private bank, this would have been a mistake. Even small private banks were offering much more than just private banking or wealth management services. So, in terms of functionality, from the beginning we wanted OLYMPIC Banking System to cover credit lending, payments, and all those kinds of things, which are, of course, the key functionality of any global core banking system. So, it was not designed purely for the requirements of the private banking market. But as a universal banking system.

"The OLYMPIC Banking System is distinctive for its real-time capability and comprehensive integration, meeting the needs of small to large private banking institutions. Our company's vision was to offer a fully integrated platform covering various aspects such as client onboarding, reporting, portfolio and asset management, and regulatory compliance.

"Despite its extensive functionality, the system remained open, enabling connectivity with other platforms. Notably, the OLYMPIC Banking System's implementation timeframe was shortened due to its parametric system, which eliminated the need for custom coding. Instead, the system was configured through tables and parameters, allowing for adaptation to specific client requirements without extensive coding or scripting. This approach not only shortened implementation time but also empowered clients to independently modify the system to meet their evolving needs," Bersier explained.

## The next battleground for change

For ERI, accustomed to 35 years of navigating the complexities of private banking at the pinnacle of the industry, change is a routine occurrence. It is anticipated, customary, and managed seamlessly as an integral part of an ongoing mission to strive and further expand the global presence.

However, a plethora of changes is currently poised to disrupt the industry further, propelled by the ascent of artificial intelligence (AI), machine learning (ML), and an intensified emphasis on ESG-related trends. This indicates that the market stands on the brink of further transformative evolution.

This change is set to come amidst the generational wealth transfer. The baby boomer generation was fortunate to come of age during a period of unparalleled economic expansion following World War II. This era of prosperity presented them with abundant opportunities to amass significant wealth over their lifetimes. Born between 1946 and 1964, they now stand as the most affluent generation globally. Fortune reports their average net worth ranges from \$970,000 to \$1.2m.

Speaking on the future, Bersier stressed the impact that this wealth transfer could have.

He said, "Looking to the future there is a lot of focus on ESG integration, which involves impact investing and environmental initiatives. These factors are increasingly becoming integrated into investment strategies. The new generation that is taking over their family's wealth from the 'baby boomers' is showing greater awareness of the importance of socially responsible investing and its impact on society."

"Many banks are also recognising that their clients are seeking more socially and environmentally responsible investment options. As a result, we are observing a significant shift in the banks' strategies, which will undoubtedly have implications for us as a technology provider."

However, according to Bersier, the most significant impact of the generational wealth transfer on the sector doesn't stem from a shift towards ESG-centric investing. Rather, it hinges on the contrasting attitudes towards automation between older and younger generations.

Unlike their older counterparts, individuals in their 20s and 30s exhibit a greater acceptance and trust in AI technology. This means that platforms such as ERI's OLYMPIC Banking System can integrate and leverage tools like AI and ML more holistically without fearing the loss of consumers.

"Some older clients are afraid to embrace AI. We're currently witnessing a transition between generations, with older individuals, such as baby boomers, passing on their wealth to the younger generation. These younger individuals have grown up on their mobile phones and want to embrace advancements. They regularly interact with machine learning and artificial intelligence in their daily online activities, from social media to various digital devices.

"Machine learning systems, particularly in investment management and recommendations, possess the capability to learn extensively from vast amounts of data. Banks can leverage historical data on instruments, past investments, performance, and the impact of events to develop predictive models. These models can then be utilised to offer tailored investment recommendations to clients, ensuring compliance with their investment restrictions and regulatory requirements across different markets," Jean-Philippe Bersier stressed.

Whatever the future holds, industry stalwart ERI's OLYMPIC Banking System is designed to lead the way. The firm is poised to navigate any shift in the industry landscape with agility and resilience. As the industry continues to evolve, ERI remains steadfast in its dedication to providing cutting-edge technologies and unparalleled service, ensuring that they retain their position as the leader in the ever-shifting landscape of private banking.



ANDBANK /  
Private Bankers

## CLIENT BACKGROUND

Andbank is a multinational group based in Andorra that provides retail, private and corporate banking services both domestically and internationally, including in Spain, Monaco, Luxembourg and Uruguay.

It was created in August 2001 following a merger between Banc Agrícola i Comercial d'Andorra (founded in 1930) and Banca Reig (founded in 1956). The bank is privately owned, with more than 70 offices in 11 countries and a team of more than 1,200 professionals. It meets all regulatory requirements for operation in the European Union.

## THE CHALLENGE FOR ERI

Andbank had been using OLYMPIC Banking System, ERI's comprehensive core banking system, for many years. Andbank turned to ERI as a trusted partner to discuss the potential features of an enhanced portfolio management system. In particular, Andbank wanted a solution that used the same formulas and formats as the existing system (to enable accurate historical comparison) but with specific added functionalities and seamless integration. During a transition period, the new system had to run alongside the existing portfolio management system for thorough testing before any live launch, so that rigorous comparisons could be made.

ERI was equipped with the necessary industry experience to adapt a solution from the existing OLYMPIC Banking System model used in many other countries, while also customising elements for Andbank.

## THE SOLUTION

The proposed solution presented a formidable technological challenge. It had to deliver in terms of reduced cost and improved functionality, both immediately and in the future, across the Andbank Group.

**The bank's IT** infrastructure was simplified by eliminating a significant number of interfaces to external apps and the different solutions needed to reconcile the data. This has provided a more consolidated, reliable IT foundation for the Group.

**The upgraded** portfolio management system, delivered everything the existing system offered, but with additional bespoke functionalities and greater robustness. Before live launch, it ran alongside the existing system, allowing for real-time comparison and stress testing.

**The integrated solution** means client data is accurate from front to back, and back to front. Accessing the same database in real-time guarantees optimum efficiency.

**Cost is reduced**, the previous portfolio management system was difficult to maintain and manage because data was hosted outside the system, making timely reconciliation unwieldy and complex.

**The enhanced system** offers faster and better integrated order generation and workflows, and faster portfolio rebalancing.

**Clients** enjoy superior direct reporting and analytical functions, evident in the increased number of web-accessed reports generated each month and year.

**The enhanced capabilities** including Money Weighted Return (MWR) and cashflow projections will allow Andbank to grow its business, confident in a solid IT foundation for the future.

## OUTLOOK

With a core banking system and portfolio management system from a single provider, issues are addressed quickly and more cost effectively. All systems are covered by one existing licence, and all regulatory compliance is integrated in one system. The PMS generates around 25,000 orders to the markets per year. The bank produces around 160,000 reports a year, and the portfolio management system is generating about 10,000 reports a month including asset positions, P&L and more.

[olympicbankingsystem.com](http://olympicbankingsystem.com)

Contact us





-  Founded 2010
-  Employees: 101-250
-  Value Chain: **Client Acquisition/Service, Portfolio Management & Rebalancing, Reporting, Risk & Compliance**
-  Subsectors: Portfolio Management & Reporting, Risk Analysis & Management, Alternative Investment Solutions, Data & Analytics
-  Regions of operations: Switzerland, Europe, Middle-East

Etops is the trusted partner for navigating the future of wealth management. Their vision is to revolutionize wealth management with data-driven products that leverage machine learning and GenAI. They empower wealth managers to solve complex problems around their clients' financial life by providing insight, tools, and products through a curated ecosystem.



-  Founded 2010
-  Employees: 51-100
-  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, Financial Services Software
-  Regions of operations: Global

EV is one of the UK's market-leading digital financial planning solutions providers. They connect and empower their intermediary financial partners with intuitive, customer-centric advice and guidance software and investment solutions. EV has an impressive track record in developing engaging tools designed to help financial advisers and their clients navigate the complexities of financial markets. The focus is on delivering simplified financial planning and enabling clarity over investment options, cashflow forecasting, and aligned client risk profiles. With their proprietary market-leading stochastic asset model providing the engine, EV's powerful calculations and strategic multi-asset allocations are used globally across the financial ecosystem by financial advisers, pension and platform providers, asset managers, banks, and building societies.



-  Founded 2020
-  Employees: 11-50
-  Value Chain: **B2B Robo Advisors, Financial Planning, Compliance & Regulation, Data & Analytics, Financial Services Software**
-  Subsectors: Client Acquisition/Service, Investment Planning, Risk & Compliance
-  Regions of operations: Europe, United States, Middle-East

everyoneINVESTED enables financial institutions to attract more customers to invest confidently. As the former innovation team of KBC Asset Management, they spent many years assisting KBC in establishing its dominant position in savings and investments. Now, as the wealth tech spin-off of KBC Group, they strive to get everyone invested. everyoneINVESTED applies its behavioral finance expertise to design bespoke customer journeys, optimize existing processes, and provide business consultancy to drive investor recruitment by balancing user engagement, business impact, and regulatory compliance. everyoneINVESTED shows banks how to seize the commercial opportunity of the business model changes sparked by, e.g., Europe's Retail Investment Strategy or the UK's Consumer Duty Act.



**COMPANY  
RESEARCH  
PROFILE**

**EXPERTSOFT**

**PRODUCT NAME:** PM1

- Founded** 1992
- Switzerland**
- [www.expersoft.com](http://www.expersoft.com)
- [sales@expersoft.com](mailto:sales@expersoft.com)
- Employees:** 251-500
- Regions of operation:**  
Global

**KEY EMPLOYEES:**



**Philipp Bisang**  
CEO



**Dominic Greenwood**  
Group COO



**George Prapopoulos**  
COO

**Value Chain:** Client Acquisition/Servicing, Investment Planning, Investment Advisory, Portfolio Management & Rebalancing, Consolidated Reporting, Risk & Compliance, Order Management, Client Digital Engagement

**Subsectors:** Portfolio Management & Reporting, Investment Tools, Risk Analysis & Management, Financial Planning, Alternative Investments, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement, Digital Client Engagement, Cloud Hosting

**OFFERING**

Expersoft Systems is an innovation-focused business, offering comprehensive wealth and asset management front/mid-office 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.

Expersoft is an ISO 27001/27701 and ISAE 3402 Type 2 certified business.

**PROBLEM BEING SOLVED**

Providing Wealth and Asset Managers with a single world-class front/mid-office platform that provides for all discretionary and advisory portfolio management and reporting needs across all types of asset classes.

Whether the problem faced is data consolidation, reporting requirements, risk management, regulatory demands, or client management/communication, Expersoft is the solution.

**TECHNOLOGY**

Expersoft solutions are built using primarily a Java stack deployable on application services including Tomcat and JBoss.

Integration support for REST, SOAP, ETL real-time, and batch interfacing. Over 450 interface adaptors.

Multi-tenant SaaS platform operations in Oracle Cloud, Amazon AWS, Google Cloud, Microsoft Azure Cloud, and others.

**PRODUCT DESCRIPTION**

At the heart of the Expersoft product ecosystem is the award-winning PM1 solution, designed through more than 30 years of continuous innovation to digitally transform the end-to-end operations of our customers with a modular, configurable approach spanning portfolio management, risk management, regulations & compliance coverage, order management, client management, report production, digital banking, and much more.

At it's core, PM1 provides support for discretionary and advisory client mandates. Capabilities for discretionary mandates include portfolio risk analysis, performance calculation, rebalancing, and strategic asset allocations. Capabilities for advisory mandates include investment goals, suitability & appropriateness, scenario simulation, and proposal generation.

Expersoft software is complemented by professional services offering spanning implementation, support, consulting, and back-office services, which collectively shape PM1 to the particular needs of individual customers.

Expersoft also offers certified-secure fully outsourced hosting services. Both single and multi-tenant solutions are available, with the latter offered via the rapidly growing AM-One Cloud Solution that combines the PM1 software with an all-in-one back-office services package including multi-custody consolidation and reporting.

# EXPERTSOFT

Technology Partnership in Motion.

[Click to learn more](#)





 Founded 2018

 Employees: 101-250

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

 Subsectors: Portfolio Management & Reporting, Client Prospecting & Engagement, Risk Analysis & Management, Alternative Investment Solutions, Compliance & Regulation

 Regions of operations: Global

Evoq is a Swiss-based provider of wealth management technology solutions with the mission to offer personalized investment advice at scale. Its comprehensive solutions cover the entire process - from customer profiling to generating investment proposals, automating even the most complex and labor-intensive parts. Through its sister company, Edgelab, Evoq integrates the best-in-class risk analytics and portfolio construction capabilities into its platforms to empower investment professionals with vital information at their fingertips. It significantly reduces the tools the wealth managers need to do their job, freeing up time to focus on what's essential for them – client relationship building. Evoq is trusted by some of the world's largest banks, wealth management companies, and pension funds across Europe and Asia.



 Founded 2015

 Employees: 51-100

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

 Subsectors: B2B Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Financial Planning, Financial Services Software, ESG Investment Software

 Regions of operations: Germany, Austria, Switzerland, Denmark, Sweden, Norway, United Kingdom, Belgium, The Netherlands, US

Awarded several times for growth and innovation, Fincite is one of the fastest growing WealthTech companies in the German market. Their mission is to bring wealth management into a connected and digital age. They digitize banks, asset managers, wealth managers and family offices from client onboarding through advisory and investment ordering to reporting. Their clients include over 15 of the leading providers from the financial industry including five companies from the TOP 20 European banks. Their team consists of over 60 employees from more than 10 nations with offices in Germany (Frankfurt), Peru and Ukraine.



 Founded 2019

 Employees: 51-100

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

 Subsectors: B2B Robo Advisors, B2C Robo Advisors, Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Financial Planning, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement

 Regions of operations: Spain, Andorra, France, Belgium, Luxemburg, Switzerland, United Kingdom, Germany, Monaco, UAE, Chile, Perú, Brazil, Mexico.

Flanks is a pioneering Open Wealth platform that revolutionizes automated wealth services for clientele, ranging from major financial institutions to family offices and independent financial advisors. By seamlessly connecting with custodian entities worldwide, Flanks facilitates the smooth integration of financial data into preferred reporting platforms, allowing users to make well-informed wealth management decisions based on accurate and up-to-date information.



**COMPANY  
RESEARCH  
PROFILE**

**FINA+PLUS**

Founded 2023  
 Mainz, Rheinland-Pfalz, Germany  
[www.finaplus.de](http://www.finaplus.de)  
[info@finaplus.de](mailto:info@finaplus.de)

Employees 51-100  
 Regions of operation:  
 Germany, Luxembourg, Switzerland, Austria, Liechtenstein

**KEY EMPLOYEES:**



**Christian Hank**  
 Managing Director



**Ludwig Holle**  
 Managing Director



**Thomas Willger**  
 Co-Head of Development



**Christian Kiedels**  
 Co-Head of Development

Value Chain: **Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Accounting, Reporting, Risk & Compliance**  
 Subsectors: **Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Financial Planning, Compliance & Regulation, Data & Analytics, Financial Services Software**

**OFFERING**

The Finaplus platform is a true Wealth-as-a-Service platform in the German-speaking region. The platform offers a strictly modular mode of operation that is unrivalled regarding the breadth and depth of its functionality, making it the one-stop-shop for wealth managers, private banks, family offices and foundations. The Finaplus platform is the result of a long-standing relationship between wealthtech powerhouses FinaSoft and PPlus which both are deeply rooted within the wealthtech landscape of Germany and beyond.

**PROBLEM BEING SOLVED**

The Finaplus platform allows our customers to continuously adapt to the rapidly changing needs of investors, advisors, and portfolio managers, whether it is regarding digitalization, sustainability, new generation, or regulation. The platform provides all types of users - from back office to end clients - with consistent access to all client, portfolio, and market data at all levels of aggregation and across all asset classes: From single accounts to consolidations of client groups or families, from stocks to real estate. Additionally, the platform supports all stages of the value chain from onboarding to reporting. The seamless integration of third-party solutions rounds off the outstanding user-experience of the Finaplus platform. Of course, the whole platform complies to all relevant regulatory requirements including MiFID, SFDR and Dora.

**TECHNOLOGY**

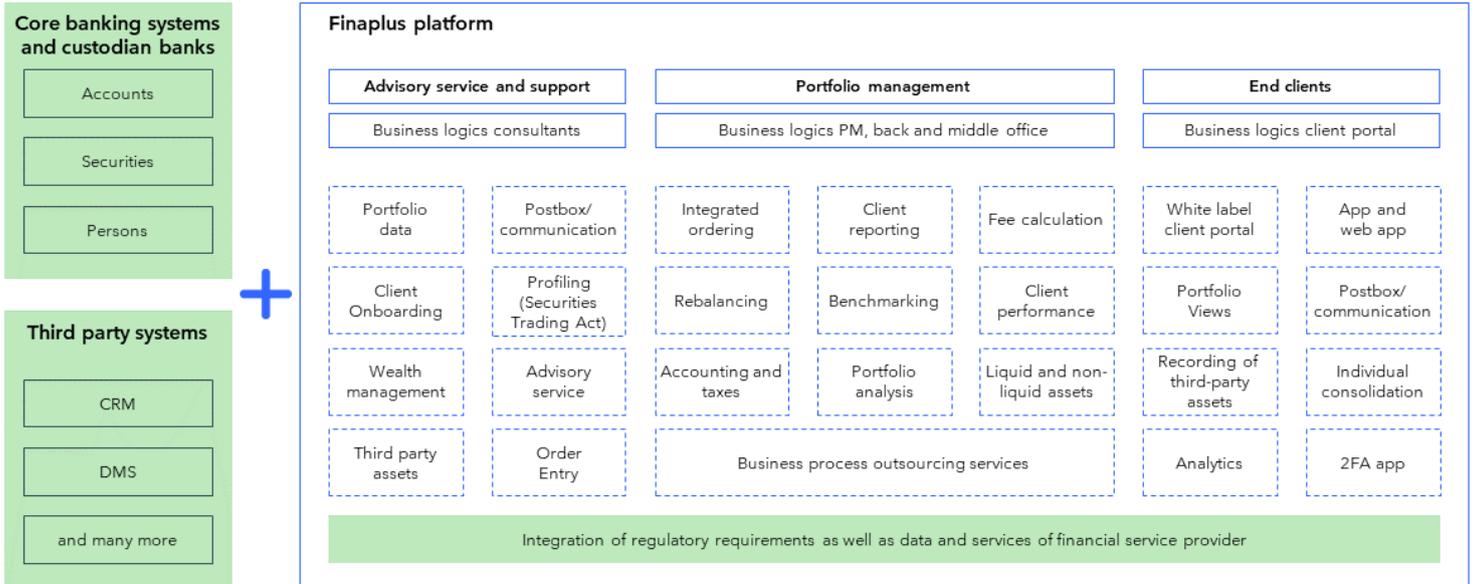
The Finaplus platform can be used as part of a cloud-infrastructure as well as on premise. With its modular approach, the platform offers an easy entry into the Finaplus eco system with just a few basic modules and can scale with users as their needs become more complex over time. The platform relies on a plethora of partners to ensure top-of-the-market data and functionality, including Bloomberg, SIX Financial Information, Patronas Financial Systems, Morningstar, J. P. Morgan, PriceHubble and many more. Additionally, the platform offers more than 50 transaction and order interfaces for the world's most relevant depositaries. An ISAE 3402 certification has already taken place in 2021, an ISO 27001 certification is on its way for this year.

**PRODUCT DESCRIPTION**

The Finaplus platform is a highly modular, sophisticated Wealth-as-a-Service platform that can easily be tailored to the needs of every individual client not only upon initial use, but also as clients grow both in size, but also in the scope of their business. The platform offers:

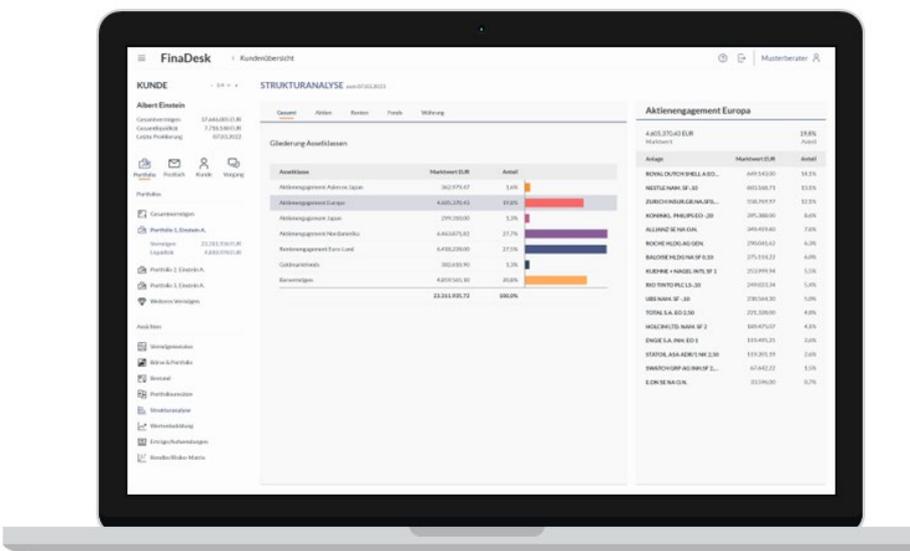
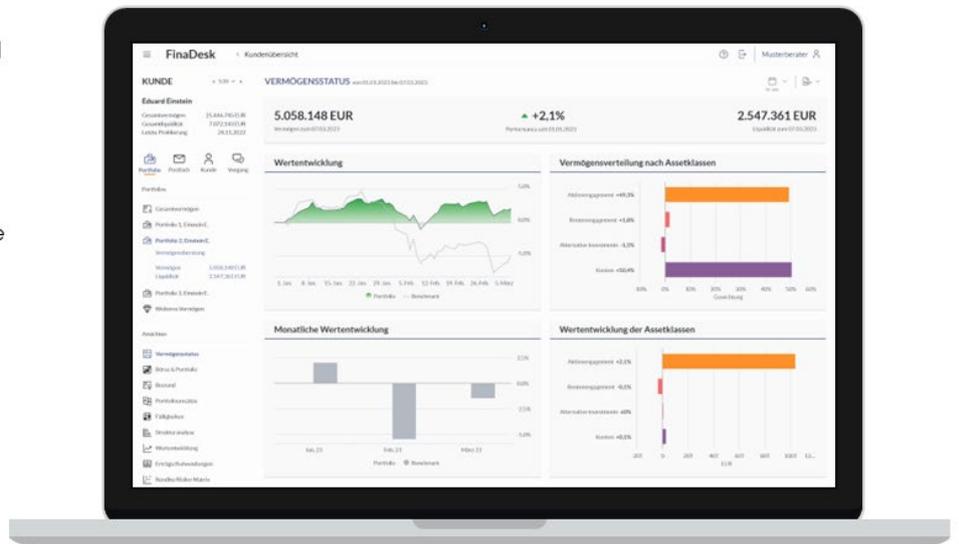
- a large number of modules to choose from,
- a flexible scalability in line with clients' needs,
- a complete end-to-end solution from onboarding new clients to reporting and full regulatory adherence (as far as applicable in the region of use).

The platform's functionality is constantly being further developed, but, well in line with the decades of experience and effort the company's staff has put into the solution, has already grown to a range that is absolutely unrivalled in the industry to this day. The next page shows a comprehensive overview of the platform's functionality to date as well as a sneak peek into some of the functionalities that are most popular with our clients.



The platform for modern, digital end client communication and interaction across all end devices in your CD

- + Flexible white label solution providing perfect usability
- + Integration into your existing infrastructure
- + Scope of information presented defined with UX agency based on the end client's perspective
- + Transparency of information ensured throughout with consultant's view



Investment overview for consultants and clients anytime and anywhere.

- + Clear and intuitive visualisation of all assets
- + Various views covering different levels of detail
- + Both liquid and non-liquid investments
- + Customised possibilities for aggregating assets

# How Finaplus is transforming the end-client process in asset management

*Mainz, Germany-based WealthTech firm Finaplus describes itself as one of the first true Wealth-as-a-Service companies in the German-speaking region. They offer a comprehensive platform solution and consulting for banks, asset managers, family offices and foundations, whether as a standard software supplier or with a tailor-made solution based on the customers' needs.*



## FINA+PLUS

Rooting back to 2015, the company came about after a group of people familiar with the wealth management industry identified a range of needs in the market where they found they had an idea and the experience necessary to create a new solution. The then-founded company FinaSoft merged with long-standing partner PSplus just last year. Both are operating under the name of Finaplus and have no smaller goal than transforming the wealthtech industry.

Ludwig Holle, managing director at Finaplus, said that these ideas led to the focus on providing end-customers and asset managers with the possibility to interact and have transparency on the assets that are managed and the performance as well as how to run the process of managing end-clients as an asset manager.

With Finadesk, Finaplus offers a web-based front end that collects data from whichever portfolio management system asset managers use – preferably their own solution PSplus. Holle explained, “We collect the data

from the respective database and translate it into a web-based overview in terms of performance and structure and make it visible and transparent via a browser-based solution or a portable solution if you chose to have a comprehensive portfolio overview on the go.”

The firm also provides the possibility to interact with the client and allows for digital signatures in line with the legal requirements that firms have if they're an asset manager.

### Pain points

In an industry as diverse and innovative as the wealth management space, being able to meet unmet needs – or meet met needs better than anyone else – allows firms to stand above the pack. What pain points do Finaplus look to solve to stand out?

Holle explained, “Our end-customers get a comprehensive, transparent overview of their assets, performance, and structure. Based on that, they have a clear understanding of the managed portfolios and can interact with their asset manager on that basis. That is an attractive point, especially if you're coming across different assets and asset managers, you are able to combine all of that.”

“This is a clear benefit for asset managers because they are able to provide the data their clients are looking for however, wherever and whenever they want – end-customers nowadays are looking to have their portfolio data at the tip of their finger wherever they go, hence we went with both a web-based and a mobile solution.”

Holle also outlined that the firm's technology helps asset managers too, as it makes interaction with the client easier and saves them time – as they are able to provide reporting and whatever else the client needs to them directly.

### The role of AI in asset management

With artificial intelligence grasping the attention of countless sectors in 2023, we can expect similar activities to occur in 2024 as the technology becomes embedded within industry structures. How is it impacting asset management?

In the view of Holle, the capability to be able to analyse asset structures and performances more quickly and flexibly and, based on that, make recommendations is a plus.

He continued, “But providing information to asset managers to help them make better decisions with or maybe even through AI is only one side of the medal.”



***With the formation of Finaplus, the foundation for future growth is stronger than it has ever been. In 2024 we are and will be hiring more talented people to facilitate this growth and will continue to further broaden and deepen our already unrivalled spectrum of platform functionalities.***

However, there is another side important to Holle. “If you look at the backend of our work with AI, it’s easier to program things. You can use AI to design parts of the solution you want to create, you don’t have to describe it and you don’t have to code it yourself. We are seeing AI helping software developers in numerous ways – even today: You tell an AI you want a structurally sound and visually appealing report with certain calculations having to be done in advance and you get a very sophisticated solution for this problem – it saves software companies a lot of time and effort and can lead to solutions that developers might not have thought about themselves before.

As far as actual AI-based advisory processes go, Holle is more careful: “The question is how quickly people will trust AI advisors, so to speak. We see robo advisors all over the market and there’s already an established baseline quality that they can deliver. But as of now, the human component in wealth management still has an edge over robo advisors, especially when managing complex portfolios. Once they get more sophisticated with the further advances in AI, it will definitely be an interesting topic to discuss,” said Holle.

## WealthTech trends

Of course technology continues to exert a firm grip on the direction of the wealth management space. What other trends can the industry expert to stand out in 2024?

In the view of Holle, regulation and AI stand out as two key trends to watch out for. However, a less noted one is that venture capital and growth capital availability will be a development to keep an eye on.

He said, “You have some companies now that are in the scaling phase where they need additional funding to keep growing. Whether that is available fast enough to really put those companies in a good position to grow bigger, or whether some of the smaller firms run out of money or have enough of a good solution, but then basically end up in something bigger and more standardised - that’s something we’re all excited to watch.

Another key issue to be aware of is the limited availability of qualified software developers. In my experience, there are a lot of very business-savvy people, especially in the FinTech industry, that have a tremendous output of exciting and feasible ideas for solutions. But the real challenge is finding the staff that is able to actually implement these solutions in a way that really benefits those in the market for the respective products. Thus, one of the most important abilities a company needs to have to make a difference in the market is bringing these two groups of talented and skilled individuals together and facilitating their collaboration.

## Plans for 2024

As WealthTech continues to expand and diversify year-on-year, the need to stand out is becoming ever more important. How does Finaplus aim to do this in 2024?

The watchword for Holle is growth. “With the formation of Finaplus, the foundation for future growth is stronger than it has ever been. In 2024 we are and will be hiring more talented people to facilitate this growth and will continue to further broaden and deepen our already unrivalled spectrum of platform functionalities.”

## Looking to the future

As Finaplus looks to the future, Holle has a positive view of what is to come. “We have a good feeling about our solution and the scope that we are getting to in the next couple of years. Unless something changes in the market, we think we offer a good range of solutions.”

From here, Holle identifies a key aim as being upscaling with additional clients – which the Finaplus MD states means international growth.

“We have a good presence in the German-speaking markets and one of the key questions is: Do we want to broaden our customer base with digital solutions, or do we want to internationalise our solution as it is and find similar clients to those we already have in the German-speaking markets to add to our turnover.

“We have to decide, and that also depends on how we interact with other players in the market, because we see other players that have similar issues. From this, we might seek to join forces if there is an interesting business case to have,” concluded Holle. ●



## COMPANY RESEARCH PROFILE

# finfo

BY ECOFIN SOFTWARE AND  
TECHNOLOGY AG

Founded 1986  
 Zurich, Switzerland  
[www.finfo.ch](http://www.finfo.ch)  
[finfo@ecofin.ch](mailto:finfo@ecofin.ch)  
 Employees: 51-100  
 Regions of operation:  
 Switzerland, Liechtenstein  
 (With our solutions being MiFID II compliant, Finfo is also being used for German, Austrian and other international clients.)

### KEY EMPLOYEES:



**Prof. Dr. Martin C. Jansen**  
Founder



**Andreas Borg**  
CEO

Value Chain: **Advisory Process Solution, including Portfolio Management & Rebalancing, Trading & Execution and Client & Regulatory Reporting**

Subsectors: **Automated Investment Proposals & Campaign Management, ESG, Financial Planning & Retirement Solution, Funds Savings Plan Solution, Portfolio-based Core-Satellite Investment Solution, Risk Analysis & Management Cockpit**

### OFFERING

Finfo is an award-winning omnichannel solution for hybrid investment advice for banks, advisers and their clients. The software suite combines personal advice with digital services to cater to each client's specific needs – whether in the branch, at home or out and about; via desktop, tablet or smartphone. Thus, Finfo makes the advisory process an engaging, regulatory compliant and seamless experience across all channels.

### PROBLEM BEING SOLVED

Finfo enables client engagement at all touchpoints and effectively conveys the value-add of the bank's advisory offering to its clients by delivering specific and relevant content that is tailored to them. Finfo solutions are automated and standardized for the bank yet perceived as individualized by their clients. That way, Finfo combines a personalized client journey with an efficient setup for the bank that keeps processes lean for the advisers.

### TECHNOLOGY

The technical linchpin of the Finfo platform is FinfoCore. It is based on a consistent data set and harmonized business logic and provides the other modules with a plethora of central functions and data in the form of services. Thanks to systematic omnichannel capability, the adviser and their clients always have the same data at their fingertips via their chosen Finfo channel. This is a technically essential feature for successful hybrid investment advice.

### PRODUCT DESCRIPTION

The Finfo platform enables any number of conceivable user journeys for all user groups of banks, i.e. clients, advisers and other experts.

**FinfoPro** is the adviser's individually configurable digital workplace. This is where advisers centrally manage all their client relationships and monitor related portfolios. All information is available at any time via the dashboard, with multidimensional drill-down functions enabling access to specific client and portfolio data. Advisers receive clear prompts about required actions and pending items, enabling them to complete their tasks in just a few clicks.

**FinfoTouch** is the tool for interactive client advice transforming client meetings into a hybrid experience. The intuitive tablet solution can be used in a host of advisory scenarios: on a projector in the conference room, on a tablet in the client's home or via screen sharing using the bank's collaboration platform. FinfoTouch enables advisers to verify the client profile, illustrate investment strategies and proposals using interactive graphics and spontaneously respond to client requests.

**FinfoAdvice** is the digital channel for the bank's clients and their guided self-services. Clients can research, advise themselves and access suitable investment solutions in a completely digital and independent way, whenever and wherever they want. Hybrid advice is supported by a flexible status and notification system, allowing advisers to keep track of their clients' actions in real time.

To enable even greater flexibility, the platform's functionality is made available by **FinfoPublicAPI**, a set of standardized and modular business services. To achieve the ambition of open banking, it can be integrated with the front- and back-end systems of banks or third-party providers. As such, Finfo technology can be tailored to precisely fit into any IT architecture. Apps, front ends, widgets and back-end services directly access data from Finfo and use Finfo services via the API.

### TRACTION/GROWTH

- Private banks, savings banks and Swiss cantonal banks equally trust in Finfo.
- Finfo clients include: LGT, Maerki Baumann, Clientis, NOVUS Banken, Raiffeisen, Berner Kantonalbank, Glarner Kantonalbank, Luzerner Kantonalbank, Schwyzer Kantonalbank, St. Galler Kantonalbank, Zuger Kantonalbank

# Core-satellite investing in the digital era: Innovative means of client centricity and communication in wealth management

*Core-satellite investment strategies nowadays give banks an opportunity to meet clients' needs effectively by addressing their specific interests and preferences. Finfox allows to frame high conviction investment themes in an appealing and dedicated format and set new standards in terms of client centricity and client experience in wealth management.*

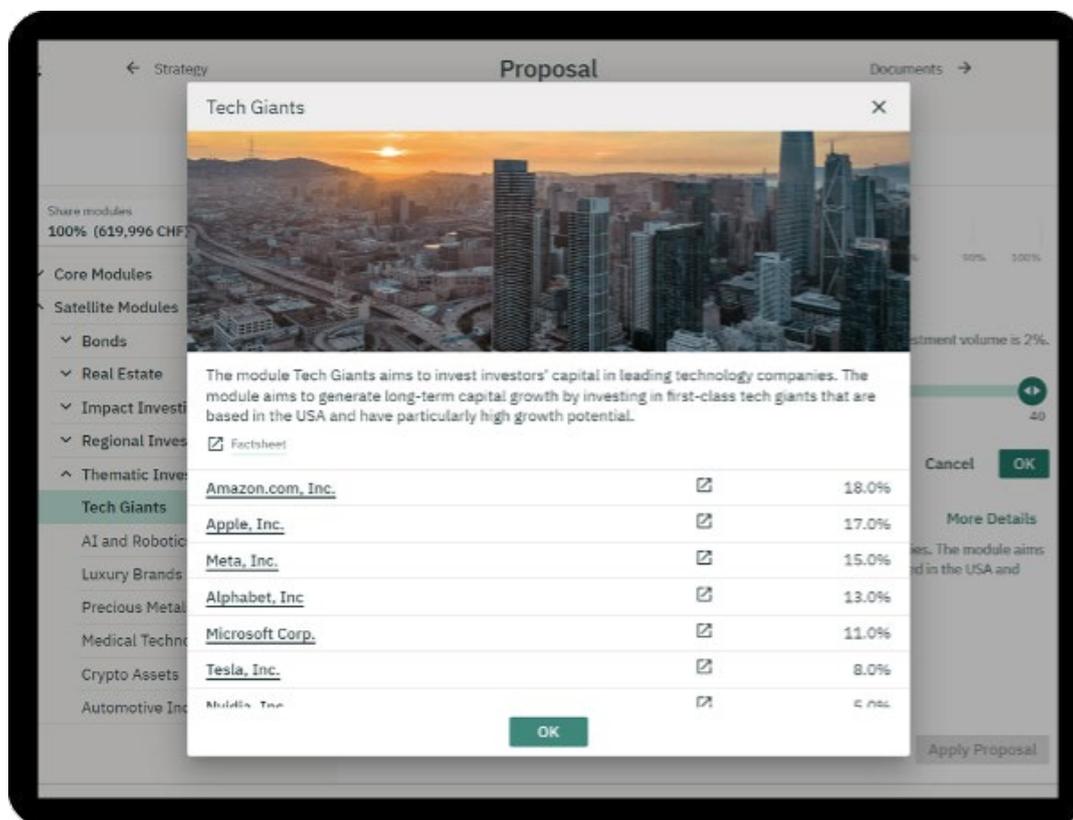


Figure 1: Choosing core and satellite modules in FinfoxTouch

## Core-satellite investment strategy

A core-satellite investment strategy focuses in the core portfolio on diversification to minimise investment risk and yield risk-adjusted returns in line with the market on the long term, while the satellite investments in selected high conviction areas can be used to position content-related or



tactical priorities that reflect the client's interests, value-based goals or other preferences.

A good example for the core-satellite approach is ESG by aligning the satellite modules with the United Nations Sustainable Development Goals (SDGs), or deliberately forgoing a market-driven return in a satellite in favour of impact investing topics. With the satellites, a bank can effectively use its expertise in key areas to differentiate itself and convey value-add to its clients as well as ideally strive to create alpha for the investor.

### An engaging approach to address clients with targeted satellite modules

The core-satellite approach gives banks an opportunity to create a nuanced range of investment buckets and to communicate with clients more clearly and transparently. Descriptive module fact sheets give clients the ability to read all the information they need for themselves and explore specific investment topics in more detail. This enables banks to make complex subject matters more accessible to clients and to give them a chance to benefit more from the findings of the research team. In addition, clearly presented client reports provide detailed portfolio analysis and appealing visualisations of the portfolio performance.



*“This structured and varied presentation of information allows clients to connect with satellite-related content in a flexible and attractive way and enhances their digital engagement.”*

### FinfoxTouch in the advisory meeting

FinfoxTouch, the tablet-based tool for interactive investment advice, allows advisers and their clients to put together the core and satellite modules quickly and easily in the advisory meeting to suit the clients' preferences and create personalised core-satellite portfolios.

The client-centric Finfox tool offers the following benefits:

- **Intuitive:** the preferred core and satellite modules can be selected easily in just a few clicks either before or during a personal meeting
- **Easy to manage:** it provides a central hub for all information pertaining to the bank's core and satellite modules
- **Transparent:** it provides full transparency regarding performance and costs in the satellites
- **Compliant with regulations:** the tool is part of an advisory process that complies with the relevant regulations and ensures that they are adhered to at all times

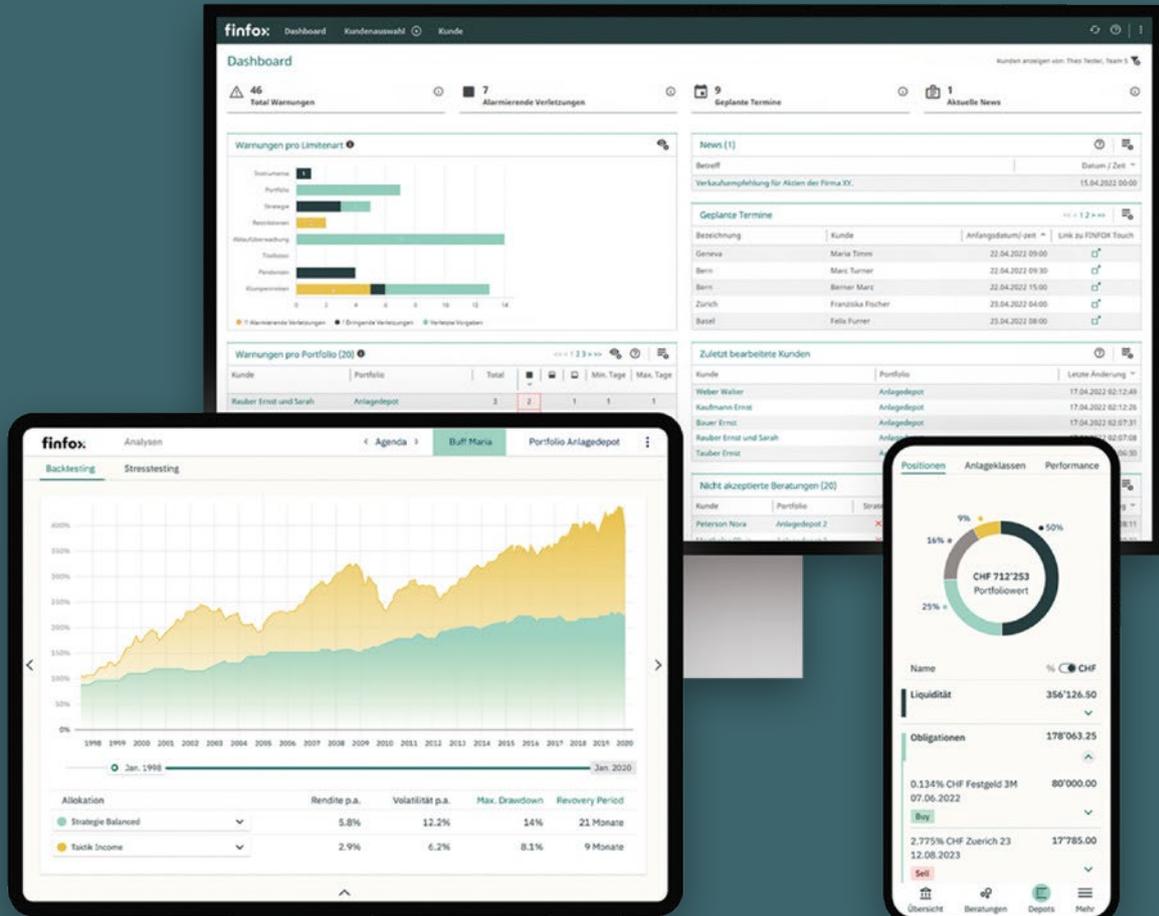
The Finfox core-satellite module supports various bank services. For example:

- A discretionary mandate
- An advisory mandate based on a combination of core and satellite modules
- An advisory mandate based on single positions enhanced by theme-based satellite modules

### In a nutshell

Banks can use the satellite positions to shine more of a spotlight on themes and offerings that set them apart from the competition (ESG, crypto assets, etc.). There is a separate and clearly defined investment bucket for each chosen satellite module. Any client queries regarding the allocation of the various investment buckets or the impact of a particular module on the performance of the overall portfolio can be answered precisely thanks to dedicated reporting for each bucket.

This leads not only to greater transparency but also to clients engaging and identifying with their investments to a greater extent. Higher client engagement usually means higher client satisfaction as well. Thus, core-satellite investing offers banks an opportunity to tap into fresh potential in the wealth management space by effectively putting the client experience first ●



# Finfox. The award-winning software solution for hybrid investment advice.

The wealth management of the future is both personal and digital. In other words: hybrid. Automated and standardized for the bank, yet perceived as individualized by the client. Supporting client engagement at all touchpoints, effectively conveying the value-add to the client.

Welcome to Finfox. Investment advice redefined.



Find out more



Founded 2013



Employees: 101-250



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



Subsectors: AI clients & advisors behavior analysis and predictions, Data & Analytics, Client Prospecting & Engagement, Financial Services Software



Regions of operations: United States, Canada, England, Brazil, Latam

Fligoo leads the Enterprise AI Solutions for the financial industry focusing on wealth management, leveraging consumer financial data to make predictions. Fligoo Sharp AI employs advanced AI models to help understand and anticipate investors' needs, enhancing customer satisfaction and boosting revenue. Their technology is AI that enables precise decision-making, retention strategies, and continuous monitoring, ultimately driving financial success for their clients. A 2-minute video showcasing their work can be found at <https://vimeo.com/906708649>.



Founded 2006



Employees: 51-100



Value Chain: **Portfolio Management & Rebalancing**



Subsectors: Portfolio Management & Reporting, Investing Tools, Financial Services Software



Regions of operations: North America, Europe, Latin America, India

FlyerFT is a leading provider of cloud-based portfolio trading technology for investment managers. 1600+ wealth managers, asset managers, TAMPs and technology partners trade with hundreds of brokers and custodians using Flyer and their trading network every day. Their multi-asset platform empowers advisors and asset managers to optimize strategies, minimize risks, and maximize returns. Our Co-Pilot platform is a comprehensive cross-asset suite of portfolio, trading and compliance tools for advisors to manage and rebalance portfolios, models & strategies, and to trade, route & execute orders with fully automated post-trade functionality on a single screen. It is built on top of Flyer Trading Network (FTN) to electronically route orders, executions and allocations to brokers and custodians.



Founded 2008



Employees: 11-50



Value Chain: **Risk & Compliance**



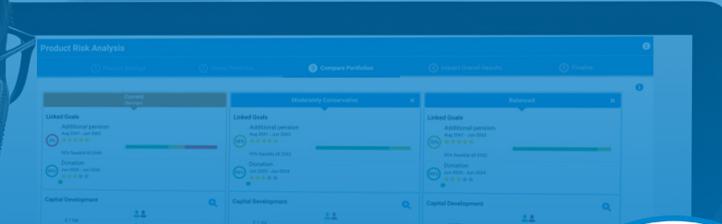
Subsectors: Data & Analytics



Regions of operations: Global

Fundipedia is a leader in providing innovative product mastering technology that empowers asset managers to collect, manage, distribute, and reconcile any type of static and dynamic data. Built on cloud-native, no-code technology and enriched with AI capabilities, its platform provides end-to-end control and insights that fuel smart business decisions while confidently meeting regulatory requirements. Connected to over 50 fund administrators and supported by more than 70 data vendors and platforms, Fundipedia is a swift value-addition to your operations with deployment possible in less than 12 weeks. With offices in London, New York and Luxembourg, its diverse team comprises technology experts, asset management industry veterans, and innovative builders, all united by the common goal of creating technology solutions and providing consulting services that help clients optimise their product data. Visit their website to learn more about how they can make managing the complexities of data a thing of the past. Visit [fundipedia.com](https://fundipedia.com)

# Guiding clients to optimal investment decisions with a realistic financial outlook



**OPAL**

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

Rotterdam  
Zurich

London  
Toronto  
Singapore

Amsterdam  
Melbourne

# GBST

-  Founded 1983
-  Employees: 251-500
-  Value Chain: **Client Acquisition/Service, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution**
-  Subsectors: B2B Robo Advisors, B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Financial Planning, Financial Services Software
-  Regions of operations: United Kingdom, UAE, Australia, New Zealand, United States, and Canada

GBST provides financial services technology to the wealth management and advice sectors globally. It creates technology solutions and offers digital services for wealth managers, life, superannuation and pension companies, investment, fund managers, and advisers. GBST helps clients streamline operations, reduce operating costs, reduce back-office administration headcount, drive automation, improve agility, increase security levels, reduce IT infrastructure with cloud-based solutions, and better engage and educate their customers. GBST provide rules, reports, and processes to ensure its clients meet regulatory requirements. Founded in 1983 with offices in Australia, Vietnam, and the United Kingdom, GBST is a key technology partner to over 100 financial services organisations. It delivers highly secure, robust, and scalable solutions to manage current and future client investments and wealth across Europe, Australia, New Zealand, the US, Canada, and the UAE.



-  Year Formed: 2019
-  Team Size: 11-50
-  Value Chain: **Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution**
-  Subsectors: B2B Robo Advisors, B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Financial Planning
-  Regions of operations: The GOE product is functional in United States of America, Canada, Brazil, Mexico, Germany, Thailand, Australia.

The Goals Optimization Engine (GOE) by Franklin Templeton is a patented optimal portfolio recommendation engine that offers personalized digital financial advice tailored to the unique goals of individual investors, be it capital accumulation goals or retirement goals. GOE does this by using a Markov's Decision Process based optimization technique called Dynamic Programming that iterates backwards from the goal, one time period at a time, finally deriving the most optimal portfolio an investor should be holding at the current point in time that maximizes the probability of meeting the financial goals of the investor. As the markets move up or down, GOE continues to move the investor's money from one portfolio to another at pre-determined intervals, thereby continuing to maximize the probability of achieving the goal and giving the investor the best shot to achieve the goal within the desired timeframe.

# huddlestock

-  Founded 2014
-  Employees: 51-100
-  Value Chain: **Client Acquisition/Service, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Accounting, Reporting, Risk & Compliance**
-  Subsectors: Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Risk Analysis & Management, Financial Planning, Alternative Investment Solutions, Compliance & Regulation, Data & Analytics, Financial Services Software, Investment-as-a-Service
-  Regions of operations: Global

Huddlestock helps companies deliver modern investment and trading experiences to their customers. They provide everything a company needs to design and launch a new investment service in weeks or modernise their existing solution. Their technology and APIs support the complete investment lifecycle, from onboarding and KYC to multi-asset trade execution, custody, post-trade services, and regulatory compliance. Huddlestock has helped modernise and open up investing for consumers around the world by powering the solutions for startups, banks, neobanks, wealth and asset managers. Founded in 2014, Huddlestock is listed on the Euronext Growth market.



# COMPANY RESEARCH PROFILE



Founded 2012  
 London, England  
<http://www.growthinvest.com>  
[enquiries@growthinvest.com](mailto:enquiries@growthinvest.com)

Employees 11-50  
 Regions of operation: United Kingdom

## KEY EMPLOYEES:



**Daniel Rodwell**  
CEO



**David Lovell**  
COO



**Martin Cosgrove**  
CIO



**Aled Treharne**  
CTO

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

Subsectors: **Portfolio Management & Reporting, Investing Tools, Financial Planning, Alternative Investment Solutions, Data & Analytics, Financial Services Software**

## OFFERING

GrowthInvest is a fast-growing UK based adviser platform, specialising in tax efficient and Private Market investments. As the only true whole-of-market investment platform for the tax efficient and alternative sectors, GrowthInvest provides advisers and wealth managers with transparency, efficiency, and control around their alternative advice proposition.

Our technology is built around our specialist knowledge of the UK tax efficient investment industry and wider Private Markets sector. Our clients benefit from digital investment access to EIS, VCT, IHT and Private Market products. This uniquely sits alongside the ability to onboard historic client portfolios, enabling centralised portfolio reporting across all alternative assets.

## PROBLEM BEING SOLVED

The GrowthInvest platform is an active solution to make tax-efficient and private market investing more accessible to a growing market.

We believe that alternative asset classes are an essential part of a diversified investment portfolio, and that this market, which has been underserved by main market platforms, is becoming increasingly important to advisers, wealth managers and private banks.

Our aim is to drive increased engagement with the UK tax-efficient industry, alongside the wider private markets, by providing a platform that mitigates barriers to growth, such as inefficient paper driven administration, lack of clear transparency around fees and costs, and difficulties in diversifying portfolios.

## TECHNOLOGY

Technology is at the heart of the GrowthInvest offering and is the key to achieving our high service levels. Our core platform is built in-house using industry leading frameworks and operating with full resilience and automatic scalability in the cloud. This combination of self-healing resilience and rapid scaling ensures that our platform provides the highest level of service no matter what the demand.

Alongside our core platform is Cascade, our data ingestion and reporting platform. Cascade provides high speed and high-volume data cleansing and transfer coupled with security, resilience and strong provenance.

## PRODUCT DESCRIPTION

GrowthInvest delivers all the efficiencies you would expect from an adviser platform, but uniquely services alternative and tax-efficient investment markets. With specialist market-leading technology sitting alongside unrivalled client service and industry knowledge, GrowthInvest enable advisers and wealth managers to deliver the best of solutions to their clients.

- **Market-Leading Technology:** Smart proprietary technology delivers security, efficiency, and simplicity in this complex marketplace.
- **Superior Service:** The Client Services Team are always ready to provide support and guidance in this complex area of planning, backed by a catalogue of educational guides, webinars and FAQs.
- **Unrivalled Range of Alternative Investment Products:** Uniquely combining both listed and unlisted products on one platform, including EIS, SEIS, VCT, IHT, PE, VC, and other Private Market investments.
- **Complete Set of Product Wrappers:** A full range of relevant investment wrappers including ISA, VCT ISA, SIPP, SSAS, GIA; alongside the ability to treat clients as advised or execution-only.
- **Clear Transparent Pricing:** A straightforward approach to fees and charges provides a simple, transparent charging structure which offers real value.
- **Consolidate & Transfer Existing Portfolios:** GrowthInvest's dedicated onboarding team work with clients to reconcile, digitise and onboard their existing alternative investment portfolio.

## TRACTION/GROWTH

- GrowthInvest's Assets under Administration (AUA) have continued to grow rapidly (76% YoY) as a result of continued new client acquisition, alongside increasingly deep, integrated relationships with some of the UK's largest adviser firms
- The company's software is used by over 500 financial advisers and wealth managers, with over 3,000 underlying clients.
- GrowthInvest work as partners with over 70 fund and investment managers, custodians and registrars. This relates to facilitating investment across the alternatives market, and includes integrations with specialist custodial firms, providing access to 100+ different investment offers
- GrowthInvest observed >50% Increase in new business flows YoY

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 GrowthInvest is transforming the world of tax efficient and private market investments

*The idea for the creation of GrowthInvest came in Daniel Rodwell's career in the City of London. At the time, he was an active investor in tax efficient and private investments, and he became a 'huge' advocate of their importance within the portfolios of HNW investors.*



"The fundamental belief was that these asset classes had potential to grow significantly, and to reach a much wider audience but were being held back by the inefficiencies of manual administration and a lack of education and awareness," explained Rodwell, the CEO of GrowthInvest. "Whilst we have made good progress, this is still very much the case."

While Rodwell had been involved in the digitisation of Open Outcry traded derivatives products in his early career, he saw clearly how technology can benefit all stakeholders within a financial sector and be a catalyst for growth.

"I was aware that financial advisers were already an important source of investment flows for the tax efficient and private market sectors, though equally aware that these flows came from a minority of advisers. This was due to a lack of knowledge around the products and, more importantly, significant frictions that existed in the advice process," said Rodwell.

He also referenced the mass adoption of main market advisor platforms some years prior, meaning that advisers were used to simple and efficient investment allocation, administration and portfolio management.

"It felt strange to me that there was no platform providing any of these efficiencies within the tax efficient and alternatives sectors, and at that point GrowthInvest was born," stated Rodwell.

## The GrowthInvest technology

The GrowthInvest platform enables advisers, clients, and funds to manage their complete requirements for investing in tax efficient, private markets and alternative investments, combining operational flows with powerful analytics.

"The platform itself is developed in-house using our own software development team," Rodwell underlined "We employ a cloud-native, mobile-considerate approach to designing a robust, scalable and resilient platform.

Taking the latest in user-friendly and accessible technologies, we have built a clean client friendly front-end with a powerful back-end ), creating a lightning-fast and resilient API framework that underpins all customer functionality."

The company has also partnered with Amazon's AWS platform to provide the underlying cloud infrastructure to enable GrowthInvest to build and engineer a self-healing and auto-scaling platform capable of reliably handling large volumes of traffic and large quantities of data. GrowthInvest's data integration layer – Cascade – provides a flexible data routing, transformation and mediation platform, which allows quick integration of third-party platforms and data flows.

"Our clustered database and other components are is geographically resilient, and split out over different locations within the UK. We can expand into new regions or locations, rolling out new features and responding to customer demand at a moment's notice," said Rodwell.

## Pain points and USP

The prime pain point GrowthInvest looks to solve for its clients is helping to provide a solution that makes tax-efficient and private marketing investing more accessible to a widening market. "

"We believe that alternative asset classes are an essential part of a diversified investment portfolio, and that this market, which has been underserved by main market platforms, is becoming increasingly important to advisers, wealth managers and private banks" Rodwell explained.

The aim of GrowthInvest, Rodwell outlines, is to drive increased engagement with the UK tax-efficient industry, alongside the wider private markets by providing a platform that mitigates barriers to growth such as inefficient paper driven administration, lack of clear transparency around fees and costs, and difficulties in diversifying portfolios.

He continued, "Many of our clients, whether small to mid-sized IFAs or the largest national wealth managers, traditionally suffered from the same problems when advising in this space: A lack of any consolidated view of their client's alternative asset portfolios, and no integrated technology solution in place to offer and maintain these portfolios. We solve all of these problems and more, by centralising and focusing new investments and existing portfolios into a single, clean platform solution."

For GrowthInvest, Rodwell believes its unique selling point is the firm's specialism in the alternative and tax-efficient space.

He explained, "Our technology is built around our specialist knowledge of the UK tax-efficient investment industry, and wider Alternatives and Private Markets sector. Our clients benefit from digital investment access to EIS, VCT, IHT and Private Market products. This uniquely sits alongside the ability to onboard historic client portfolios, enabling centralised portfolio reporting across all alternative assets. No other company offers all of what we do in the market, and due to the importance and complexity of this niche sector, we build deep relationships with our wealth manager clients."

He remarked that above all, all of this is underpinned by an understanding that the interaction between the technology and GrowthInvest's client services team of analysts and consultants is absolutely key.

“

***One of the most common conversations we are having at present is around the clarity that we can quickly bring to a generally opaque set of client portfolios, as well as providing clear basis to meet existing regulatory requirements such as Consumer Duty.***

## WealthTech industry challenges

While the WealthTech sector continues to grow in strength and stature year-on-year, there are still a plethora of challenges that plague the sector.

In the view of Rodwell, many clients are still facing problems that stem from a lack of a single clear view of their customer and their portfolios, which is often due to legacy systems and disparate data sets. "This problem is particularly acute in the tax efficient and alternative investment space, where there has traditionally been a dependency on individual product providers, with disparate reporting processes and no centralised platform proposition. Our clients often draw comparisons with the wider fund management industry before the advent of the platform/wraps a couple of decades ago."

He stated, "This is a particular issue in light of the continued theme for consolidation in the wealth management marketplace, and we have been working with a number of larger firms, - including nationals, networks and aggregators - helping them standardise, and to some extent monetise, alternative assets portfolios across a diverse set of adviser firms they have acquired"

There are also regulatory challenges to contend with. As Rodwell notes, the FCA over the last 18 months has introduced new regulations around High-Risk Investments – a term which covers many of the products on GrowthInvest's platform, as well as what Rodwell claims is one of the most fundamental regulatory changes for some time - Consumer Duty.

He stated, "This UK legislation requires financial advisers and wealth managers to make considerable changes and be prepared and ready at all stages to be able to positively illustrate that they are acting, and have acted, in the best interests of the client. That is pretty hard to do without a very strong grip on every aspect of their investment portfolio – including alternatives. Our larger clients have been keen to work with us to bring that control and certainty that the regulation demands."

How does GrowthInvest help its clients in the fight against such challenges? As Rodwell explains, the firm can provide advisers and wealth managers with transparency, efficiency, and control around their alternative advice proposition for the first time.

"This starts with an initial process to centralise and onboard all client assets, and provide a clear basis for review and analysis, updated on a daily basis," said Rodwell. "The clients and advisers then have access to a whole of market set of investment offers, backed by an extensive library of educational materials alongside independent research."

He went on, "Clients who are looking to build on and grow their portfolios, will find bespoke digital administration solutions for applications, alongside innovative "on platform" products, such as our diversified VCT Service, and IHT "Fund of Funds".

"One of the most common conversations we are having at present is around the clarity that we can quickly bring to a generally opaque set of client portfolios, as well as providing clear basis to meet existing regulatory requirements such as Consumer Duty."

## Plans for 2024

GrowthInvest is looking toward the future with optimism as it looks to continue to develop its offering to its clients.

Rodwell exclaimed, "The last 12-18 months has seen a huge increase in new investment flows and new firms adopting and embedding our technology. In the last year we have signed over 200 new firms, many traditional financial advisers, but we have also seen a significant shift in the number of larger firms, wealth managers and private banks that are taking advantage of our flexible technology to get a solution in place that is right for them and their clients."

"Working with an increasing number of larger institutions, we have invested heavily in the flexibility of our technology such that we can easily integrate into their existing systems and processes. We expect this year to drive deeper relationships with these larger clients and their most sophisticated customers, solving new problems across broader asset classes," he said.

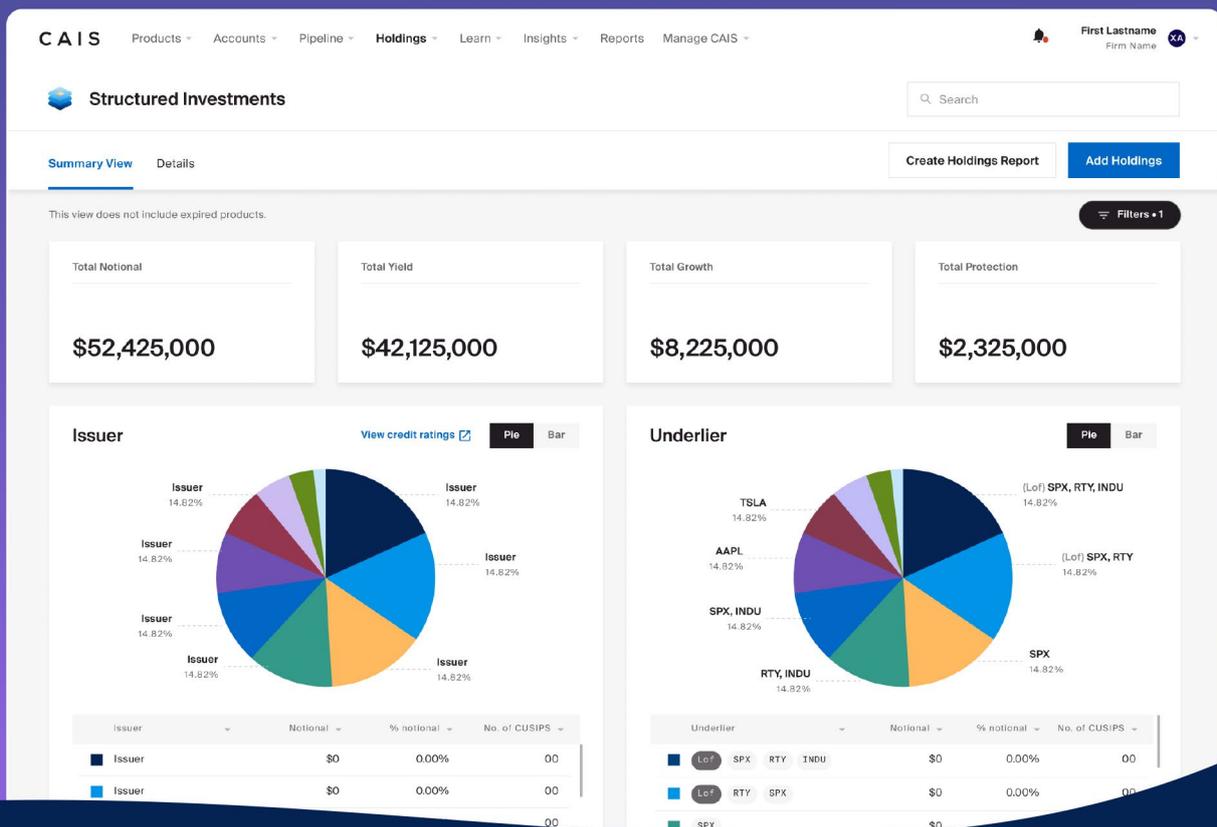
The GrowthInvest CEO also explained that the firm has proved with key clients that the firm can replicate this model across the global private markets space, and will add to the rising number of private equity, venture capital and broader private market assets the company is already working with.

He added, "The technology we have developed has been successfully used to invest in and manage Private Market products over the last 18 months, and we are convinced this solution will be appealing to many more of our clients"

"In 2024, We will continue to work with trade bodies and industry groups to drive greater transparency and efficiency into the marketplace, and will back these up with a range of educational initiatives and increasingly sophisticated comparison and research tools. ●"

# One Platform for All Your Alternative Investments and Structured Notes.

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## CAIS

Champion of the Independent Advisor



**COMPANY  
RESEARCH  
PROFILE**



- Founded 1989
- Paris, France
- [www.harvest.eu](http://www.harvest.eu)
- [contact@harvest.fr](mailto:contact@harvest.fr)
- Employees: 500+
- Regions of operation: Europe

**KEY EMPLOYEES:**



**Virginie Fauvel**  
CEO



**Delphine Asseraf**  
Deputy CEO



**Yannick Raynard**  
CTO

**PRODUCT NAME:**

Harvest Platform

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

Subsectors: **Portfolio Management & Reporting, Investing Tools, Financial Planning, Compliance & Regulation, Data & Analytics, Client Prospecting & Engagement, Wealth management software, Customer relationship management for wealth and asset managers, Wealth platform, B2B Robo Advisors & Wealth management training organisation.**

**OFFERING**

Harvest offers a unique digital solution on the French, Italian, Luxembourg, Belgian and Swiss markets with a complete software and services suite to support wealth and asset managers in their daily advisory missions. Our solutions, which are dedicated to them, allow professionals to fully digitalise all of their wealth and financial advisory activities, to process their management actions, to monitor and analyse their activity, and to build and manage their portfolios.

**PROBLEM BEING SOLVED**

Wealth and asset managers have, each day, to provide informed and value-added advice to their clients, to comply with regulatory obligations while developing their business.

Harvest offers a complete software and service suite to simulate and materialise their wealth and financial advice, to manage and automate their activity and management actions, while saving time.

**TECHNOLOGY**

Harvest digital solutions are available as SaaS and API. Security is at heart of our approach as a software provider.

- Service providers not subject to the Cloud Act, infrastructures hosted exclusively in the European Union
- Physical and logical data security
- Code security: OWASP top 10
- ACPR approval as an Account Information Service Provider (AISP)
- Wealth Platform certified ISO 27001
- Fournisseur service DSP2

**PRODUCT DESCRIPTION**

Harvest offers a complete software and services suite for wealth and asset managers:

- wealth manager solution, a single tool with all wealth management topics to support clients at every stage of their lives with thematic wealth studies (real estate, insurance, taxation, retirement, pension, transmission, specific solutions for managers, package of Civil Property Company - SCI)
- customer relationship management, an everyday tool to manage business with a powerful asset CRM, to manage its own establishment and compliance, to improve the knowledge of the clients and the proximity to them, and aggregate their portfolios
- investment strategy, an optimal solution for the analysis and construction of financial offers and structured products
- comprehensive data on a wide variety of financial products to take advantage of Golden Source data directly linked to producers and integrated into the IFA web solution
- a digital distribution platform to simplify the account subscription and product/contract management procedure and shorten processing times between the front and back office

**TRACTION/GROWTH**

- More than 75% of IFAs in France are Harvest customers, as well as 100% of the top 10 insurers and banks in France.
- Through our strategic plan "Spirit of Conquest 2025", we aim to conquer the European wealth tech market

# Parisian WealthTech Harvest has its eyes on international expansion

*Founded in 1989, Harvest Group is a Paris-headquartered software publisher that specialises in financial and wealth advice to a wide range of key industry players such as banking networks, management firms, private banks and wealth management advisors amongst others.*



Harvest claims that it supports its clients through a wide range of expert solutions such as sales support tools, pricing solutions, simulators and multi-channel digital offers. The firm said it guarantees project support during all phases of reflection and deployment for prospects and customers.

Harvest's historical flagship product is called Big – and the company claims it 'is an essential reference in the wealth management profession'. Now, Harvest has a unique full suite of software, covering all the needs of the wealth management.

With over 35 years of experience in the wealth management world, Harvest has seen the sector gradually evolve and explode over the last few years with the rise of WealthTech.

Virginie Fauvel – CEO of Harvest – explained that the founding of the company came at the time of the beginning of wealth management and was spurred on by the rise of technology and the growing need for devices. With the sector now seeing more technological innovation than ever before, the firm's long-term

standing in the industry has given the company an opportunity to have a wider view of the growth of wealth management.

## Focused pain points

To stand out in the WealthTech industry – or any industry for that matter – it is key to have the ability to meet and face pain points.

Okay, and what would you say are the pain points that you're focused on solving for Harvest's plans? Fauvel said, "Probably, it's about regulation, because regulations are changing all the time for taxation, inheritance, high demand, etc. They know our teams develop solutions and techniques that guarantee compliance with the regulations."

## Roadblocks for upstarts

In a market that is becoming ever more saturated, the roadblocks to standing out and becoming properly established in the WealthTech sector are increasing.

In the view of Fauvel, many wealth management firms would prefer to spend more time advising and listening to their customers' needs – through Harvest's solutions, however, these companies can do this is a smoother way, to secure more time to speak with advisors and listen to their customers needs.

## International development

Harvest has been going from strength to strength in recent years, and the company is now looking towards between European and wider international expansion.

Fauvel remarked, "Since 2021, Harvest has had a subsidiary in Italy with a location in Milan. We also operate in Luxembourg where we have several customers there and we're growing very fast."

The Harvest CEO also emphasised that through a partnership the company is able to distribute its software across Europe. "So we have a subsidiary in Italy and we operate in Luxembourg, Belgium and Switzerland from France".

## Technology in wealth management

With the ongoing rise of technology within the wealth management industry creating both innovation and disruption in equal measure, the sector can look ahead for greater integration of technological processes going forward.

In the mind of Fauvel, the rise of technology within wealth management has helped firms be more professional and accurate in giving advice with figures – something vitally important within wealth management.

She remarked, “For example, when you go to retire with your main pension, you can see your revenue today and the revenue during retirement and you can add savings and see what would be the idea of revenue each month at any time. So I think technology is providing more accuracy and more visual guidance to explain to the customer the importance and to take wealth management seriously.



***With Harvest growing well in 2024, the company has come off the back of a highly successful 2023 which has positioned the firm well for growth.***

For anyone paying attention over the past year, AI – specifically Generative AI – has massively rocked the financial industry through its uprooting and transformative nature.

Fauvel understands this, and Harvest is working on using Generative AI for its benefit. She said, “We have several projects on Generative AI currently. We have a team of three dedicated to AI and we will be launching a new Generative AI product in this spring.”

Fauvel added, “It is very important to help the advisor in their daily life through technology like this. However, as we are a software company, Gen AI also helps us with coding. Of course we will have someone monitoring the technology, as it requires a human brain.

### Growth in 2023

With Harvest growing well in 2024, the company has come off the back of a highly successful 2023 which has positioned the firm well for growth.



***In the medium-to-long-term, where does Harvest see itself? In the view of Fauvel, the company is focused on increasing its footprint outside of its home market of France, to be ‘number one in Europe’ and then long-term to be a global leader in its space.***

Last year the company acquired Feefty, a firm that simplifies access to structured products by connecting asset managers, issuers, insurers and custodians.

According to Harvest, the start-up has won several awards for its digital platform and has also developed a monthly barometer and an ESG Label dedicated to structured solutions.

Fauvel explained, “2023 was a very good year in terms of mergers and acquisitions and organic growth. Also we hired approximately 80 new employees last year which is very important to me, because it reinforced the company and helped to provide jobs for young French people – it is important to serve the economy and the country.”

### Future plans

As the company looks ahead to the rest of 2024, Harvest first has on its agenda the launch of its Generative AI product later this year. Fauvel also underlined that the firm plans to launch another new product this year, but at this stage remains confidential. “We believe this product could meet new customer expectations,” she added.

Furthermore, Fauvel explained that Harvest hopes to purchase a company this year in order to increase the footprint of its offering.

In the medium-to-long-term, where does Harvest see itself? In the view of Fauvel, the company is focused on increasing its footprint outside of its home market of France, to be ‘number one in Europe’ and then long-term to be a global leader in its space. ●

# HARVEST

Smart solutions for smart wealth managers

Software editor and **digital solutions** creator for **wealth management and finance professionals**

- Wealth management
- Customer relationship management
- Investment strategy
- Digital distribution platform
- Data



[www.WealthTech100.com](http://www.WealthTech100.com)



 Founded 2014  Employees: 51-100

 Value Chain: **Client Acquisition/Service, Investment Planning, Research & Analytics, Reporting, Risk & Compliance**

 Subsectors: B2B Robo Advisors, Digital Retirement Solutions, Investing Tools, Financial Planning, Compliance & Regulation, Financial Services Software, Client Prospecting & Engagement, Digital advice technology platform

 Regions of operations: United Kingdom, Ireland, Australia

Ignition Advice is a global provider of digital advice technology – purpose built for large financial institutions including banks, life companies, retail wealth managers and larger advice firms, to help their customers access advice in a fast and scalable way. Their modern technology stack leverages AWS to deliver an optimised solution that enables institutions to scale their business ambitions to transform the economics of advice provision. The platform delivers a range of digital advice journeys that solve for a wide variety of guidance and advice needs, including investments, pensions, protection and financial assessment. Advice journeys can be quickly and easily configured to support hybrid, adviser-led and self-service propositions. This omni-channel approach enables institutions to drive greater propositional range and differentiation; deliver omni-channel advice faster; service more customers; reduce delivery overheads, reduce conduct risk and subsequently rapidly scale their advice distribution models.



 Founded 2017  Employees: 11-50

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

 Subsectors: Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Compliance & Regulation, Data & Analytics

 Regions of operations: United States, Denmark, Ukraine

IMTC is an enterprise fintech provider that is fundamentally changing the way asset and wealth management firms manage fixed income assets for their clients. The cutting-edge, cloud-native portfolio and order management platform provides a comprehensive suite of tools combining advanced analytics, automation capabilities, and actionable insights. IMTC empowers firms with the ability to customize accounts at scale, modernize tech stacks, and launch products previously inaccessible. Clients benefit from making faster, more accurate, and more compliant investment decisions across portfolios, simultaneously. IMTC's investment management system offers end-to-end functionality, including portfolio construction, order management, analytics, reporting, compliance, risk management, and live pricing. IMTC ensures complete connectivity through managed data and integrations into partners, aggregating and centralizing both data and workflows. Awarded for innovation and technology, IMTC stands as the only cloud-native tool dedicated to fixed income, offering flexibility, compliance, and comprehensive coverage across taxable and non-taxable markets.



 Founded 2020  Employees: 11-50

 Value Chain: **Client Acquisition/Service, Financial Planning, Investment Planning, Intelligence & Data Analysis, Research & Analysis**

 Subsectors: B2B, B2C Robo Advisors, Wealth Management, Asset Management, Banking, Private Banks, Financial Services Software & APIs

 Regions of operations: Global

INATIGO accelerates the integration of financial generative AI in wealth management and financial services solutions. They offer Finley AI—a privacy-focused, all-in-one Financial AI Agent accessible via a secure enterprise-grade API and platform. Expertly trained on financial datasets and working with financial regulators, Finley AI provides up-to-date financial knowledge and insights on stocks, investments, and market trends through intuitive conversations. Its superior vision capabilities allow for the analysis of images and charts, offering personalised financial guidance and investment strategies. This innovative tool enables financial firms to adopt data-driven generative AI powered solutions designed to enhance both front-end and back-end experiences. Finley AI not only greatly enhances client engagement but also improves organisational productivity by providing departments such as Sales, Advisory, Compliance, and Operations access to query their data and company documentation, enabling immediate access to insights. Finley AI's intelligence propels financial services into a new era of personal financial AI.

# Elevate your Investment Management services!



**||| Axia**

The fully integrated, AI-enabled,  
omni-channel wealth management  
platform that offers:

- Complete STP between Front-Middle & Back-Office operations
- Regulatory compliance & advanced security
- Powerful client engagement tools & reporting



Learn more:  
[profiles.com/axia-suite](https://profiles.com/axia-suite)

# intellectAI

-  Founded 2014
  Employees: 5,000-10,000
-  Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution**
-  Subsectors: Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Financial Planning, Client Prospecting & Engagement
-  Regions of operations: Global

Intellect's digital wealth suite - Wealth Qube® - is a full stack, API-led platform spanning front, mid and back offices. The solution is both enterprise grade and cloud native, serving all stakeholders across the wealth value chain. It is a design thinking led solution that has been modelled around the relationship managers' tasks, providing smart tools to enhance the quality of advisory. An 'Empowered RM' - one who is aware and armed with the right set of tools and information to serve customers' needs - is their promise.

# intelliflo

-  Founded 2021
  Employees: 501-1,000
-  Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management, Rebalancing & Trading, Order Management, Trading Advice & Execution, Reporting, Risk & Compliance, Managed Services**
-  Subsectors: Portfolio Management & Reporting, Investing Tools, Financial Planning, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement
-  Regions of operations: United States, United Kingdom, Australia

intelliflo widens access to financial advice through leading technology powering the financial advisory experience. Utilizing open software architectures combined with unmatched industry experience, intelliflo helps simplify a complex digital landscape to assist advisors in competing and growing. The company's solutions support over 30,000 financial advisors worldwide, representing over three million end-investors, with over \$1 trillion serviced across its platforms.

# IRALOGIX™

-  Founded 2015
  Employees: 101-250
-  Value Chain: **Client Acquisition/Servicing, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Accounting, Reporting, Risk & Compliance**
-  Subsectors: B2B Robo Advisors, B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Financial Planning, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement
-  Regions of operations: United States

IRALOGIX is transforming the wealth industry by reshaping how financial firms view their own businesses, beginning with the \$14 trillion IRA sector, through its advanced, proprietary technology platform. Companies that partner with IRALOGIX can now help everyone achieve financial success by enabling all accountholders to benefit from investment products previously available only to the largest institutional investors, regardless of account size or type. Providers who utilize IRALOGIX's white-label program drive added revenues and profitability while creating great value and better financial outcomes for their clients. For more information, visit [www.IRALOGIX.com](http://www.IRALOGIX.com).

# How IRALOGIX is bringing the best of Wall Street to all investors.

*Wealth management has traditionally been reserved for the mass affluent market, but advances in technology are opening it to more investors. Joe Hipsky (pictured left) and Pete Littlejohn (pictured right), co-founders of IRALOGIX, explain how they are providing institutional investment opportunities to individual retirement accounts (IRAs).*



The genesis of IRALOGIX came from the idea of taking the inclusivity of the 401(k) and bringing that to all investors. IRALOGIX was founded in 2015 by Joe Hipsky, Pete Littlejohn and Lowell Smith after they sensed a change in the 401(k) market. The people that had originally deferred their money into these plans back in the 1980s were starting to take the money out and were looking for new places to allocate those funds.

The natural home for these investors was Wall Street. Unfortunately, major wealth firms have account minimums far beyond the average IRA rollover, which sits at around \$120,000. Looking at this, Hipsky, Littlejohn and Smith decided to take a more modern approach to technology, which would pave the way for IRA solutions that don't have account minimums but can still invest on Wall Street. Littlejohn said, "In essence, we're bringing the prices of institutional investments down to the average person, with virtually no requirement of a minimum account size."

With this vision in mind, they set out to build IRALOGIX, but the technology was not readily available. Instead of waiting for the market to evolve, they set out to build their own technology and began hiring developers to make the dream a reality. The result is what IRALOGIX has become today, a cloud-native platform based on modern language that is capable of scaling with the market.

IRALOGIX is a software-as-a-service technology platform that empowers IRA businesses to grow their market reach. Through its technology, a firm can offer clients an institutional IRA with no minimum and outsource total account administration while retaining IRA product ownership, accounts and investments. The platform enables companies to offer a variety of IRA plans, including traditional and Roth IRAs, automatic IRA rollovers, small balance IRAs, payroll deduction workplace IRA plans and more. IRALOGIX is positioned to help any business operating in the IRA market or those looking to enter it.

Littlejohn said, "Some of our clients are record keepers and some are large wealth shops, but they all have the same problem. They can't go down market and they have leakage going out the back end of their businesses that they can't solve for. The technologies they're pushing around don't have that skill set. The monetization of that leakage becomes huge. It's revenue they can't get to today and if they don't talk to somebody like us, it's just going to go out the door and it's headed to larger firms. We can help you protect your business from leakage, and from turnovers and distributions, or you'll just keep doing what you're doing."

Hipsky explained that IRALOGIX's initial business plan is still in place. He added, "The real bet we made was around when the industry would inevitably adopt cloud-native technology. So, what we've built is not necessarily an IRA system, it's a next gen record keeping and trading technology platform. Modernizing the back end and bringing some of those trading disciplines from the 401(k)-plan world enables us to add that value of giving the average person institutional access without any minimums."

As Hipsky hinted, IRALOGIX has plans to go beyond IRAs. The company's mission is to democratise financial services, with IRAs serving as the jumping point due to its market size. The WealthTech company will eventually expand its services to include taxable, HSAs and more.

## One of a kind

An impressive feat highlighted by Hipsky is that IRALOGIX doesn't have any direct competitors. A reason why IRALOGIX is unique boils down to the complexity of the existing infrastructure firms have. Trying to get existing technologies to replicate what IRALOGIX is doing is not a viable option. "There are those legacy players that could cobble something together to actually offer those products. But that would be cumbersome, and they would not be able to offer that institutional access that our end users are getting," Hipsky added.

Littlejohn encouraged people to look at the IRA solution of any wealth manager around the world and see what it looks like. Undoubtedly, it will be a barrage of PDFs. IRALOGIX is always assessing new ways to remove the barriers to entry or the friction of moving money from 401(k)s to a wealth management solution all within a digital system that doesn't rely on pushing documents or PDFs.

““

***The great wealth transfer is already underway, but traditional wealth management firms are not ready. Younger generations have a different preference in how they interact with their finances, there is a greater desire for personalisation and digital connivence.***

Littlejohn offered another reason why there are no competitors – a reluctance for risk. “Most of Wall Street is being run by guys my age. We don't make bets. I'm out of my mind to make the bet I made 10 years ago. Most of the people running Wall Street are not really interested in rolling the dice right before the gold watch shows up.” Even if they wanted to enter the IRA market, the large wealth shops would be waiting many years until they could. They would need to launch a new startup free from the legacy of technology or existing operations, and then it would still take five years of development until it is ready for market use. It's just too high of a barrier to entry, Littlejohn said.

### The customer of tomorrow

A large percentage of the world's population is still missed by the wealth management sector. In the US alone, just 61% of people have money invested in the stock market, whether that is via an individual stock, a stock mutual fund, or in a self-directed 401(k) or IRA, a report from Gallup estimates.

While greater inclusion is often debated during wealth management conferences, many prefer to just talk about it rather than act, Littlejohn explained. Due to legacy systems, if a traditional wealth management firm wanted to enter these markets, they would likely opt for a physical presence in these communities, which is not the right move for the segment. Instead, the better route into the communities is through a mobile phone. IRALOGIX is empowering firms to meet more customers by having the technology to meet customers wherever they are.

Not only is IRALOGIX helping to engage more communities with investing, but it is helping firms access the client of tomorrow by offering products for smaller value account holders. Hipsky said, “If you don't have that small account, these small investors are the wealthy folks of tomorrow. If you don't have that account

today, nine times out of ten, when your wealth client passes, whoever is inheriting it is taking that money to wherever they already have a relationship. If you don't have them today, that money is gone – it's just a matter of time.”

The great wealth transfer is already underway, but traditional wealth management firms are not ready. Younger generations have a different preference in how they interact with their finances, there is a greater desire for personalisation and digital convenience. They are less likely to simply stick with a wealth firm just because their parents were a client. As retail investing apps, like Robinhood, provide younger generations with quick and easy investment portfolios, they are more likely to trust these types of services as they continue to grow in wealth size.

### Plans for the future

As mentioned, IRAs are just the start for IRALOGIX, with Littlejohn noting that the company is not about to rest on its laurels. In fact, the WealthTech company is currently building several new developments that will help it push towards its goal of boosting financial inclusivity. As part of its growth, IRALOGIX is weeks away from the launch of a new product. It is entering another level of systematic withdrawals for those living off their long-term savings.

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***As part of its growth, IRALOGIX is weeks away from the launch of a new product. It is entering another level of systematic withdrawals for those living off their long-term savings.***

As to why the future is exciting for IRALOGIX, for Littlejohn it's about the potential to make meaningful change in the world. He concluded, “If you can get out of bed in the morning, and say, ‘I'm going to go help the world be a better world.’ That's kind of cool.” ●

# ADVISOR SUCCESS STORIES WITH IRALOGIX

Advisors can leverage IRALOGIX's proprietary technology and institutional IRA rollover program to capture revenue and monetize any size IRA with no account minimums. Our white-label approach allows you to retain ownership of IRA business, accounts, and investments, but outsource total account administration. Here is a sampling of our advisor success stories:

## SUCCESS STORY #1

- Large healthcare staffing/management group
- Plan termination with Fidelity – unresponsive participants were rolled to IRA program
- Total # of automatic rollovers – 154
- Total assets – \$14,929,126.00
- Estimated revenue to the advisor – approx. \$6,000 in monthly asset-based fees

## SUCCESS STORY #2

- Small construction/cabinet company
- Plan termination with Empower – unresponsive participants were rolled to IRA program
- Total # of automatic rollovers – 82
- Total assets – \$2,246,846.00
- Estimated revenue to the advisor – approx. \$24,000 in hard dollar and asset-based fees in the 13 months since the plan rolled over

## SUCCESS STORY #3

- Large food processing plant
- Plan termination with Empower – unresponsive participants were rolled to IRA program
- Total # of automatic rollovers – 763
- Total assets – \$3,518,983.00
- Estimated revenue to the advisor – approx. \$2,000 in monthly asset-based fees



# OPTIMIZE BRIDGE TO WEALTH STRATEGIES WITH IRA INNOVATION.



## WHY IRALOGIX

- Capitalize on IRALOGIX's expertise, proprietary technology, and all-inclusive IRA program features
- Retain ownership of your IRA business, accounts, and investments, but outsource total account administration
- Leverage your brand identity with IRALOGIX's white-label approach
- Tailored, institutional IRA rollover program design, Institutional share class mutual funds from 100s of fund families
- Self-Directed investment management and Digital Advice options within one IRA
- Retain IRA product design ownership (e.g., investments, fees, IRA strategies)
- Access, view, create reports, and manage your valuable IRA business data through IRALOGIX's proprietary back office technology



## CREATE AN IDEAL IRA STRATEGY

- Acquire market share of growing \$13T IRA business
- Level the playing field for small-to medium-sized account balance investors and investors with large account balances – Available to 100% of investors, regardless of account size
- Implement an IRA within a small-scope project, no heavy technology builds or recruiting/staffing needs



## BUILD PROFITABLE GROWTH

- Grow revenue and proprietary investment assets (if applicable) with an innovative IRA
- Capture/retain distributions from job changers and retirees
- Capture and monetize any size IRA with NO account minimums and make a huge difference to hard-working Americans
- Expand client relationships and assets





-  Founded 1998
-  Employees: 1,001-5,000
-  Value Chain: **Client Acquisition/Servicing, Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution**
-  Subsectors: Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Financial Planning, Data & Analytics, Financial Services Software, Client Prospecting & Engagement
-  Regions of operations: EMEA, APAC, NA

Iress (IRE.ASX) is a technology company providing software to the financial services industry. They provide software and services for trading & market data, financial advice, investment management, mortgages, superannuation, life & pensions and data intelligence. Their software is used by more than 10,000 businesses and 500,000 users globally. They have over 2,250 people based in Asia-Pacific, North America, Africa, the UK and Europe. [www.iress.com](http://www.iress.com)



-  Founded 2014
-  Employees: 51-100
-  Value Chain: **Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Reporting, Risk & Compliance**
-  Subsectors: Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Financial Planning, Data & Analytics, Financial Services Software, Client Prospecting & Engagement
-  Regions of operations: North America, EMEA, Asia Pacific

Jacobi streamlines multi-asset investment processes with a unique, customizable cloud-based platform for portfolio design, analysis, and engagement. Jacobi's next-generation private cloud infrastructure promotes open architecture and API connectivity. Investment firms can integrate their proprietary investment models, code and data structures that support their unique portfolio construction and engagement processes. Firms can build and analyze portfolios knowing that the output is configured to their unique data structures and processes. Jacobi is built for engagement, allowing firms to showcase their investment processes using interactive, white-labelled dashboards, apps and reports. Founded in 2014, Jacobi provides its technology to top-tier investors across the globe, including wealth managers, asset owners, asset managers and investment consultants. Some of Jacobi's recent clients include LGIM, T.Rowe Price, Principal and MFS. Jacobi is headquartered in San Francisco and has offices in London and Brisbane.



-  Founded 2011
-  Employees: 11-50
-  Value Chain: **B2B Robo Advisors, Digital Retirement Solutions, Risk Analysis & Management, Financial Planning, Data & Analytics, Client Prospecting & Engagement**
-  Subsectors: Holistic Financial Planning, Portfolio Management & Rebalancing, Financial Analytics, Risk and Compliance
-  Regions of operations: Nordics, Middle East and Europe

By distilling decades of research in quantitative finance and behavioural economics into easily accessible APIs, Kidbrooke empowers banks, insurers, and wealth managers to build next-generation investments, pension and wealth experiences. They provide KidbrookeOne, a complete investment and wealth analytics platform designed to improve customer and adviser experiences as well as increase the efficiency of investment and wealth operations.



# Tools & Analytics for Advisory

*Empowering the front office through  
personalization, compliance & automation*

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## BENEFITS

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Improve **efficiency**  
& lower **costs**



Guarantee  
**compliance**



Exceed **client**  
**expectations**



Consistent **service**  
**quality** standards



## La Meer Inc.

INTEGRATED TECHNOLOGIES  
TO MANAGE CLIENTS, RISK  
AND COMPLIANCE

 Founded 2010

 Employees: 1-10

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

 Subsectors: Digital Retirement Solutions, Portfolio Management & Reporting, Digital Brokerage, Risk Analysis & Management, Financial Planning, Alternative Investment Solutions, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement

 Regions of operations: United States

La Meer Inc. is a leading vendor of Integrated WealthTech solutions that help wealth management firms offer compliance enabled client management digital experience to their clients. Easy to use and deploy, the integration between back office to compliance to client management to clients using web-mobile technology provides clients with assurance to the firms process that prove they work in the clients' best interest. Firms can grow and scale their business without worries of having to integrate their tech stack, be non-compliant or have worries about reputation and legal risks. GRACE is the new and transparent approach to efficient digital wealth management.



## LUMIANT

 Founded 2021

 Employees: 11-50

 Value Chain: **Client Acquisition/Service**

 Subsectors: Financial Services Software, Client Prospecting & Engagement, AdviceTech / Client Experience

 Regions of operations: Australia, New Zealand, United States, Canada

Lumiant is an advice engagement and client experience platform that helps advisors define, co-create, and guide clients to live healthier, wealthier, and wiser lives. The platform delivers extraordinary advice at scale through a modular system built for high-growth investment firms. It empowers clients to align their investment strategy across eight dimensions of well-being to achieve fulfillment in life. Lumiant achieves this through its discovery, fact-finding, planning, and engagement tools, facilitating better client conversations and unlocking invaluable insights that shape more meaningful goals and strategies. By leveraging Lumiant's intuitive and powerful modules, advisors can gather detailed information, conduct comprehensive analyses, and foster genuine, deep connections with clients. This deep understanding enables advisors to co-create personalized financial plans at scale that align with each client's values, aspirations, and long-term objectives.



## LUMINARY

 Founded 2022

 Employees: 11-50

 Value Chain: **Client Acquisition/Service, Reporting, Risk & Compliance**

 Subsectors: Financial Planning, Data & Analytics, Financial Services Software, Client Prospecting & Engagement, Trust & Estate Software

 Regions of operations: United States of America

Luminary is the first software solution uniting the wealth management ecosystem—including investment, tax, legal, and trust advisors—with a purpose-built platform for the delivery of trust & estate services. Their open-architecture system enables any advisor to collaborate seamlessly with their client's professional team and work off of a shared digital record of underlying trust & estate plan data as a source of truth. Luminary's applications enable teams with new capabilities like AI-powered document summaries, transfer plan visualizations, strategy designs, scenario modeling, client presentations, and "tax alpha" reporting all on one platform. Luminary was founded in 2022 by David Barnard, former head of Private Wealth Management at AllianceBernstein.



## Lumenai: AI Overlays for Time-Saving, Scalability, and Performance

Lumenai is revolutionizing investment management for RIAs, broker-dealers, asset managers, platforms, SMAs, and TAMPS. Our transformative AI-driven overlay and investment platform empowers professionals to automate their investment process saving up to 85% of their time, scale their operations effortlessly, and create hyper-customized, actively-managed portfolios targeting superior results for their clients. Lumenai seamlessly integrates cutting-edge data science and AI with seasoned investment experience and industry insight.

## Understanding the Challenges of Modern Investing

Lumenai's AI overlays seamlessly integrate with your existing workflows, addressing the core challenges of modern investing:



### Time-Intensive Processes:

Manual tasks like asset allocation, security selection, trading, and performance reporting strain your people and limit their higher-value activities.



### Scaling with Complexity:

Managing custom strategies and growing AUM can create operational bottlenecks, hindering the ability of your staff to deliver consistent performance.



### The Constant Quest for Alpha:

Identifying unique opportunities and consistently outperforming benchmarks is a relentless struggle in competitive markets.



### Balancing Customization and Efficiency

Delivering tailored portfolios to meet individual client needs can be costly and time-consuming.



## Lumenai: The Smarter Way to Invest with AI Overlays

### AI-Powered Automation

Our AI engine handles labor-intensive analysis, reporting, and optimization, freeing teams to focus on strategic initiatives and client relationships.

### Effortless Scalability

Manage increasing AUM and intricate investment strategies without compromising results or constantly expanding your staff.



### Data-Driven Strategies

Lumenai transforms fundamental, technical, and alternative data into unique strategies across a multitude of asset classes. Choose from over 1 million portfolio combinations.

### Consistent Alpha Generation

Lumenai's AI identifies actionable insights from vast datasets, uncovering patterns and opportunities others might miss.

### Hyper-Customization, Streamlined

Build and adapt portfolios that flawlessly align with your investment philosophy, risk profiles, and client mandates.



## Track Record and Expertise



### Proven Experience

Leveraging over three decades of quantitative investment expertise, including live track records as long as twenty-five years.



### AI-Powered Innovation

Our team of AI scientists and investment professionals continuously refine our models to ensure adaptability and performance across market cycles.



### Focus on Reliability

Lumenai prioritizes robust, dependable strategies designed to deliver for clients over the long term.



## Leadership and Industry Recognition

Lumenai's leadership combines deep industry knowledge with a passion for innovation. Our dedication to AI-driven solutions has earned us prestigious awards, including the **WealthTech100** and the **AIFinTech100** awards, underscoring our commitment to revolutionizing the investment management landscape.

## Transform Your Investment Process

Discover how Lumenai's AI-powered investment solutions can optimize your operations and deliver better results for your clients.



If you would like to learn more about Lumenai please scan the QR code to be taken to our website.



Please contact us with any further questions or if you would like to talk through the process.

### Disclaimer:

This profile is for informational purposes only and should not be construed as investment advice. Past performance is not indicative of future results.



## Lumenai: AI-Powered Investment Overlays for Better Outcomes

Lumenai is the AI overlay provider revolutionizing investment management for RIAs, broker-dealers, asset managers, platforms, and TAMPS. By partnering with ETS, a top quantitative investment research firm, Lumenai harnesses the power of AI and data science to deliver empirically robust investment strategies tailored to individual needs. This transformative approach empowers investment professionals to save time, scale their operations, make more informed investment decisions, and target superior outcomes for their clients.

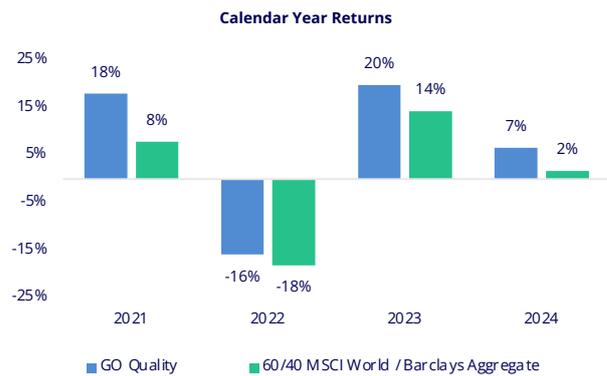
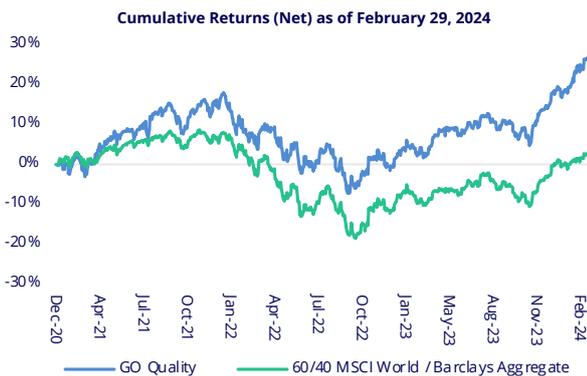
### The GO Quality Advantage

Lumenai's GO Quality, a Quality-focused asset allocation portfolio, showcases the power of our AI-driven approach. This dynamic portfolio invests across a spectrum of asset classes, aiming to outperform traditional benchmarks while maintaining comparable volatility and limiting drawdowns. **Since its inception, the GO Quality has consistently demonstrated its ability to adapt to changing market conditions and deliver strong performance driven by advanced AI.**

#### Performance Highlights

##### 3-Year Track Record:

GO Quality completed its third anniversary generating cumulative net returns of +26.7% vs. a modest +2.7% for the 60% MSCI World/40% Barclays US Aggregate Bond benchmark - outperforming by almost 7% net annually.



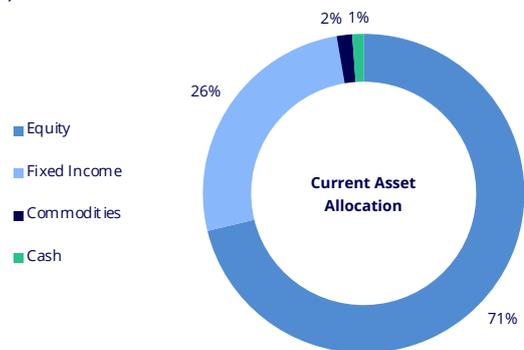
#### Key Metrics:

GO Quality generated annualized returns of +7.8%. It targets a market beta of 1.0 and produced +6.9% annual alpha. Its maximum drawdown of 21.4% vs 25% for the benchmark, highlighting the portfolio's ability to adapt to changing market conditions.



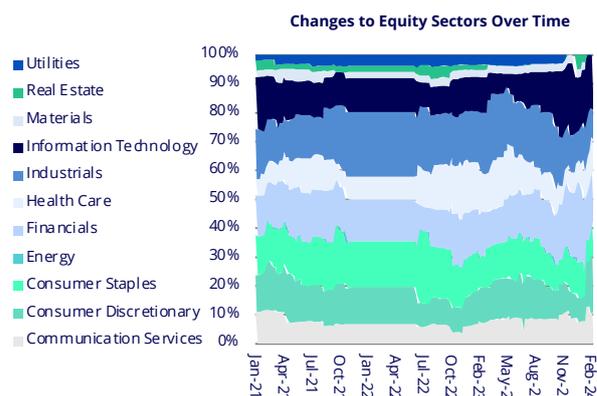
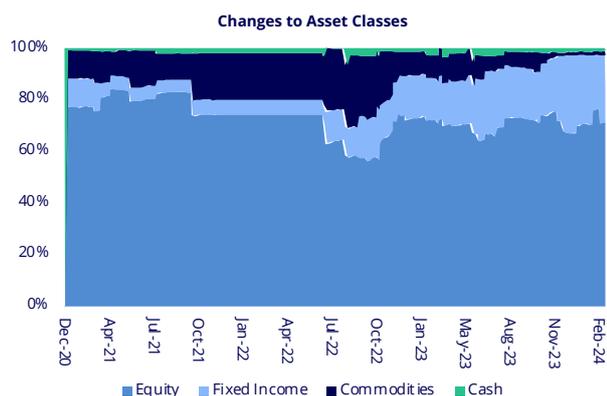
#### Current Asset Allocation:

At the end of February 2024, asset class allocations were: Equities 71.22% (up 1.02% from 70.19%), fixed income 26.09% (down -1.05% from 27.14%), commodities 1.55% (up 0.34% from 1.22%) and cash 1.14% (down -0.31% from 1.45%).



## The Power of AI-Driven Adaptability

GO Quality's success stems from its AI engine's ability to dynamically optimize the portfolio. The AI analyses vast amounts of data to identify trends, allocate strategically across asset classes and sectors, and seek optimal performance in shifting market environments. This cutting-edge approach positions investors to benefit from the AI's ability to identify patterns and opportunities often missed by traditional methods.



## The Case for GO Quality

Lumenai's GO Quality strategy offers compelling advantages for discerning investors:



**Outperformance Driven by AI:**  
Its track record demonstrates an ability to surpass benchmark returns by leveraging the power of AI.



**Active Risk Management:**  
Our portfolios actively manage portfolio risk and volatility, seeking to generate higher Sharpe ratios and lower maximum drawdowns.



**Adaptability:**  
The AI-driven approach dynamically adjusts to market conditions, optimizing the portfolio for prevailing trends and the potential for success.



**Efficiency and Scalability:**  
Lumenai's platform unlocks sophisticated investment strategies, powered by AI, for a wide range of investors – from retail to institutional.



## The Future of Investing

Lumenai's GO Quality strategy represents the future of investment management. By harnessing the power of AI, investors gain access to personalized, data-driven strategies with superior performance potential. As Lumenai continues to refine its technology and expand its offerings, it is poised to become a leader in the WealthTech industry, providing access to leading-edge AI-driven investment solutions.

Contact Lumenai to learn more about the GO Quality strategy and its range of AI-powered investment solutions.

**John Bailey: (203) 807-1013 | [john.bailey@lumenai.net](mailto:john.bailey@lumenai.net)**

**Disclaimer:** This case study is for informational purposes only and should not be construed as investment advice. Past performance is not indicative of future results.

# mastro

 Founded 2010

 Employees: 101-250

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

 Subsectors: Portfolio Management & Reporting, Risk Analysis & Management, Alternative Investment Solutions, Data & Analytics, Financial Services Software, Client Prospecting & Engagement

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

Mastro is a wealth tech platform that enables a 100% view of wealth. The platform provides a single source of accurate, full-picture data to give wealth owners ultimate control, transparency and peace of mind to make informed, data-driven financial decisions in real-time. Mastro offers a total wealth overview covering all illiquid and liquid investments to liabilities and passion assets. It comes with a comprehensive suite of features including data aggregation, analysis and reporting - all protected by best-in-class cybersecurity architecture and data security protocols.



 Founded 2012

 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, Digital Brokerage, Financial Planning, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement

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

Moxo provides a powerful solution for financial organizations looking to modernize their client engagement and streamline external processes with their clients. Moxo provides digital interaction workspaces that blend structure and automation with human interaction. With Moxo's workspaces, wealth managers can implement client interaction workflows to fast-track their client business processes, such as onboarding, KYC verification, FY planning, Privacy Agreements, Investments Opportunities, etc. Internal teams and customers can easily complete business actions required to drive the desired outcomes. Streamline approvals, file requests, form fills, eSignatures, tasks, and more. Customers can connect with relationship managers and securely exchange documents, have video conversations, receive information via screen sharing, and more, at the highest security standards with an auditable ePaper trail.

# Multiply

 Founded 2016

 Employees: 11-50

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

 Subsectors: Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Risk Analysis & Management, Client Prospecting & Engagement

 Regions of operations: Currently United Kingdom/Ireland. Although the company can operate worldwide.

At Multiply, they are revolutionising financial advice. Their digital platform provides continuous, personalised advice, adapting to the ever-changing financial landscapes of individuals. Their innovative approach combines AI, network allocation algorithms, and customisable rules, ensuring advice is compliant and tailored to specific jurisdictions. Their service is modular and SAAS-based, allowing clients to tailor their experience by selecting modules that best suit their needs. They cater to various planning needs, offering automated guidance, advice, and hybrid models. This flexibility ensures their solutions evolve with their clients' requirements. What sets them apart is their extensive experience and ability to automate across the lifetime of a client. Their technology has been tested and perfected through their own B2C app, generating over 250,000 advice recommendations in the last 6 years. They aim to make financial advice more affordable and accessible while reducing costs and increasing revenues for providers.



## COMPANY RESEARCH PROFILE

# M-Files

**PRODUCT NAMES:** Knowledge Work Automation Platform

Founded 2002  
 Texas, United States  
[www.m-files.com](http://www.m-files.com)  
[contact@m-files.com](mailto:contact@m-files.com)

Employees 501-1,000  
 Regions of operation: North America, UK, France, Norway, Sweden, Denmark, Finland. And Middle East & Asia Pac through Partners

### KEY EMPLOYEES:



**Antti Nivala**  
Founder and CEO



**Justin Kim**  
Chief Financial Officer & Chief Operating Officer



**Laura Carson**  
Chief Marketing Officer



**Bob Pritchard**  
Chief Revenue Officer

Value Chain: **Advisor & Practice Productivity**

Subsectors: **Knowledge Work Automation, Artificial Intelligence, Generative AI, Automation, Workflow, Collaboration, Risk & Compliance, Security, Document Automation, Information & Content Management**

### OFFERING

M-Files is committed to revolutionising the way wealth management and investment firms manage information. The platform empowers knowledge workers to achieve more by providing efficient information retrieval. With M-Files' metadata-driven document management platform, users can instantly access the right information in any context, reducing search time and increasing productivity.

### PROBLEM BEING SOLVED

M-Files addresses key inefficiencies and risks associated with traditional information management systems by providing a centralised repository, automated processes, and robust compliance features. By streamlining access to client data, minimizing manual errors, and enhancing collaboration, M-Files helps organizations in industries like financial services improve work quality, ensure regulatory compliance, and deliver superior client service.

### TECHNOLOGY

M-Files utilizes a patented metadata-driven architecture, automation, and generative AI to manage and organize information effectively. M-Files also offers seamless integration with various business applications and content repositories, ensuring compatibility and flexibility for users. Whether deployed in the cloud or on-premises, M-Files prioritizes security features such as authentication, data encryption, and user rights management to protect sensitive information.

### PRODUCT DESCRIPTION

M-Files is the leading platform for knowledge work automation. With the M-Files platform, knowledge workers can find information faster, work smarter, and achieve more. M-Files features an innovative metadata-driven architecture, embedded workflow engine, and advanced artificial intelligence. This enables customers to eliminate information chaos, improve process efficiency, and automate security and compliance.

#### Key Benefits of M-Files' Knowledge Workflow Automation Platform:

- **Eliminates Information Chaos:** The system organizes documents for easy retrieval, ensuring they are used in the proper business context. No more sifting through endless folders – just straightforward, context-driven results.
- **Improves Process Efficiency & Accuracy:** M-Files streamlines document-centric workflows from creation to collaboration and approval, all while automating routine processes.
- **Reduces Business Risk:** Automates document access controls, shares securely with external stakeholders, and maintains a comprehensive audit trail for peace of mind.
- **Leveraging Automation and AI to solve the knowledge work challenge:** Automate the entire knowledge work process from document creation and management to workflow automation, external collaboration, enterprise search, security, compliance, and audit trail.

#### Advanced Features for Modern Businesses:

- **Clause Library:** Saves and reuses clauses across templates and integrates best practices effortlessly into documents.
- **Self-Serve Documents:** Empowers organizations with self-service tools that allow for automated content generation from third-party inputs.
- **Visual Automation Interface:** M-Files Ment's unique visual interface makes document automation accessible to anyone, no coding required.
- **Client Testimonials:** "The efficiency gains create more opportunities to spend consulting time with clients, which offers added value for them." Boris Blaser, Owner, B&B Concept AG

### TRACTION/GROWTH

- Forrester found customers' use of M-Files for document management yields high returns of up to 294% ROI
- 70% Increase in efficiency based on automating business workflows.
- 65% Faster filing of documents
- 50% Improvement in searching for documents and information.

# How automation and artificial intelligence can prepare advisors for the future of wealth management

*Greater fee scrutiny, the great wealth transfer and geopolitical complexity are just some of the challenges currently facing wealth managers. Yohan Lobo, Industry Solution Manager, Financial Services, at M-Files, explains how automation and artificial intelligence can better prepare firms.*



## M-Files®

M-Files describes itself as a knowledge work automation platform. But what is a knowledge worker? This is someone who works with information to create insights processed by other teams within their company. The M-Files mission is to remove all tedious manual workloads from this process through the automation of information categorisation, workflow creation and even compliance. By doing this, it empowers workers to spend more time on creative, complex and value generating tasks.

The world of wealth and asset management is a natural fit for this technology. By automating the manual collection of data, brokers and advisors can focus on building their relationships with clients and improving the services they provide. As the great wealth transfer unfolds, the need to accelerate operations through technology becomes increasingly important.

Lobo explained, "If you think about the demographics involved, the people receiving this wealth have very different expectations about how they deal with institutions. A lot of the

experiences in their earlier life is phone and app based. Moving to a kind of legacy world can be quite challenging for them." Any type of back-end technology that can help firms accelerate their operations and prepare for the digital-native clients will be vital for their long-term success, he added.

But it's not exclusively about helping meet the demands of the customer of tomorrow, automation is also a lifeline when trying to navigate the complexity of the modern market. The current uncertainty around geopolitics makes market dynamics very susceptible to change, similarly, there is a lot more information available that makes it tough for brokers to keep up.. With Consumer Duty entering full enforcement later this year, Lobo sees more scrutiny being placed on management fees, increasing pressure on cost. "Maintaining margin whilst reducing cost is going to be increasingly in sharp focus. That's what we can help with. We can strip some of the costs out of processes and make them more automated, quicker, slicker, and build a better client experience. Our platform sits behind that client experience and can help that happen," he explained.

### Implementing M-Files

When implementing a new technology, there are often concerns around how much of the infrastructure will need to be changed for it to work. Instead, M-Files tries to change as little as possible. Rather than replacing a practice management platform or a CRM system, M-Files sits behind them and connects the multiple systems to give them a single 360-degree view of all their information. Rather than having to find documents, use templates or use old versions, all of the document creation and management workflows are automated.

Lobo said, "You don't have to create a document, complete it manually, send to someone for approval and pass it into an operations team. All of those actions can happen because all those teams are connected together on what the document is, what the information is and the client it relates to. It's not about where the stuff is kept, it's about what it is and how it relates to each other." This allows advisors to quickly see all the information related to a client, whether it's about onboarding, suitability, proposals or something else. Organising all the data like this also enables companies to position themselves to implement AI.

AI is becoming an increasingly important piece of technology for most sectors and wealth management is no different. It was estimated that the market value of AI within wealth management reached \$2.5bn in 2022, according to DevTechnosys. This market is set to grow at a 25% CAGR to be valued at \$14.1bn by 2032. Wealth firms cannot afford to skip out on AI, but legacy technology and siloed datasets make it tough to embrace AI at its full potential. A unified information layer, like M-Files, helps prepare firms for the AI future. The platform classifies, organizes and connects knowledge and information creating the foundations needed for an AI boosted firm.



***Firms know their clients the best and know where the best pinch points are for automating processes. For a lot of firms, having that personal touch is still going to be the requirement, but everything that happens behind that, which could be supported and improved, will be automated.***

“You can create connectivity between bits of information, whether it’s about a client, a product or time. That structuring of data and organisation means an AI system, be it machine learning to make recommendations or generative AI to create content off the back of the information you have, provides the building blocks of foundations that makes the firm ready for it as these things evolve.” It also means that advisors can connect structured information, such as products, with unstructured data, including personal identification information.

### Leveraging AI in wealth management

M-Files even has its own proprietary AI technology available to clients. The solution, powered by natural language processing, allows users to ask questions about documents. For example, they could ask what the management fee for a fund is or when the term ends. This simple addition can save advisors a lot of time when answering basic queries from clients.

This tool is just the start, Lobo explained. M-Files’ team is currently developing an enhanced tool that would be able to look at the full vault of data. Rather than asking a question for a single document, a user could ask for trends across the entire dataset. They could see how many clients have a certain product and the total value of that product, for example. This capability will help advisors turn proposals around much quicker as they’ll have the information at their fingertips. “It’s kind of accelerating how quickly things happen for clients and the firm. That will ultimately help realise better time to value because the assets on the management fees will be realised quicker when people move their funds across faster.”

### Replacing humans?

The most common concern people have with the adoption of AI, is the fear of job cuts. However, Lobo is confident the implementation of AI within wealth management will not see the end of human advisors. In fact, it will just allow them to focus on the more complex tasks and improve their output.

As mentioned, younger generations have a different mindset in how they wish to engage with companies. By leveraging automation and AI, firms can provide customers with a simple app that allows them to build their own portfolios or even embed wealth products into other platforms. Similarly, generative AI chatbots could also be used to answer simple questions. This doesn’t mean all investors will want this automated system and others might want a blend of AI and the human touch. Firms will need to find that balance.

One thing Lobo was clear about was that AI is the future. “Firms that do eventually adopt it are the ones that will probably win out compared to those that don’t.” Wealth firms should be exploring where they can adopt the AI and where it fits in best within the operations, not only from the customer perspective, but also from the employee viewpoint.

“Firms know their clients the best and know where the best pinch points are for automating processes. For a lot of firms, having that personal touch is still going to be the requirement, but everything that happens behind that, which could be supported and improved, will be automated.”

As to why M-Files should be the platform wealth managers look to for their digitalisation efforts, Lobo concluded, “The platform we offer has such a deep capability in what it can offer firms. Not just in terms of creating time for clients and making people more productive, but there are other areas such as, succession planning, structuring of data and aggregation. All the mundane tasks that no one enjoys doing, we can help you automate it, clean it up and make you ready for the future, and without disrupting or impacting what you’re working with now.” ●

**M-Files.**

**KNOWLEDGE WORK...**  
***Redefined.***

**DOWNLOAD EBOOK**



# CUSTOMER SUCCESS STORY

Valeo Financial Advisors oversee \$7 billion of assets under management with a licensed staff of 85 advisors. They are a Financial Times Top 300 Registered Investment Advisor and are one of the largest financial advisory firms in the Midwest.



## CHALLENGES

### Clunky client experience

Challenging to find the most recent template leading to the use of different templates. Getting the needed information required looking in multiple places and reaching out to multiple parties.

### Challenges with cohesiveness and collaboration

Different locations for information, often hosted in employees' own laptops or paper format.

### Paper documents

A whole file cabinet room where finding the needed documents could be challenging. Manual profiling and searching of documents.

## SOLUTIONS

### A central location for all documents

One place for all documents and information required to make the best decision for the client.

### One stop shop for all information

Repeatability, systemization, standardization of Valeo's client deliverables, e.g., all employees using the correct templates.

### Digital storing of all information

Streamlined digital solution with M-Files where everything is easy to find, electronic access to documents.



## BENEFITS

### Time savings

About 90 minutes of week saved from looking for the right documents.

### Better collaboration across the firm

Increased client satisfaction leading to growth with decreased risk.

### More time for clients

More time available to spend speaking and working with clients on their financial plans.

## HIGHLIGHTS

**One shop stop for all documents**

**Better experience for clients**

**Less time spent searching for information: around 90 minutes a week saved**

## RETURN ON INVESTMENT (ROI)

"M-Files has improved my day-to-day practice in a variety of ways. It's provided not only a central location for my documents, but it's definitely provided probably about an hour and a half of savings a week from looking on my desktop and various other platforms for documents when I need them."

Financial Advisor, Valeo Financial Advisors

United States

+1 972 516 4210

Europe

+358 3 3138 7500



[customerservice@m-files.com](mailto:customerservice@m-files.com)

[m-files.com](https://m-files.com)

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COMPANY RESEARCH PROFILE



PRODUCT NAME: ByAllAccounts

- ByAllAccounts Founded 1999
- Chicago, IL
- <https://www.morningstar.com/products/byallaccounts>
- Employees: 10,000+ (All Morningstar)
- Regions of operation: United States (ByAllAccounts)

KEY EMPLOYEES:



**Daniel Needham**  
President, Morningstar Wealth



**Katy Gibson**  
General Manager ByAllAccounts

Value Chain: **Financial data provider for use cases including financial advice, investment planning, performance reporting, compliance, robo-advice and more**

Subsectors: **Wealthtechs, Reporting Platforms/Redistributors, Wealth Management Firms, and RIA Firms.**

OFFERING

With its roots as a specialty wealth management data aggregator, ByAllAccounts has evolved in response to market needs, transforming into a pivotal data intermediary in the wealth management ecosystem.

By eliminating the need for multiple, custom data integrations, we offer a singular, secure gateway to financial data, significantly easing data exchange, speeding time to market, and slashing both operational and opportunity costs. A single connection to our network opens access to all providers, cutting down friction and reducing both operational and opportunity costs.

Our solution empowers a broad spectrum of stakeholders to share and utilize data with greater efficiency. Participants fall into three key categories:

- **Data Recipients:** From wealthtech platforms serving an array of financial professionals and DIY (do it yourself) investors to platform redistributors, RIA firms and home offices.
- **Data Providers:** The backbone custodians of vital financial account data.
- **Bidirectional Participants:** Members who function as bidirectional participants. These entities not only consume data from other stakeholders but also contribute their data back to the network, substantially enhancing the ecosystem's overall value.

PROBLEM BEING SOLVED

ByAllAccounts streamlines access to financial data in the fragmented wealthtech ecosystem. Wealth management firms find themselves navigating a complex tech landscape. The fast pace of industry change has driven them to adopt a 'best of breed' tech strategy, to keep up with innovation. According to a Morningstar study, about 90% of firms surveyed used between four and seven different specialty tech platforms, and the rest were dealing with even more. While this approach provides quicker access to innovation, it requires robust integration capabilities and architectural standards to handle the resulting complexity. This array of systems, though intended to foster innovation, often results in a tangled mess of data silos and operational inefficiencies. Tech platforms also face hurdles in accessing firm or advisor managed accounts across various data providers. Custom data connections must be built, adding another layer of inefficiency to the ecosystem.

Finally, data providers struggle to keep up with the demand, lacking the capacity to build custom connections for every platform seeking access to their data.

TECHNOLOGY

ByAllAccounts offers a streamlined solution for financial data integration, providing normalization, enrichment, and tailored delivery to meet the unique needs of wealthtech platforms, wealth management firms, and financial data providers. The ByAllAccounts financial Data Platform standardizes and enriches diverse data from over 15,000 sources. It standardizes the myriad of financial data formats from its sources, ranging from open banking connections to various standards like FDX, converting them into a unified format. This normalization process is complemented by data enrichment, where holdings and transactions are aligned with the Morningstar Security Master, enhancing the data for use in financial reporting, planning and insights.

Through APIs or file transfers, we tailor the data output to suit the specific requirements of different receiving systems, reducing integration complexity. This bespoke delivery ensures that our clients can efficiently access and utilize their financial data, streamlining operations and saving resources. Our platform's standout feature is the network of participants we've developed over more than 23 years. A single connection to our network opens access to all providers, empowering a broad spectrum of stakeholders to securely share and utilize data with greater efficiency.

**OFFERING (CONTINUED)**

By managing the flow of interoperable data throughout the network, ByAllAccounts does more than facilitate connections; they ensure that customers can easily, and securely connect with best-suited providers, bypassing the complexity and costs of traditional integrations. This streamlined integration and data adaptability optimizes operations and frees resources for growth and innovation.

**PROBLEM BEING SOLVED (CONTINUED)**

These challenges underscore the urgent need for streamlined data portability and integration solutions in the wealth management ecosystem, where efficiency and accessibility are paramount.

**TECHNOLOGY (CONTINUED)****PRODUCT DESCRIPTION****ByAllAccounts Data Network**

The ByAllAccounts Data Network is breaking down barriers to streamline the flow of data across the industry, connecting wealthtech platforms, home offices, and data providers.

**Wealthtech Platforms:** By outsourcing some or all their custodial connections to ByAllAccounts, wealth platforms eliminate a key barrier to onboarding new advisors and firms by offering the ability to seamlessly import managed accounts. A single connection to the ByAllAccounts network gives wealth platforms access to ~ 200 direct custodial connections out of the box, substantially expanding their reach and accelerating time to market by sparing them the need to build custom connections to each individual site. Moreover, the ByAllAccounts offering extends beyond custodial data, allowing data ingestion from other tech platforms within the network, providing unmatched access and efficiency for clients.

**Home Offices:** Home offices often face challenges with data silos and inefficiencies that can obstruct their ability to deliver consistent, comprehensive advice. The ByAllAccounts data platform expands their options, allowing them to freely choose the platforms they wish to use by significantly reducing concerns related to data integration. This not only facilitates more efficient operations but also attracts advisors who are in search of cutting-edge technological solutions.

**Data Providers:** A single connection to ByAllAccounts can efficiently distribute the provider's data across an extensive network. ByAllAccounts launched their Data Integration Service, which helps data providers accelerate their distribution of data. The ByAllAccounts service manages all the necessary custom translations, ensuring seamless compatibility with the diverse requirements of the platforms leveraging the data.

**TRACTION/GROWTH**

- ByAllAccounts provides their services to wealth industry leaders, including Orion, Black Diamond Wealth Platform, Morningstar Office, Rainbook, and Altruist.
- ByAllAccounts' has a key partnership with Turnqey to provide aggregation of investor cryptoassets leveraging API-based technology.

**MANAGEMENT BIO****Daniel Needham, President, Morningstar Wealth**

Daniel Needham, CFA, is president of Morningstar Wealth, which includes software and aggregation capabilities from Morningstar Office and ByAllAccounts, and the individual investor experience across Morningstar.com, and Morningstar Investment Management. After the recent acquisition, he also oversees the U.K. and international business of Praemium and their core products, which were re-branded to Morningstar Wealth Platform and Wealthcraft, a Morningstar company.

Prior to his current role, Needham served as president and global chief investment officer since 2015 for Morningstar's Investment Management group, a unit of Morningstar, Inc., that provides managed portfolio services, retirement, and investment advisory for financial institutions, plan sponsors, and advisors through investment management entities around the world. In 2013, Needham stepped into the global chief investment officer role for the Investment Management group, and he also assumed responsibility for Morningstar's investment management operations in Europe. Previously, Needham was chief investment officer and managing director for Investment Management in Asia-Pacific, including Ibbotson Associates Australia, where he led the group's business and investment activities in the region.

Needham joined Morningstar in 2009 through the company's acquisition of Intech Pty Ltd., where he served as chief investment officer. He also held other investment roles including analyst, portfolio manager, and head of multi-strategy. Before joining Intech in 2002, Needham worked for Zurich Financial Services in Sydney. Needham holds a bachelor's degree in commerce from the University of Sydney, where he majored in finance and economics. He also holds the Chartered Financial Analyst® designation and is an interested trustee for the Morningstar Funds Trust.

# How ByAllAccounts is empowering wealthtechs, wealth management firms and data providers to connect their data infrastructure

*Wealth management is built on data, but the modern digital ecosystem has made it tough for firms to effectively leverage their datasets.*



**MORNINGSTAR** Wealth

The biggest challenge facing wealth management firms regarding their data is the difficulty of integrating it across multiple specialty technology platforms that were never designed to work together. Brian Costello, the Head of ByAllAccounts Data Aggregation Strategy for Morningstar Wealth, noted that 90% of firms are using between four and seven platforms to manage their various operational needs. In many cases, these firms find themselves establishing individual connections to each platform, when what they really need is a one-to-many model - a seamless and reliable way to distribute their firm and advisor-level data across the various platforms they use. Costello pointed out that the absence of such connectors leads to bottlenecks impeding the efficiency of operations and innovation efforts.

Working in these data silos can lead to a plethora of other problems, with data disparity being the most prevalent. For instance, a firm might have multiple separate connections to a data source across their operations, but each connection generates variations, leading to inconsistencies in the data firms receive.

According to Costello, "There's just too many instances where we've noticed variations, either in timing or the actual underlying data. A firm may find data related to clients, advisor, or the firm itself doesn't reconcile across different systems. Ensuring data reconciliation and having a single source of truth is essential - it's table stakes in

wealth management." This issue is so widespread that ByAllAccounts frequently helps clients build a unified data repository by funnelling data from various sources into a data lake. The ByAllAccounts platform has been designed to provide the one-to-many functionality that firms need, enhancing their operational efficiency.

What potentially makes the data connectivity issue more challenging is a misconception within wealth management firms that financial data portability and integration across wealth management platforms is easy. To the contrary, wealth management data access and data utility requires significant coordination and, in many cases, custom development across the data providers, the intermediaries and the data recipients."

ByAllAccounts, a wealth data network from the Morningstar Wealth, is designed to help firms streamline data connectivity. A single connection to the ByAllAccounts network opens access to a variety of data providers, reducing friction and improving operational efficiencies. Firms can focus on the value they're trying to deliver to their clients, rather than having to waste time working on internal plumbing, he said. The ByAllAccounts Data Network has access to over 15,000 data sources, of which, over 70% are direct connections. This direct access enhances reliability far beyond traditional data collection methods. Moreover, ByAllAccounts brings over 23 years of experience in wealth data enrichment and can adapt data for various wealth management use cases, including prospecting, rebalancing, tax optimization, performance reporting, and compliance. Costello explained, "Firms can make a single connection to us to get the data they need, in the format they require, rather than building out data connections themselves."

Alternatively, for firms looking to publish data, such as custodians and financial institutions, ByAllAccounts facilitates connections into over 70 redistributors and over 50 wealth platforms used by wealth management firms. The single connection to ByAllAccounts makes a firm's data and products readily available to more than 16,000 advisors and other financial professionals, thereby expanding their total addressable market.

## The role of AI

It is impossible to discuss innovation and the future of business without the topic of artificial intelligence (AI) cropping up. The technology is top of the mind for most businesses, with the recent advancements of generative AI only intensifying this. As businesses start to explore the implementation of AI, they need to realize that technology can only reach its full potential when it has access to high quality data, Costello said. This is not just the case for the most advanced levels of AI, whether it's relatively simplistic technology or advanced computation or generative AI, clean, structured data is the bedrock of its operation.

Wealth managers are fully aware of the importance of data for their jobs, but this doesn't mean they should be experts on how to get that data ready for use. Costello said, "They are keenly aware of what happens when the technology system fails them so that they can't do their job. What they don't really understand, because they're not technologists, is what's happening under the hood."

This is why it is vital firms seek a partner they can trust to ensure their data is clean, normalized, enriched and ready to use. A wealth management firm should not have to worry about collating data and ensuring everything is correct, they should be able to just focus on their primary role of providing financial advice. "If my car doesn't start in the morning, back in the day I used to be able to open the hood and figure out what the problem was. But right now, it's fairly binary - it's either working or it's not working, and I need to take it to the mechanic. So, wealth managers have an opportunity to understand a little bit about how the systems work, but they need to have trust in the technology and data providers that they pick."



***With open banking, the ability for a consumer to permission their financial data held by these banks, to their advisor via an intermediary, like ByAllAccounts, is going to get rid of a lot of that asymmetry. However, it's not ready yet.***

## The importance of open banking in wealth management

Open banking is an initiative pioneered by the European Union with the goal of helping consumers share their data held at financial institutions with third parties to get more personalised support. Countries around the world are starting to build their own open banking initiatives, contributing to the estimated size of the market, which Global Market Insights expects to hit \$122bn by 2032.

One of the countries starting to make moves towards open banking is the US. Last year, the Consumer Financial Protection Bureau proposed rules that would allow individuals to provide third parties with access to their financial data held by financial institutions.

Costello welcomed the US' move towards open banking, noting the asymmetry that has resided in the wealth management sector. He stated that for brokerage accounts advisors have limited legal right, through representation agreements, to access brokerage data. However, there is a grey area around accessing client's financial accounts at banks and credit unions. Access to this data has only gotten harder over the years as these institutions implement security controls to block fraudsters but that interfere with delegated access to the account.

Costello added, "With open banking, the ability for a consumer to permission their financial data held by these banks, to their advisor via an intermediary, like ByAllAccounts, is going to get rid of a lot of that asymmetry. However, it's not ready yet." The initial phase of the regulation does not cover brokerage accounts, retirement accounts or 529 education plans. "It's a great start, but we still have to smooth out those asymmetries to ensure advisors can continue to get that full 360-degree view of all of their clients' accounts."

Open banking is also too far off in the distance that it's not on the radar for most wealth management firms in the US. As such, it is important for the industry and regulators to continue working towards the goal so it can become a reality. One of the next steps Costello would like to see is greater understanding and support for delegated access. He noted that in some scenarios an authorised advisor can act as an agent on behalf of their client on the basis of a representation agreement. Unfortunately, these relationships are not completely understood or implemented in digital ecosystems.

"Open banking has really focused on the single account holder, sometimes a joint account holder, authorizing the bank directly via a sometimes-cumbersome digital experience. However, millions of Americans aren't doing that, they're using an advisor, a financial planner, or somebody as that duly authorized agent. So, getting the role of the advisor recognized in these digital flows is very important."

## How ByAllAccounts can help

The ByAllAccounts platform ensures wealthtechs and wealth management firms are ready for both open banking and AI futures. Its technology is ensuring firms can solidify their data infrastructure by breaking down silos and reducing integration complexities.

As Costello highlighted, not all data aggregation is created equal. For instance, retail data aggregation is homogenised, while wealth data aggregation is still highly complex. ByAllAccounts has spent the past two decades focusing on the complexities of wealth data across all of its facets. This laser focus means the data it provides clients are absolutely fit for purpose.

Explaining why firms should partner with ByAllAccounts, Costello concluded, "The ByAllAccounts Data Network functions as a comprehensive wealth data network that facilitates data portability within the highly fragmented wealthtech ecosystem. It facilitates a seamless flow of data across the wealth ecosystem. No matter the use case, whether you're looking to distribute your data to a variety of platforms or onboard you're the advisor's managed accounts, we can help. With just a single connection, you gain access to essential data, ensuring high-quality, reliable, and enriched information. This is complemented by dedicated service and support, ensuring all your data needs are met efficiently and effectively." ●



 Founded 2013

 Employees: 1-10

 Value Chain: **Client Acquisition/Service, Risk & Compliance, Regulatory Hosting**

 Subsectors: Client Prospecting & Engagement

 Regions of operations: United Kingdom, Ireland, United States, Canada, South Africa, Australia

MyDocSafe empower wealth managers to expand their Assets Under Management (AUM) by enhancing their regulatory hosting capabilities. Their multifaceted platform achieves this through several key features. Firstly, it acts as a persuasive sales tool that secures client agreements. Secondly, their system streamlines the entire customer onboarding process, thereby increasing efficiency and accelerating revenue generation. Thirdly, it simplifies and automates the instruction approval process for portfolio rebalancing and restructuring. Lastly, MyDocSafe provide customizable client portals designed to enhance user experience and enable wealth managers to effectively offer additional services.



 Founded 1999

 Employees: 1,001-5,000

 Value Chain: **Risk & Compliance**

 Subsectors: Compliance & Regulation, Financial Services Software

 Regions of operations: Americas, EMEA, Latam, and APAC

The NICE Actimize SURVEIL-X Holistic Trade Compliance platform, which includes its Sales Practices & Suitability solution for wealth management, analyzes and correlates all trade related data. The platform provides comprehensive surveillance coverage for all regulatory needs, breaks down barriers between data silos enabling deeper analysis and true risk detection; goes beyond simple thresholds and detection rules to correlate all relevant data sources; and can connect to, ingest and analyze data from many real-time data sources, including all forms of communications.



 Founded 2006

 Employees: 51-100

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

 Subsectors: B2C Robo Advisors, Portfolio Management & Reporting, Risk Analysis & Management, Financial Planning, Financial Services Software, Client Prospecting & Engagement

 Regions of operations: Europe

niiio finance group AG provides cloud-based SaaS solutions for asset and wealth managers. The company offers a comprehensive, modular set of solutions, enabling the digitization of a broad range of activities on a rapid and compliant basis for its clients. niiio finance group's goal is to create the leading pan-European platform in its space, building on both its track record of M&A as well as its strong momentum organically. In October 2023, niiio finance group successfully started a cooperation with the London-based private equity firm Pollen Street Capital. This led to niiio finance group becoming a part of a group of wealthtech companies owned by Pollen. The wider group further includes fundsaccess AG, FundHero S.A. and FinTecc LLC with a combined revenue of approximately €9.4m. On a stand-alone basis, niiio finance group expects 2024 revenues of €8.5-9.5m and an EBITDA of up to €1m.

# The Rise of Behavioral Analytics and Data-Driven Decisions in Wealth Management

By Osvaldo Berrios, SME Suitability & Wealth Management, NICE Actimize



## NICE ACTIMIZE

The world of financial advice has long been a dance between intuition, experience, and carefully crafted questionnaires to gauge client risk tolerance. But in the age of big data, a new partner has joined the waltz: behavioral analytics. This powerful technology promises to revolutionize investment management by offering a data-driven window into the often-murky depths of investor psychology.

By analyzing vast datasets encompassing past investment choices, emotional responses to market gyrations, and even seemingly subtle details like trading frequency, behavioral analytics empowers advisors to understand their clients on a whole new level. This deeper understanding translates into a more personalized approach to managing wealth, ultimately aiming to bridge the gap between theoretical risk tolerance and the reality of how investors react when faced with market volatility or substantial gains.

“

*“Behavioral analytics leverage vast datasets to analyze investor behavior patterns. This includes factors like past investment choices, risk tolerance demonstrated through trading activity, and emotional responses to market fluctuations.”*

### Pros of Behavioral Analytics for Investment Management

Providing everything from deeper client understanding to the ability to provide tailored investment strategies, behavioral analytics strengthen investment management in the following ways:

- **Deeper Client Understanding:** By analyzing past behavior, advisors can build more nuanced profiles of their clients. This goes beyond declared risk tolerance and delves into investors' true risk capacity, emotional triggers, and potential biases.
- **Personalized Investment Strategies:** Tailored investment recommendations become possible. Advisors can identify asset allocations and investment products that better align with each client's unique behavioral profile.
- **Improved Client Communication:** Behavioral insights can help advisors anticipate client reactions to market movements and tailor communication strategies accordingly. This fosters trust and strengthens advisor-client relationships.
- **Enhanced Risk Mitigation:** Identifying clients prone to impulsive decisions or emotional investing empowers advisors to implement proactive risk management strategies. This could include setting stop-loss orders or recommending less volatile assets.

## Cons of Behavioral Analytics

With the pros of behavioral analytics also come a few caveats, which can easily be addressed. Among these potential cons are:

- **Data Privacy Concerns:** Collecting and analyzing vast amounts of client data raises privacy concerns. Advisors must ensure they obtain explicit client consent and adhere to data security regulations.
- **Over-reliance on Data:** Behavioral analytics should complement, not replace, advisor expertise and judgment. Overdependence on data can lead to a disconnect from the human element of financial planning.
- **Limited Historical Data:** Behavioral analytics are still evolving. The effectiveness of models might be limited by the availability of historical data and the challenge of accurately predicting future behavior.

## Mitigating Risk Through Behavioral Analytics:

For financial firms, behavioral analytics offer a powerful tool to mitigate risks associated with their advisors:

- **Identifying High-Risk Advisors:** By analyzing advisor activity data, firms can identify advisors with patterns suggesting potentially risky behavior, such as frequent churning of client accounts or exceeding risk parameters.
- **Targeted Training and Coaching:** Insights from behavioral analytics can inform training programs to address specific behavioral biases advisors might exhibit.
- **Proactive Supervision:** Firms can leverage behavioral analytics to identify situations where closer supervision of an advisor might be necessary, potentially preventing compliance breaches or unsuitable recommendations.

## The Future of Behavioral Analytics



*“Behavioral analytics are revolutionizing financial services, with the potential to improve client outcomes and enhance risk management for advisors and firms alike.”*

However, responsible use of data, a focus on human-centric advice, and continuous refinement of analytical models are crucial for maximizing the benefits of this technology. As the field evolves, financial advisors and firms who embrace behavioral analytics will be well-positioned to navigate the dynamic world of investments and deliver exceptional service to their clients ●



-  Founded 1990
-  Employees: 501-1,000
-  Value Chain: **Client Acquisition/Service, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution**
-  Subsectors: Robo Advisors, Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Client Prospecting & Engagement, Insurance Advisory
-  Regions of operations: EMEA, Canada, Caribbean, South Africa

For more than 30 years, Objectway has built partnerships with Private Banks, Wealth & Asset Managers to digitally transform their business leveraging the Objectway platform. Objectway serves the full value chain of wealth and investment firms through a unified digital design. Its applications deliver simplicity and remove friction, allowing clients to seamlessly adapt to changing customer expectations; streamline and de-risk operations, increase efficiency and productivity. Clients deploy scalable and compliant solutions, unlocking the full wealth potential for each investor. Objectway embeds AI-driven engines to deliver highly personalized, seamless client journeys across channels, addressing their unique needs. The scalable and cloud-ready solutions are available on premise, SaaS or BPaaS, leveraging a component-based open APIs architecture for easy integration.



-  Founded 2020
-  Employees: 1-10
-  Value Chain: **Client Acquisition/Service**
-  Subsectors: Financial Services Software, Client Prospecting & Engagement
-  Regions of operations: United States

OnBord revolutionizes new client onboarding for wealth management firms by simplifying the collection, processing, and utilization of client data. The company was founded by a financial advisor, Nick Bernardo, who realized the lack of technology in this space and decided to create a business to solve it. OnBord works with wealth management firms that want to create efficiencies in their daily client onboarding process as well as assisting firms that are transitioning their assets to independence.



-  Founded 2021
-  Employees: 51-100
-  Value Chain: **Client Acquisition/Service, Investment Planning, Portfolio Management & Rebalancing, Trading Advice & Execution, Accounting, Reporting, Risk & Compliance**
-  Subsectors: B2B Platform solutions across Digital Advisor, Private Wealth, Robo Advisor, Aggregator, Retirement Solutions, Client Experience, Portfolio Management & Reporting, Risk Analysis & Management, Financial Planning, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement
-  Regions of operations: Canada, United States

OneVest is a financial technology company on a mission to power the world's wealth. It offers financial institutions an end-to-end wealth management platform, from client onboarding, to portfolio management, to compliance and beyond. Its software was built to be modular, allowing financial institutions to fill gaps in their process depending on their needs.



## COMPANY RESEARCH PROFILE



**PRODUCT NAME:** OPAL

-  Founded 1981
-  Rotterdam, Netherlands
-  [www.ortecfinance.com](http://www.ortecfinance.com)
-  [contact@ortecfinance.com](mailto:contact@ortecfinance.com)
-  Employees: 251-500
-  Regions of operation:  
Europe, UK, North America,  
Middle-East & APAC

### KEY EMPLOYEES:



**Tessa Kuijl**  
Managing Director Global Wealth Solutions



**Ronald Janssen**  
Head of Research & Innovation



**Iwan Schafthuizen**  
Managing Director Business Development & Platforms

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

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

### OFFERING

OPAL provides a powerful solution for wealth management firms aiming to deliver personalized engagement and advice at scale. It takes a unique approach to goals-based planning, blending it with its economic scenario analysis method, using the latest economic data to provide realistic outcomes for clients to help them achieve their financial objectives.

### PROBLEM BEING SOLVED

- Move from product-centric approach to client-centric advice
- Bring down costs & time for advice
- Bridge the advice gap
- Implement hybrid advice
- Improve the quality of client investment decisions (trade of risk/return)
- Comply with applicable regulation (incl. ESMA's MiFID II and FCA's Consumer Duty)
- Focus on operational efficiency for processes like client onboarding and monitoring

### TECHNOLOGY

OPAL is available through APIs as well as a plug-and-play advisor user interface.

**OPAL API** integrates capabilities directly into existing platforms or client-facing apps for robo-advice, hybrid advisor experience or other technology platforms. The user interface can be customized to provide a seamless user experience.

**OPAL UI** has all the features and benefits needed to connect goals to portfolios and monitors them over time, supporting the next level of suitability. Just connect and go.

### PRODUCT DESCRIPTION

The OPAL solution enables financial institutions and advisors 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 goals-based advisory process in wealth management and retirement planning, from client intake and risk-profiling to client reporting and proactive monitoring. OPAL can be easily integrated with business processes, contributing to a structured and efficient process that is compliant with international regulation. In several European countries, Ortec Finance have an add-on cash flow planning module to provide full-fledged goals-based financial planning, combining cash flow planning with wealth and retirement planning.

### TRACTION/GROWTH

- Ortec Finance clients include ING (in multiple countries), ABN AMRO (in multiple countries), Evli Bank, Triodos Bank, Van Lanschot Kempen (in multiple countries), Mandatum Life, St. James's Place (in multiple countries), Insinger Gilissen Bankiers (part of Quintet Group), APG, Aegon, ASR, IG Wealth, Scotiabank MD, and many more.
- Over 14 trillion euros in assets managed by our clients

### PARTNERSHIPS

Ortec Finance partners with solution providers delivering technology in the wealth management space to deliver end-to-end solutions that address clients' complex challenges while accelerating growth. We have trusted partnerships with leading global consultancies and platform providers including Conquest, Deloitte, and Salesforce.

The partnership with Salesforce, an extension of the launch of Ortec Finance's OPAL App on Salesforce's AppExchange in 2020, helps deliver Salesforce customers with off-the-shelf, easy integration of OPAL goals-based planning data, that they can use to deliver client-centric, personalized advice.

As part of the partnership with Conquest, Ortec Finance's stochastic engine powers Conquest's financial planning software. Ortec Finance also works with data providers, client/risk profilers, and portfolio management systems.

# How Ortec Finance is transforming WealthTech

*Ortec Finance, a global WealthTech firm, has been shaping the industry since its inception, disrupting conventional practices and ushering in a new era of goal-oriented financial planning. With a rich history, the company is challenging the status quo in terms of technology and much more.*



Founded in 1981, the company initially focused on developing asset liability management tools for the pension industry in the Netherlands.

However, after more than 20 years of expertise in the pension industry, Ortec Finance decided that its capabilities could be applied much further afield throughout the financial industry, as Tessa Kuijl, Managing Director Global Wealth Solutions at Ortec Finance explained.

“We were aware that the financial industry was much bigger than pensions. In the early 2000s we noticed increasing regulatory pressure in the banking and wealth management industry related to a better alignment of investment advice with the risk profile of clients.”

“We knew we were experts in the field of multi-horizon asset class risk and return projections. And since we were able to assess the risk profile of individuals, we were able to

support advisors in that equation. We officially entered the bank and wealth management industry with goals-based wealth planning instead of solely focusing on pension funds. We are filling a gap by enabling advisors to improve their investment advice by balancing the life goals, risk attitude and investment portfolios of the client. All to ensure a high chance of reaching the clients’ goals, thus providing good outcomes.” she continued.

From there, the wealth management solutions department continued its growth, expanding its operations from the Netherlands to the UK, Europe, and Canada.

However, its growth trajectory wasn’t confined to geographical borders alone. The company expanded its global goals-based investment advice platform OPAL with a comprehensive goals-based financial planning platform for the Netherlands and the UK.

This expanded platform enables financial planners to integrate portfolio investment risk and return assessments into traditional financial planning and cash-flow planning. This way advisors can assess the feasibility that the financial plan supports the clients’ financial goals, incorporating the most important uncertainty of the plan: investment risk. This results in more realistic plans that better suits the client, and therefore improving the trusted relationship with the client. The goals-based wealth management platform is used with advisors in multiple advisory segments ((U)HNWI, mass affluent, etc.), but also easy to integrate into retail/ consumer-only platforms.

In essence, Ortec Finance evolved from offering niche risk assessment services to providing a holistic goal(s)-based wealth planning (globally) and financial planning solution (in the Netherlands and the UK) across various sectors.

## Inside Ortec Finance’s transformative technology

Ortec Finance has undergone significant evolution since its inception, boasting its diverse and extensive OPAL wealth management platform tailored to meet the evolving needs of its clients.

What sets Ortec Finance apart is combining its goals-based

planning approach with sophisticated long-term investment risk models, placing the client's goals at the forefront of the planning process. Also, the ongoing monitoring of the suitability of the financial goals not only ensures compliance with current legislation, but also provides good client outcomes, resulting in increased AuM.

Kuijl explained, "The distinguishing factor of our platform is that we put the financial goal(s) spread over the lifetime of the client - and the magnitude to which the financial plan enables to reach those goals while prone to uncertain financial market returns - at the centre of everything. For example, many advisors would recognize the fact that their clients start planning for their retirement around their late 40's, early 50's. Incorporating realistic short- and long-term investment risk and return scenarios in a retirement plan, very often reveals that one needs sufficient investment risk to achieve sufficient retirement income to keep the clients' lifestyle intact. Typically, even in the 5% worst case scenarios the retirement income is higher than a very conservative portfolio, especially when one incorporates future inflation!"

"This applies not only when initially setting the plan but also when monitoring it over time, given the high impact volatile financial market returns can have on the investment portfolio. Monitoring the impact of the realized investment return on the clients' goals throughout time gives confidence and supports a trusted relationship with your clients."

This feature remains instrumental not only during the initial planning stages but also in monitoring and adapting the plan over time, considering the dynamic nature of financial markets.

Ortec Finance's commitment to delivering sophisticated financial risk and return scenarios, honed through strategic asset allocation for institutional clients, further enhances its financial planning solutions, providing invaluable insights into investment risks.

"We take pride in our work and have full confidence in it. From a company standpoint, this allows us to leverage the sophisticated risk and return scenarios we employ when advising pension plans or insurance companies handling billions in euros or pounds. We aim to incorporate these advanced scenarios into financial plans, as we truly believe they provide the most valuable insights into the associated risk," Kuijl remarked.

Moreover, Ortec Finance offers a specialised tool focusing on wealth planning, offering tailored insights into investment products vis-à-vis the client's risk profile and goals.

This narrower version of the platform adds value to consumer duty, elevating industry standards while accommodating diverse client needs.

"Our narrower version enables advisors to better understand the needs of the customer and improve and monitor its outcomes, while they stick with their current financial planning practices or suppliers. So quickly raise the bar to meet the regulatory requirements of consumer duty,"

explained Kuijl.

The company also facilitates seamless integration of its insights via an API to seamlessly integrate with in-house technology stacks and/or connect with other applications.

With its extensive suite of products, Ortec Finance is firmly established as a contemporary WealthTech Goliath - able to go toe-to-toe with the major names from across the space.

### Breaking down barriers

Ortec Finance's position as a technological powerhouse is firmly solidified. However, the Dutch firm's leadership in the WealthTech sector extends beyond its products. Ortec Finance is championing inclusivity, particularly in advocating for greater representation of women in the WealthTech industry.

A perfect example of this is Kuijl, who herself is breaking down barriers in the space by operating in such an integral role.

In such a heavily male-dominated space, women in leadership roles are not particularly forthcoming.

"We have a diversity and inclusion policy in place across our company, including the departments that serve the management industry. This doesn't mean that we set specific targets for the number of women or other groups. Instead, it means that we are more aware of the importance of creating an inclusive environment where everyone feels comfortable. Ortec Finance recognises that diversity doesn't happen naturally, and we are committed to taking steps to ensure inclusivity. This includes education programs to raise awareness and promote understanding," she explained.

But what are the next steps to true diversity across the WealthTech space? According to Kuijl, it comes down to making the small gains - as her own success has shown her.

"When I was appointed to my current position leading all activities in the wealth management industry at Ortec Finance, there was a woman in the group who said, 'Well, that was the point that made me realise that it's also possible for me.'. So, it could very easily open doors for people, just a change of mindset. I don't think so much is needed; we just need to get people thinking the right way. It's all about small steps," Kuijl remarked.

Looking back, Ortec Finance has come a long way from its humble beginnings as a Dutch asset liability to its current status management tool provider as a global leader in comprehensive financial planning and risk management solutions. The company's commitment to diversity and inclusion, spearheaded by leaders like Tessa Kuijl, reflects its dedication to creating a more equitable and representative industry. As Ortec Finance continues to pioneer, break barriers, and champion inclusivity, it paves the way for a more advanced, diverse and dynamic future in WealthTech

# Oxford Risk

 Founded 2002

 Employees: 11-50

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

 Subsectors: B2B Robo Advisors, B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Financial Planning, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement

 Regions of operations: Global

Founded in 2002 by leading behavioural scientists from Oxford University, Oxford Risk uses behavioural finance software to help investors make better decisions. Each year investors lose on average 300 bps of returns due to the need for emotional comfort. Advisers, banks, wealth managers, pension providers, and financial institutions use Oxford Risk's software solutions to help guide investors to higher returns and enjoy greater client engagement, asset growth, and regulatory peace of mind.

# Practifi

 Founded 2013

 Employees: 51-100

 Value Chain: **Client Acquisition/Service, Reporting**

 Subsectors: Financial Services Software

 Regions of operations: North America, APAC

Practifi is a CRM technology company that empowers RIAs and wealth management firms to unify their data, streamline their work, build better client relationships, and ultimately scale their business. With deep industry expertise and a dedication to client service, Practifi aims to be a technology partner, not just a provider, to its clients.

# PriceHubble

 Founded 2016

 Employees: 101-250

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

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

 Regions of operations: France, Germany, Austria, Netherlands, Switzerland, Japan, Czechia, Slovakia, United Kingdom, Belgium

PriceHubble was founded to bring transparency into real estate markets globally. They provide insights & solutions to their clients, allowing them to take smarter real estate decisions and enabling them to boost critical performance metrics in their business (e.g. client conversion, retention or rental yield). PriceHubble has gathered a unique team of data scientists, engineers and seasoned entrepreneurs to provide its clients the most advanced real estate insights, seamlessly integrated into their daily business processes. As a B2B Company, PriceHubble addresses banks, asset managers, developers, property managers and real estate agents with its digital solutions. PriceHubble is privileged to be backed by world class investors.



## COMPANY RESEARCH PROFILE



 Founded 1990  
 [www.profilesw.com](http://www.profilesw.com)  
 [info@profilesw.com](mailto:info@profilesw.com)

 Employees: 101-250  
 Regions of operation:  
Global

**PRODUCT NAME:** Axia Suite

Value Chain: **Front to Bank-office Investment Management platform**

Subsectors: **Portfolio Management & Reporting, B2B Robo Advisors, B2C Robo Advisors, Financial Services Software.**

### OFFERING

Profile Software is a leading international software solutions provider for the Banking and Investment Management industries.

Profile Software's Axia Suite offers seamless client management, competitive functionality including order management, performance and risk analysis, consolidated reporting, Robo-Advisory, unified omni-channel experience, advanced security and compliance, cloud-based operations, automated integration with banks and market data feeds, digital wealth management services via web and mobile apps, customisable dashboards and AI-enabled portfolio management and reporting tools.

### PROBLEM BEING SOLVED

Profile Software's Axia Suite offers a comprehensive, omni-channel platform that simplifies and automates investment management operations.

It provides end-to-end functionality on a single environment and database model, enhancing investment management services, promoting competitive advantage, and ensuring compliance with industry regulations.

Axia Suite supports a wide range of investment management needs, including client onboarding, risk and portfolio management, and robo-advisory, among others, enabling organisations to increase performance and growth through advanced technology and a client-centric approach fully supporting all type of Wealth Management services.

### TECHNOLOGY

Profile Software's Axia Suite integrates industry-standard methodologies and employs a tiered architecture for agile implementation, fortified security, and optimised performance.

DevOps tools and practices ensure fast time-to-market and increased customer satisfaction. With top-of-the-range performance, managing large data sets is seamless, reducing infrastructure costs.

Continuous investment in regulatory compliance and connectivity streamlines workflows, and through its API-first design it enables effortless integration, releasing value incrementally.

### PRODUCT DESCRIPTION

Axia Suite is a web-based, omni-channel, award-winning front-to-back Wealth Management Software solution.

Backed by three decades of market experience, it provides Banks, Wealth, Asset & Fund Managers, Family Offices and Insurance Firms, with competitive functionality, allowing them to proactively respond to client demands, improve their profit margins and digitally transform their business.

Following international best business practices, Axia Suite has an advanced design that enables Wealth Managers and their clientele to access appropriately authorised data and documents using either mobile devices such as smartphones and tablets or desktop computers, whenever and wherever needed.

Axia Suite may be deployed according to the client's specific needs. It offers complete STP between Front-Middle and Back-office operations and is considered among the best wealth management software solutions in the marketplace.

It can cover a diverse range of business lines: Private Wealth Management, Asset & Fund Management, and Custody Services with easy set-up and various deployment options to enable clients to develop along with market trends, while it supports automated client onboarding and financial planning to advanced portfolio management, rebalancing, risk analysis and AI-enabled reporting.

The solution can be offered as SaaS, while additional business process outsourcing (BPO) services ensure efficient delivery for the benefit of the client.

### TRACTION/GROWTH

- Profile Software has more than 300 clients, is present in 50 countries around the globe, and invests around 25% of its total revenue in R&D.
- Expand focus in Europe and strengthen position in the MEA and the America regions.
- Accelerate growth through international acquisitions in the next 2 years.
- Further investment in partnerships.

# Harnessing the power of AI and ML for smarter portfolio management

*Profile Software was created after its founder felt a gap existed in the local financial services market. This was driven by a need from financial institutions for flexible and affordable solutions as they transitioned into the digital era and to tackle underserved needs.*



Aris Iliopoulos, Group Solutions Director of Profile Software, said Profile was created to fill this need by offering added-value through software solutions developed with the highest standards.

He explained, “We exist to develop and deliver reliable software solutions that add value and support financial institutions. We aim to be a one-stop provider for several mission-critical software solutions for our customers.”

## The technology

Profile markets the Axia Suite platform, which leverages the cloud to ensure its platform, in the view of Iliopoulos, is not only accessible but adaptable to different cloud environments.

According to Iliopoulos, a standout feature of the technology is its integration of GenAI through its recently launched AI.Adaptive solution, which enhances user experience by allowing natural language queries.

He detailed, “Users can ask questions in everyday language, and our system utilises GenAI algorithms to interpret

and generate relevant results. Whether it is fetching data or performing complex analyses, our GenAI capabilities empower users to interact with our application in a more efficient manner.”

## Pain points

When it comes to solving pain points, the main ones for Profile center around technology.

Iliopoulos detailed one of them deals with outdated legacy systems which hinder their ability to adopt modern technologies, adapt to changing market dynamics and optimise costs by having a more efficient and STP way to operate.

Other issues include the large volume of data generated, which requires effective data management strategies to ensure data quality, proper analysis, integrity and compliance with regulations.

Another issue is integration.



***“Integration challenges may arise when adopting advanced analytics, AI, or other innovative solutions. Also, as technology advances, so do cybersecurity threats. Investment firms must stay vigilant and invest in cybersecurity measures to protect sensitive financial information”***

## Industry roadblocks

How do firms breakthrough in WealthTech? According to Iliopoulos, breaking into the market can include challenges surrounding areas like compliance, scalability and security.

The first was regulatory compliance, as meeting complex regulatory requirements can be costly and time-consuming. Data security is also a roadblock, as safeguarding financial data requires robust security measures, alongside a key area of establishing client trust and adoption.

Other areas Iliopoulos sees as chief roadblocks are established competition in the market that make it tough for newcomers to gain traction as well as the challenge of scalability. Cost pressures, technological integration – due to integration with existing legacy systems being difficult – and customer education are also key challenges.

## Smarter portfolio management

With AI and ML growing in power and size with the financial technology markets, they are currently uprooting many long-held practices in the sector – particularly in creating smarter portfolios.



***“GenAI and ML are transforming investment strategies by analysing vast amounts of historical and real-time financial data, including market trends, company financials, economic indicators, and public sentiment”***

“This intelligence allows patterns’ identification and relationships that might be missed by human analysts. The insights extracted can be used to select securities, optimise risk management, automate algorithmic trading, and construct a personalised portfolio,” added the Profile group director.

Iliopoulos’ said AI and ML both hold ‘immense’ potential to transform portfolio management by providing wealth, asset and fund managers with tools to make smarter investment decisions and deliver superior value to clients.

“The role of AI in wealth management is crucial as it enables firms to offer improved client experiences by driving cost-savings and maximising revenue. Firms must adapt to this

environment as the adoption of AI in wealth management is a necessity to survive in this ever-evolving digital landscape.”

## Plans for 2024

What does 2024 have in store for Profile Software? Iliopoulos said Profile recently launched RegiStar, a solution for shareholder management – something he claims will enhance IR services.

Profile also previously launched its AI.Adaptive product.



***“AI.Adaptive is fully functional with the Axia Suite platform and we are moving forward quickly with the rest of the company’s platforms, whilst some functionalities of this technology will be announced during the year in areas such as data analysis, consulting”***

He concluded, “Profile will continue to make investments to enrich its portfolio with AI.Adaptive, aiming to offer immediate decision-making and productivity enhancements and further invest in the Axia Suite platform, introducing ESG-related enhancements, a new app marketplace and strengthening Smart Portfolio Management with AI.” ●

# Case Study: Liberum Wealth optimises its Investment Management and Custody Operations with Axia Suite

## Client

Liberum Wealth, a subsidiary of Liberum Capital, is a prominent independent investment bank headquartered in London. Specialising in offering a wide range of financial services, including global custody, asset servicing, payments, treasury, and trade execution services. As a member firm of the London Stock Exchange and regulated by the Guernsey Financial Services Commission, Liberum Wealth is committed to providing fast, efficient, and secure services across international markets.

## Challenge

Liberum Wealth recognised the need to modernise and optimise their investment management and custody operations to meet the increasing demands of their clients and the dynamic financial landscape. They sought a solution that would provide comprehensive control over wealth and custody processes while minimising operational risks and costs.

## Our Solution

Profile Software's Axia solution was strategically implemented to address Liberum Wealth's challenges. Axia Custody offers a comprehensive platform that integrates custody and investment execution functionalities, providing Liberum Wealth with a single, streamlined solution.

Axia stands out for its advanced technology capabilities, including a highly flexible platform and customisable front-end tools. These features empower Liberum Wealth to tailor their services to individual client needs, ensuring a personalised and efficient experience.

## Results

With Axia in place, Liberum Wealth now enjoys complete control over their operations within a unified investment platform. The solution enables them to perform both internal and client-oriented operations with minimal risk and cost, ultimately enhancing operational efficiency and client satisfaction.

“When selecting a provider for our core custody platform, we wanted a partner who shared our values of providing clients the highest levels of service, and who had the capability to offer a complete solution with a high degree of flexibility. After an extensive review of competing systems, we chose Profile and their Axia platform due to the flexibility of the software and Profile’s can-do attitude to work with us to develop novel functions. Our teams have worked closely with Profile’s experienced staff to design and configure a solution that meets our requirements. It is very much a collaborative relationship, which we believe will help us gain advantage in the market.” - Stephen Ozanne, Chief Executive, Liberum Wealth

## About Our Company and Solution

Profile Software is a global provider of market-proven financial software solutions to the Investment Management and Banking industries.

Axia Custody, a tailor-made solution based on Axia Suite, provides an easy-to-integrate and user-friendly environment to Custodian Banks and Financial Institutions.

Its numerous parametric features enable organisations to manage their operations effectively and improve their client service standards while benefiting from tight risk and cost controls.



## COMPANY RESEARCH PROFILE



**PRODUCT NAME:** Digital Wealth Management Platform

Founded 1974  
 Bologna, Italy  
[www.prometeia.com](http://www.prometeia.com)  
[wealthsolutions@prometeia.com](mailto:wealthsolutions@prometeia.com)  
 Employees: 1,001-5,000  
 Regions of operation:  
 Europe, Middle East

### KEY EMPLOYEES:



**Angelo Tantazzi**  
Founder and Chairman



**Giuseppe Lusignani**  
Vice Chairman



**Paolo Onofri**  
Founder and Vice Chairman

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

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

### OFFERING

Prometeia's modular digital wealth management front-office platform supports the digitalization of the entire investment advisory process, providing value and personalization to investors, lower cost-to-serve through automation, and compliance with the latest regulations.

### PROBLEM BEING SOLVED

Prometeia's front office tools & analytics help financial intermediaries win, serve, and retain wealth management clients, allowing our clients to differentiate from their competitors where it matters most: at the touch points between the institution and its customers.

### TECHNOLOGY

Prometeia offers flexible delivery options including SaaS, on-premise and hybrid. Its highly modular architecture allows clients to mix and match components to suit their needs, enabling the configuration of complete end-to-end advisory processes or the enhancement of existing systems with specific functionalities.

### PRODUCT DESCRIPTION

Prometeia's Digital Wealth Management Platform is a front-office toolset supporting the entire investment advisory process, helping users better serve clients and manage their portfolios. It is composed of independent, tightly integrated modules, which can be taken up in standard configurations, freely combined into bespoke solutions or incorporated individually into existing processes. The Platform leverages cutting-edge financial methodologies, cloud-native technology, and artificial intelligence to transform the way financial institutions interact with their clients with personalized, sustainable, and value-adding services at scale. Our solutions are well positioned to meet the needs of financial institutions as they push to digitalize, engage clients, enhance productivity, and ensure compliance and service quality. Advisors, supported by Prometeia, can create meaningful and tailored experiences for clients, fostering a deeper connection and enhancing overall client satisfaction. Its architecture lends itself to rapid deployment, incremental adoption, and easy integration into existing systems, with every client benefitting from Prometeia's 25 years of WealthTech experience, in production at some of Europe's largest institutions. The platform is continuously updated and enriched with new state-of-the-art modules, analytics, data feeds, sustainability tools, crypto advisory, and innovative user experiences with generative Artificial Intelligence (genAI) components to boost advisory efficiency, effectiveness and allowing them to do things which were impossible just a year or two ago.

### TRACTION/GROWTH

- Prometeia has 500+ clients across 30+ countries, including Tier 1 banks, wealth managers, asset managers and insurers, and is still growing at double digit rates

# How Prometeia became a WealthTech powerhouse

*In the vast and complex realm of wealth management, few names command as much respect and recognition as Prometeia. With a legacy spanning five decades, the firm has emerged as a towering figure in the industry, renowned for its innovative solutions, deep expertise, and unwavering commitment to client success.*



Founded in 1974 as a spin-off from the University of Bologna, Prometeia has since become a global leader in providing cutting-edge solutions for financial institutions.

The company's story began amidst the backdrop of the 1973 oil crisis, a period of economic uncertainty that spurred demand for advanced economic models in the private sector.

Headed up by a team of university professors deeply immersed in macroeconomic studies and fuelled by the recognition of Lawrence Klein's Nobel Prize-winning LINK project in economics in 1980, Prometeia swiftly transitioned from its origins as a non-profit macroeconomic think tank to a pioneering force in the financial landscape.

This ultimately led to the development of proprietary software and data solutions tailored for the wealth and risk management sector.

## Inside their unique offering

Prometeia's premier Digital Wealth Management Platform stands as the bedrock of their comprehensive suite of wealth management solutions.

Introduced in 2001, this platform has undergone continuous evolution, expanding both in breadth and sophistication. Currently, it oversees the management of an impressive €2.5tn in assets, spanning tens of millions of private

portfolios - underscoring the Italian firm's remarkable success.

Leveraging state-of-the-art methodologies and technologies, including climate and transition risk analysis, sustainable investment strategies, generative AI capabilities, open finance integration, and cloud-native delivery, Prometeia's platform ensures cutting-edge functionality and superior performance for their clientele.

Michele Leoncelli, Senior Partner at Prometeia, delved into the capabilities of the solution.

He said, "Our award-winning and market leading digital wealth management platform provides added value to end investors through sophisticated, ongoing services, ensuring service quality and compliance with regulations. Additionally, it optimises cost-to-serve through automation and allows headquarters to closely govern and monitor the distribution network.

"Through a wide range of solutions, we address different market needs with the most advanced methodologies and processes available in the market. Prometeia's 25 years of experience in building, installing, and maintaining critical investment services infrastructure used across some of Europe's largest institutions also set us and our clients apart. Our long-term relationships with clients foster a deep understanding of the market and its needs, which then drives the design and innovation of the platform.

"Renowned for delivering projects on time and within budget, our reputation resonates throughout EMEA, making a tangible difference for advisors. Over nearly five decades, Prometeia has found that "playing the long game" with clients works exceedingly well, leading to solid, lasting relationships benefitting all parties," he continued.

Moreover, what makes the platform so impressive is that it has been designed as a holistic 360° offering which supports the entire investment process, helping users better serve clients and manage their portfolios.

This rare approach sees Prometeia's platform stand out compared to its industry contemporaries. Conversely, many wealth management platforms focus on specific aspects of the investment process, such as portfolio management or client reporting.

Therefore, by providing digital support for the entire investment process, from client profiling and portfolio

construction to reporting and monitoring, the platform offers a seamless and integrated experience for users. This level of comprehensive functionality allows wealth managers to better serve their clients and efficiently manage their portfolios, making Prometeia's platform a valuable asset in the wealth management landscape.

Leoncelli explained, "The digital wealth management platform allows financial institutions to digitise their entire investment advisory process: from client profiling and portfolio construction to reporting and monitoring. Its users include wealth managers, relationship managers, investment advisors, insurers as well as end-investors themselves. The suite of tools and analytics assists advisors in serving clients and managing portfolios sustainably while ensuring full compliance.

"Advisors use our tools for compliant holistic advice as well as portfolio analysis, monitoring, and reporting. The toolset enhances client engagement, improves efficiency, lowers costs and ensures compliance, contributing to client retention and attracting new clients. It enables relationship managers to streamline client service, uphold consistent service quality standards, ensure compliance, and engage investors with sophisticated, personalised services. Moreover, the platform is designed for scalability, and supports portfolio growth to tens of millions, positioning clients for future success and expansion."

## Overcoming industry challenges

For all the success that Prometeia has amassed in their five-decade run atop of the sector, the Bologna-based firm did not get to the level it has without recognising the potential pitfalls that could affect the industry and destabilise the company.

According to Leoncelli, the challenges that are set to affect the wealth management landscape in the coming years are both emerging and longstanding. These include meeting evolving customer expectations, navigating regulatory changes, enhancing productivity, ensuring service quality, and managing costs.

These factors are driving the ongoing digital transformation of the WealthTech sector. Additionally, new obstacles such as geopolitical risks, high interest rates, inflation, and intensified market competition are further complicating the landscape.

However, the firm strongly believes that new technological developments, such as the advent of Generative AI, are well-positioned to combat these issues, making the wealth planning industry vastly more efficient and effective domain. This is an area where Prometeia is expected to thrive.

Leoncelli said, "The emergence of AI on to the global stage will also bring much-needed change to the industry, although its impacts are still being explored and tested. Amidst these complex and shifting industry dynamics, Prometeia leverages its deep knowledge of the day-to-day business of wealth management and associated processes to deliver sophisticated, well-grounded solutions tailored to our client's needs. These solutions allow them to differentiate from their competitors where it matters most: at the touchpoints between the institution and its customers."

## Glancing ahead to the future

As Prometeia looks towards the future, their commitment

to innovation and staying ahead in a competitive market landscape is evident.

The firm, in similar vein to their foundation back in Italy, is centred around education and continuous improvement. This urge to learn, need to strive to improve is why the company has only gone from strength to strength since its inception.

Leoncelli elaborated on the company's dedication to research and development, emphasising their goal of leading the industry in innovation and transferring this knowledge to clients, when quizzed on Prometeia's future plans.

"Prometeia continuously invests in research and development of our tools and analytics ensuring that we are leaders in innovation, stand out in a crowded market and help our clients capitalise on emerging opportunities," he explained.

The firm is investing significantly in generative AI and climate, transition risk, and sustainability.

With Generative AI, they are introducing it into their products to give users interactive context such as financial knowledge and market trends, and to enhance portfolio management workflows to make them more efficient and effective, all in a bid to revolutionise the WealthTech space. They are also using generative AI techniques to optimise internal processes such as automating data extraction from documents and enhancing data integration quality control.

Additionally, the firm is focusing on developing tools and insights related to climate, transition risk, and sustainability. They aim to help clients consider potential risks associated with different climate scenarios when making investment decisions.

But that's not all, the company harbours major ambitions to continue to expand internationally across Europe. The firm has its sights set on leveraging partnerships and direct investments to deliver its solutions much further afield than its traditional markets, according to Leoncelli.

He said, "We are also continuing to invest in our geographic expansion within Europe and beyond through direct investments and partnerships. Starting from a position of strength in Italy we opened the Zurich office in 2020, with the development of the Swiss market, and in 2023 we opened a new office in Vienna. Moreover, we are leveraging a series of partnerships with global FinTech players (sales, integrators, technology vendors) to deliver our solutions beyond our historical markets."

As Prometeia continues to pioneer across the wealth management sector, its commitment to research and development remains unwavering. With a focus on emerging technologies like generative AI and a dedication to addressing challenges, it is well-positioned to lead the industry into the future. As it has done since its inception, Prometeia is poised to redefine the landscape of wealth management on a global scale.

Martinsson concluded, "We are trying to find the brave banks who dare to talk about this issue in public, because the fear of greenwashing is holding many of them back. The brave frontrunners will also be the more profitable ones going forward, they will have the most time to iterate strong value propositions. We want to find them, partner with them, and help them and the world to accelerate this shift." ●



 Founded 2015

 Employees: 11-50

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

 Subsectors: Portfolio Management & Reporting, Risk Analysis & Management, Alternative Investment Solutions, Data & Analytics

 Regions of operations: Global

Private Wealth Systems is a global financial technology company that remains focused on its founding mission to eliminate the structural inefficiencies of legacy and modern technologies in order to improve the preservation and growth of complex investment portfolios. Their team's experience has enabled them to design a platform that is truly best in class in each of the major categories of; account aggregation, data reconciliation, portfolio accounting, performance calculation, client reporting, and investor portal.



 Founded 2015

 Employees: 11-50

 Value Chain: **Client Acquisition/Service, Investment Planning, Research & Analytics, Reporting, Risk & Compliance**

 Subsectors: B2B Robo Advisors, Risk Analysis & Management, Financial Planning, Compliance & Regulation, Data & Analytics, Financial Services Software

 Regions of operations: Norway, Sweden, Finland, Denmark, Iceland

The digital platform for investment advisory assists banks, wealth managers, and other financial institutions in the wealth management sector in serving their clients more efficiently, sustainably, and in compliance with growing regulatory requirements. Their investment advisory software workflow encompasses execution, advisory, and discretionary mandates, catering to private, professional, and institutional investors. The software is available as a standalone solution or as an API, providing versatility and adaptability to suit diverse business needs.



 Founded 2002

 Employees: 51-100

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

 Subsectors: Risk Analysis & Management, Financial Planning, Compliance & Regulation, Data & Analytics, Financial Services Software

 Regions of operations: EMEA, NA, APAC

Quantifi is a provider of risk, analytics and trading solutions. Their award-winning suite of integrated pre and post-trade solutions allow market participants to better value, trade and risk manage their exposures. Founded in 2002, 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 institutions across 40 countries. By applying the latest technology innovations, Quantifi provides new levels of usability, flexibility, and integration. This translates into dramatically lower time to market, lower total cost of ownership and significant improvements in operational efficiency, allowing you to focus on your core business.



## COMPANY RESEARCH PROFILE

# PURΣFACTS

**PRODUCT NAME:** PureRevenue



Founded 2010



Toronto, Canada



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



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



Employees: 101-250



Regions of operation:

United States, United Kingdom,  
Canada, Europe, Caribbean,  
APAC

### LEADERSHIP:



**Robert Madej**  
Founder & CEO



**Gerard Daniels**  
CFO & Head of Corporate  
Development



**Jeff Marsden**  
Chief Product Officer

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

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

### OFFERING

PureFacts Financial Solutions provides the world's most complete and accurate **enterprise revenue management** for the asset and wealth management industries.

PureFacts delivers end-to-end (full lifecycle) revenue management helping asset and wealth management sector achieve profitable revenue growth.



### PROBLEM BEING SOLVED

PureFacts' PureRevenue Platform calculates, collects, distributes, incentivizes and optimizes revenue across the entire revenue lifecycle. Revenue leakage is reduced, revenue transparency increased, regulatory compliance improved and operational leverage is achieved saving time and enhancing customer experience. Optimization across the revenue process ensures continued growth in profitable revenues.



### TECHNOLOGY

The powerful SaaS platform supports large enterprises and multiple lines of businesses on a single instance with advanced line of sight, permissions, and workflow capabilities. The solutions are also modular and highly configurable, built around advanced rule engines and calculation services—architected to account for a wide range of fee, compensation, and billing models.

### PRODUCT DESCRIPTION

The PureRevenue Platform is purpose-built for Wealth Managers, Asset Managers, Asset Servicers to enable end-to-end Revenue Management. PureRevenue incorporates essential front-office, back-office, and data management capabilities on one powerful platform, empowering business leaders, operators, and relationship managers to optimize their revenue streams and streamline operations, allowing for less investment in sorting things out and more time engaged with growing the business and revenues. The core applications - PureFees, PureRewards and PureInsights – accurately calculate a wide range of fees and commissions, distribute revenue share to referrers and distribution partners, compensate advisors and managers, help attract new clients and advisors, aggregate data, extract insights, benchmark performance and identify improvements. Infused with AI enrichment, the platform enables scalable revenue management outcomes. Built to seamlessly integrate with existing data services and technology landscape, the platform is highly configurable and are backed by a team of technologist and client domain experts with a track record of exceptional client service.

### TRACTION/GROWTH

- PureFacts and its predecessor firms have over 20 years of experience in revenue management. In recent years, PureFacts has expanded geographically to become a leading global solution provider with offices in Canada, the United States, the UK and continental Europe.
- The company's over 125 clients globally, have in excess of 10 trillion in AUA, and including notable organizations such as ScotiaBank, Wellington-Altus, BNY Mellon Pershing, RBC, Cetera, ATB, Canada Life, Schrodgers and Société Générale.

# PureFacts' path to become a WealthTech leader

*PureFacts, founded in 2010 by Robert Madej, has emerged as a trailblazer in the field of revenue management for the wealth and asset management industry. With a mission to empower firms to optimise their revenue cycles and enhance client outcomes, the firm has found itself at the pinnacle of the sector.*



From left to right: Jeff Marsden, Chief Product Officer & Robert Madej, CEO

## PURΣFACTS

PureFacts has pioneered an innovative end-to-end revenue management platform. In this article, we delve into the origins of the company, the unique gap it sought to fill in the market, and the transformative impact of its pioneering solutions.

Since its inception in 2010, PureFacts identified a critical gap in the market for revenue management tools tailored to the needs of wealth managers, asset managers, and asset servicers.

Recognising the complex and interconnected nature of revenue management processes, the company embarked on a mission to develop an end-to-end platform that would revolutionise how organisations optimise their revenues. This has been accomplished through a number of product enhancements and the acquisition of other technologies that helped accelerate the roadmap.

Jeff Marsden, Chief Product Officer at PureFacts, explained how the firm found itself in a unique position in the industry. He said, "PureFacts' mission was, from the beginning, to create meaningful solutions for wealth and asset managers so they can help their clients live their best lives. Helping to

ensure the success of these firms with the only end-to-end revenue management platform for this industry just makes sense."

### Product offering and pioneering features

PureFacts' flagship product, the PureRevenue Platform, defines the category for revenue management in Wealth & Asset Management. Unlike traditional solutions, the PureRevenue Platform offers a suite of PureFacts applications designed to address the specific needs of firms and their users across a wide variety of roles.

Marsden delved into the power of their offering, stating, "Through our End-to-End Revenue Management Platform, we are helping our clients calculate, collect, distribute, incentivise and optimise their revenues across their entire revenue lifecycle. This enables them to efficiently run their businesses, deliver more value, grow their revenues and their profits and indeed change their business in response to a changing marketplace. Our goal is to ensure that our technology and our service & delivery teams are proactive in recommending actions to our clients that will unlock revenue opportunities."

At the heart of the PureFacts Platform is a Single System of Record or Books of Record, purpose-built for Revenue Management, explained Marsden.

"The system of record is highly extensible to support the nuanced needs of clients across the market. The platform seamlessly integrates with Client and third-party systems via a range of data interfaces that power data flows in and out of the platform. We expect this centralised hub to be used increasingly by our clients to fully understand and manage their revenues" he remarked.

PureFacts' proprietary applications, including PureFees, PureRewards, and PureInsights, reside on the Platform, enabling shared, 1+1=3, value to be achieved.

PureFees, the cornerstone of PureFacts' revenue management platform, offers a comprehensive solution for managing all types of fees and revenues within the wealth & asset management and asset servicing industries. From advisor fees to transaction fees, and from portfolio fees to retainer-like charges, PureFees enables organisations to efficiently track, calculate, and manage their revenue streams with confidence and precision. PureFees also

supports the sharing or distribution of revenues across the complex partner sales models common with asset managers.

PureRewards drives performance excellence through all forms of incentive. By focusing on the right measurements, for the right outcomes, driven by the right incentives, PureRewards enables organisations to build, operate, and maintain robust compensation programs that motivate their teams to achieve higher levels of success.

Finally, PureInsights enables organisations to gain a deeper understanding of their revenue lifecycle, identify areas of opportunity, and make informed decisions on why and how to optimise their revenues.

Speaking on the impact of the company's holistic approach to revenue management, Marsden commented, "Servicing the asset and wealth management industry, the core of our product strategy is reimagining how we bring together our products and expertise to truly link the tasks, decisions and actions in the revenue lifecycle together help our clients manage their revenue for far greater value."

## Defining a category

It's this dynamic approach to revenue management that has seen PureFacts define the category of Revenue Management for the Wealth & Asset Management industries.

When speaking to Marsden, FinTech Global posed the question to him, as to why no one had managed to replicate their offering.

He remarked, "What we think of as the traditional Revenue Management discipline doesn't apply in the same way for Asset and Wealth Management. The gravity is different in this space. When you combine the unique structure of these industries, the regulations, the long-run economics and distinct monetisation approaches, it's clear that a domain specific approach is required to really unlock value. PureFacts solves for the interconnected processes of these firms and digs into monetisation strategy, fees collection, pricing, bundling, distribution management, affiliation models, margin attribution, and optimisation.

"Developing a comprehensive end-to-end solution that effectively integrates all these components while accommodating different lines of business and business models can be complex. We need to support lots of nuance in the business models, plenty of configuration latitude in the product, extensibility of the data model and flexibility in the tool's implementation and yet maximize value available to all clients on the platform.

"Revenue management heavily relies on data accuracy and availability. Ensuring high-quality data inputs from various sources and maintaining data integrity throughout the process can be a significant challenge. We've earned our stripes on this measure." continued Marsden.

We questioned Marsden as to how PureFacts has managed to consistently innovate its products.

Marsden explained that it simply comes down to a combination of three things. The first is relentless client focus. Secondly, a drive to ensure that the most value

possible is brought to the most users as quickly as possible. Finally, across PureFacts, there is an unwillingness to accept the status quo, as PureFacts look to redefine the domain.

"Our offering has evolved over time as the needs and opportunities of the market have changed. The challenges for many technology innovators are the same – it comes back to really understanding the problem in a deep and profound way. Then pursue the data to the last mile. Ensure seamless integration with existing technology wherever possible for data consistency, operational efficiency and user centricity. And of course, you have to make sure the system does the core work really well."

## Future plans

For a company that has established itself as a market leader in a mere 14 years, it is no surprise that the future is already firmly on the mind at PureFacts.

The company has set out four main targets for the next 12 months and beyond, as it gears up for significant advancements across its product portfolio with enhanced revenue analytics and AI enrichment being two important themes.

Marsden explained, "We are really excited about some powerful new capabilities coming to PureInsights: enhancements to the suite of explorable KPIs, new reports and more analytic tools to help advisors and others in go-to-market roles, new gross margin / contribution insights down to the client and product line and new benchmarks to make understanding business performance easier.

"We are infusing AI into the operational workflows in our PureFees Application. Over the next 18 months AI enrichment will spread across the platform. These will help diagnose and heal errors leading to improved operational efficiency and a reduction in business risk," he continued.

Anticipating a continued acceleration of regulatory change, PureFacts is also focusing on enabling the ease with which firms can strengthen their regulatory readiness and response.

Marsden said, "Across our market geographies, the regulators have been keeping our clients (and therefore us) on our toes! We've been thinking a lot about things like enhanced transparency, value benchmarks, regulatory reporting and data extensibility to get ahead of the regulatory curve. We see a wide range of regulations across the markets we serve which enables us to respond with globally enabled capabilities informed by the behaviour in an early mover market on a specific regulatory issue.

We are on a mission to unlock multiple basis points of value locked in the revenue lifecycles of our clients. These enhancements and new capabilities are going to be a big step in doing so."

Ultimately, these initiatives aim to unlock untapped revenue potential and drive growth in their clients' revenue lifecycles.

Looking ahead, this trend-setting company is well on its way to continue its remarkable surge. As PureFacts looks set to continue its remarkable journey, one thing remains true. Focus on the clients and enabling their success. That's how PureFacts accomplishes their mission ●

# Complete re-platforming of Wealth Management Fees & Reporting Technology

## Business Context

- Wealth Management division of large Canadian bank.
- Over \$1 trillion in Assets under Administration.
- Increased regulatory pressure and fines.
- Expectation of above average growth in Wealth Management with continued acquisitions and accelerated internal growth through 'one client' service model.

## Pain Points

- Incumbent Fee Calculation tool inefficiencies due to manual data processing and an overall suboptimal user experience.
- Several fee calculation engines across LOBs drove support costs.
- Existing technology nearing end-of-life and limited remediation.
- Multiple different manual processes across the Lines of Business in Wealth Management to support accurate billing.
- Audit identified fee billing inaccuracies across 39,000 accounts.

## Value Delivered

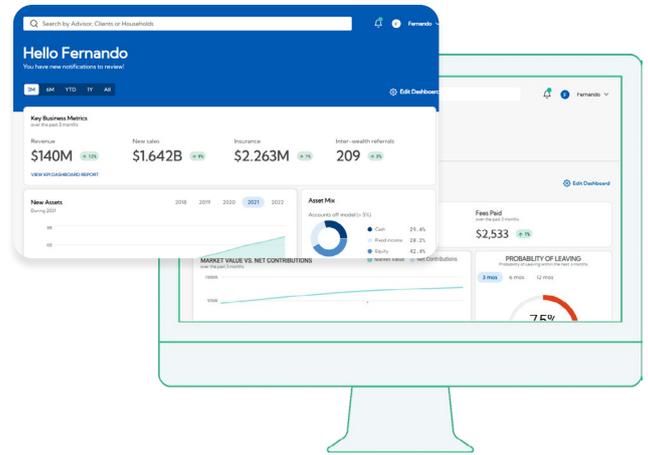
- Implemented PureFees across the enterprise in multiple phases.
- Implemented PureReports (now PureInsights) across the enterprise in multiple phases.

**Growth/Scalability** – PureFacts ensures organic and in-organic growth objectives can be confidently supported at scale, plus modernization of wealth and fee products and fee arrangements can be achieved.

**Efficiency/Cost Savings** – Reduce resource time currently spent by the Customer's staff and Advisor teams on manual processes, saving money and time.

**Client Satisfaction** - Enhance end client satisfaction and retention with step function improved personalized reporting.

**Advisor Satisfaction** – Improved Advisor satisfaction and retention with increased efficiency, best-of-breed personalized reports and new fee structure options.



- Growth through acquisition resulted in a collection of disparate and aging technologies and complex universe of in-house and third-party data sources.
- Declining Advisor satisfaction led to strategic review of advisor support and technology. Results lead to investments in new CRM, new trading system and new reporting (Advisor desktop renewal) and upgrade and consolidation of fees systems.

- Numerous reports are offered, few met the needs of Users.
- Advisors did not have ready access to information to adequately support their clients.
- Report branding did not adequately support the multiple business lines and advisors.
- Insufficient reporting and tools for Advisors resulting in a lot of work for the advisor teams distracting from time invested in client service.

**Risk Mitigation** – Decrease the prevalence of errors and key-person risk inherent to the manual process.

**Modernized/Supported Technology** – Reduced Customer's technology support burden with new fully controllable and auditable capabilities.

**Integrated** – Single Platform implementation design supports Customer's new 'one client' versus legacy siloed Client service model and shared services across the Wealth Management Lines of Business.

**Financial Impact:**

- Reduced maintenance cost by over \$2 million.
- Improved fee accuracy by \$32 million.
- Eliminated excess compliance coverage.
- Reduced Regulatory risk.
- Created measurable time dividend across Advisor teams.



Founded 2018



Employees: 1-10



Value Chain: **Client Acquisition/Service, Research & Analytics, Portfolio Management & Rebalancing, Reporting, Risk & Compliance**



Subsectors: Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement



Regions of operations: United States

Reflection Analytics, founded by Jason Britton, a Professor of Impact Investing and pioneer of Values Based Investing, recently launched their "Reflect" software platform. This platform provides Investors, Advisors, Fund Managers, and Compliance Officers, a real time digital tool to analyse and audit alignment between a Client's or Fund's articulated desired Values and their actual underlying investments. Given the recently updated SEC Rule 35d-1, the Names Rule, and all of the press around the weaponisation of the term ESG, the Reflect software platform represents a methodology that can only be described as the data driven grown up in the room. Based on work Mr. Britton created at the Yale School of Management, where he studied the work of Noble Laureate Robert Schiller, the Reflect methodology has been used to analyse and evaluate hundreds of investment products and deployed by asset owners and their advisors on over \$5.8bn of AUM.



Founded 2017



Employees: 251-500



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



Subsectors: Financial Services Software



Regions of operations: Global

Ridgeline is a SaaS tech company serving the investment management industry. It is the first enterprise solution purpose-built with intelligence at the core to unlock possibilities for today's firms. Core functions like portfolio accounting, trade order management, reporting, and compliance are brought together with a single set of real-time data on an intuitive cloud platform. Ridgeline delivers continuous innovation so your firm can grow efficiently and adapt securely to whatever the future brings. Founded by tech icon Dave Duffield and encompassing over 400 employees across 4 US offices, Ridgeline is proud to have been recently recognised as a Frost & Sullivan "Technology Innovation Leader" and the "Emerging Market Competitor to Watch" by Datos Insights.



Founded 2021



Employees: 11-50



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



Subsectors: Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Alternative Investment Solutions, Data & Analytics, Financial Services Software



Regions of operations: Europe and additional selected markets

ROYC is the premier, state-of-the-art B2B digital platform in Europe, purpose-built to address crucial challenges within private market investing. The platform is commercially relevant for both Private Wealth Management advisors within banks and wealth managers, as well as Private Equity General Partners. ROYC's mission is to empower Private Wealth Management (PWM) advisors, wealth managers, and Private Equity General Partners with a tool that not only solves critical industry challenges but also unlocks new opportunities for growth and efficiency. ROYC is headquartered in Sweden, with an experienced founding team of ex-Blackstone fund managers and the former Global head of corporations, Institutions and Investment Banking of Nordea, one of Europe's largest banks.



 Founded 1971  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: Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Alternative Investment Solutions, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagements

 Regions of operations: Global

SimCorp is a provider of industry-leading integrated investment management solutions for the global buy side. Founded in 1971, they have more than 2,800 employees across five continents. As a truly global technology leader, they empower 40 of the world's top 100 financial companies through their integrated platform, services, and partner ecosystem. SimCorp is a subsidiary of the Deutsche Börse Group. For more information, please visit [www.simcorp.com](http://www.simcorp.com).



 Founded 2007  Employees: over 10,000

 Value Chain: **Data & Analytics, Financial Services Software**

 Subsectors: Investment Planning, Research & Analytics, Portfolio Management & Rebalancing

 Regions of operations: United States, Canada, United Kingdom, Germany, Switzerland, Australia, Singapore

Smart Communications is a leading technology company that enables banks and financial service institutions to transform the way they engage with customers, advisors and trading partners, so they can gain wallet share while driving efficiencies and reducing compliance risks. The Smart Communications Conversation Cloud platform uniquely delivers personalised, omnichannel conversations across the entire customer experience, empowering companies to succeed in today's digital-focused, customer-driven world while also simplifying processes and operating more efficiently. The Conversation Cloud™ platform includes the enterprise-scale Customer Communications Management (CCM) power of SmartCOMM, digital forms transformation capabilities made possible by SmartIQ and the trade documentation expertise of SmartDX. Smart Communications is headquartered in the UK and serves more than 700 customers from offices located across North America, Europe, and Asia Pacific.



 Founded 1986  Employees: over 10,000

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

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

 Regions of operations: Global

SS&C's Institutional & Investment Management (SS&C I&IM) division is a globally recognized leader in delivering investment management services and solutions to over 1,000 clients spanning wealth management, asset management and asset owners. Their 30+ year track record, market presence, range of offerings and singular focus on investment management operations is a unique combination. Innovation is at the core of their strategy; driven by experts and practitioners with deep experience in investment technology and operations and incorporating technology advancements, they ensure their clients remain at the forefront of investment operations excellence.



 Founded 2019

 Employees: 11-50

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

 Subsectors: Portfolio Management & Reporting, Investing Tools, Financial Planning, Data & Analytics, Financial Services Software, Client Prospecting & Engagement

 Regions of operations: United States

Co-founded by accomplished industry leaders Reed Colley and Anthony Sperling, Summit Wealth Systems (“Summit”) is a distinguished player in wealth technology. Notably recognised with the “Technology Disruptor” award at the 2022 Wealthmanagement.com “Wealthies” Industry Awards and the 2023 “Innovation-New Platforms” award, it is a leading contender for the WealthTech100 award. Summit’s innovation is embodied in the ‘Wealth Journey’—a holistic relationship tool that revolutionizes the financial planning process by fostering dynamic advisor-client collaboration. It enhances wealth management, integrated with a robust portfolio management system and precise performance reporting. Summit attracted a substantial \$20m Series A funding in 2022 from Arena Holdings, Filbert Holdings, and Jackson Square Ventures, indicative of market trust in its vision. With a significant presence at the 2024 T3 Technology Tools for Today Conference and stewardship of over \$35bn in assets, Summit Wealth Systems is not just adapting to WealthTech innovation—it’s shaping it.



 Founded 2015

 Employees: 251-500

 Value Chain: **Risk & Compliance**

 Subsectors: Compliance & Regulation

 Regions of operations: Global

SumsuB is the one verification platform to secure the whole user journey. With SumsuB’s customisable KYC, KYB, transaction monitoring and fraud prevention solutions, users can orchestrate their verification process, welcome more customers worldwide, meet compliance requirements, reduce costs and protect their business. SumsuB has over 2,000 clients across the FinTech, crypto, transportation, trading and gaming industries including Binance, Wirex, Avis, Bybit, Huobi, Unlimit, Flutter, Kaizen Gaming, and TransferGo. SumsuB is committed to fostering a people-centric digital world. Yet, in this expansive global landscape, accessibility doesn’t always match availability. Authentication hurdles abound due to diverse regulations, languages, and document types. Similar to the underbanked, some individuals struggle to verify their identity due to location risks or document constraints.

**swissQuant**  
Mastering Complexity



 Founded 2005

 Employees: 51-100

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

 Subsectors: B2B Robo Advisors, B2C Robo Advisors, Portfolio Management & Reporting, Investing Tools, Risk Analysis & Management, Financial Planning, Alternative Investment Solutions, Compliance & Regulation, Data & Analytics, Financial Services Software

 Regions of operations: Europe, MENA, N.A., APAC, S.A.,

Since 2005, swissQuant has been at the forefront of integrating quantitative analysis with innovative financial technology. They specialise in providing sophisticated solutions that cater to the dynamic needs of banks, wealth managers, portfolio managers, external asset managers (EAMs), and family offices, backed by a team of 15 PhDs and 20 quant engineers. At swissQuant, they are dedicated to enhancing the capabilities of financial professionals, empowering them with tools that combine traditional financial wisdom with the latest in fintech innovation. Their approach focuses on driving efficiency, enhancing risk management, and fostering strategic growth for their clients. As a partner in the financial sector, they are committed to continuous innovation. swissQuant doesn’t just offer technology; they provide strategic advantages that transform financial challenges into opportunities for advancement and success.



**COMPANY  
RESEARCH  
PROFILE**



**PRODUCT NAMES:** Temenos  
Wealth

- Founded** 1993
- Geneva, Switzerland**
- [www.temenos.com](http://www.temenos.com)
- [salesteam@temenos.com](mailto:salesteam@temenos.com)
- Employees:** 5,001-10,000
- Regions of operation:**  
Global

**KEY EMPLOYEES:**



**Andreas Andreades**  
CEO



**Takis Spiliopoulos**  
CFO



**Prema Varadhan**  
President Product and  
Chief Operating Officer

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

**Subsectors: B2C Robo Advisors, Portfolio Management & Reporting, Risk Analysis & Management, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement, ESG Investing**

**OFFERING**

Temenos Wealth is the de facto software solution for the Private Wealth Management (PWM) industry. It enables differentiation through superior digital and front-office capabilities, delivers cost reductions with core automation, leverages the latest technology, and supports your end-to-end digital transformation with a composable front-to-back architecture.

**PROBLEM BEING SOLVED**

**Changing customer expectations** - Hybrid digital interactions and omnichannel customer experience are not an option anymore but the new norm

**High costs** - In a high-touch business where wealth progressively transfers to new generations, client acquisition, and retention are expensive.

**Time to market** - Firms must constantly innovate to keep up with competition from their peers and new digital players

**TECHNOLOGY**

- Exceptional digital customer experience
- Efficient portfolio management for all client segments
- Automated back-office processing
- Multi-vendor market data management
- Open APIs and pre-integrated vendor community

**PRODUCT DESCRIPTION**

Temenos Wealth is an end-to-end solution made of best-of-breed standalone components that deliver an integrated, omnichannel solution to wealth managers and private bankers. It covers digital banking, customer relationship management, portfolio management, back-office processing, market data management, analytics, and AI.

**Digital Wealth** - An omnichannel platform that provides a complete digital customer experience for servicing wealth products from High Net Worth Individuals down to mass affluent customers.

**Portfolio Management** - Providing a broad range of portfolio modelling and rebalancing tools supporting both advisory and discretionary business models. Covering a wide range of assets including securities, derivatives, structured products and illiquid funds.

**Client Reporting** - A full range of in-person, electronic and paper-based reporting is available, using GIPS and AIMR compliant performance measures and a complete history of all trades undertaken together with the reason for the action.

**Securities Processing** - The solution supports trading in a wide range of instruments for orders generated from portfolio rebalancing activities and manual order capture. The instruments range from fixed income and share-based securities, through ETD and OTC derivatives to structured products and a wide range of fund types. Master Data Management - Collect, cleanse and consolidate securities reference data sourced from international and local providers. This "golden copy" system enables firms to distribute quality data across the organization.

**Data Analytics** - Data streaming, Operational and Analytical Data Stores augmented by explainable AI models compose a pre-integrated data platform to deliver real time analytics and reporting.

**Core Banking** - KYC, banking products, payment processing and multi-entity capabilities are also pre-integrated to support the entire operations of private banks of any size

**TRACTION/GROWTH**

- Temenos continues to add new logos to its global client base. Most recently, they signed the international division of a Tier 1 US bank, a Tier 1 European bank and a leading bank in South East Asia. Last year, Temenos also signed a transformation deal with the Swiss Private Bank, Mirabaud, to support their transformation from on-premise to end-to-end wealth on Temenos Banking Cloud.
- Temenos clients include: ABN AMRO, BNP Paribas, ING, Julius Baer, and Standard Chartered Bank.
- Temenos partner with leading companies to deliver their solutions, including: Aspire Systems, Capgemini, Cognizant, Deloitte, OneAston, LTI Mindtree, Synpulse and TechMahindra. Technology partners include: AWS, Google, IBM and Microsoft.

# How Temenos continues to lead WealthTech after 30 years in the sector

*When one thinks of WealthTech companies, newly launched digital platforms often come to mind. However, Temenos has been pioneering wealth management digitalization long before the term “WealthTech” was coined.*



## temenos

Founded in Geneva, Switzerland, over 30 years ago, Temenos embarked on a mission to revolutionise the banking sector with adaptable, innovative packaged software solutions. After three decades in operation, it is no surprise that Temenos has become a leading provider in the WealthTech sector. It boasts over c.3,000 customers across 150 countries, including two-thirds of the world’s top 1,000 banks and over 70 challenger banks. Putting this into other terms, Temenos’ open platform technology is helping over 1.2 billion people, around 30% of the earth’s population, to carry out their daily banking needs.

The WealthTech company has evolved dramatically over the years, but it is still pursuing the same mission. Alexandre Duret, Senior Product Director, Temenos Wealth, said, “While the mission hasn’t changed, everything else did: our products, our technology, the types of financial institutions we are able to serve and the geographies we cover!”

Staying relevant for 30 years is challenging, especially in the rapidly evolving WealthTech sector. This is a highly dynamic sector where constant innovation is needed to ensure companies are keeping up with the pace of market change. The market is also getting crowded making it

harder to stand out. In fact, Future Market Insights expects the WealthTech solutions market to reach a global value of \$26bn by 2033, a 17% CAGR from 2023.

Temenos’s secret for keeping up with modern technology providers has been to always keep a tab on the market for new developments. Duret said, “We constantly monitor market evolutions and try to remain at the forefront of innovation both in terms of functionality and technology. Our sources are varied and include internal research, our technology and solution partners, analysts, but also prospects and obviously our own clients, who play a significant role in shaping our product roadmap. When opportunities arise, we also do not hesitate to acquire companies which have the potential to accelerate our plans or expand our offering.”

Coupled with this is an internal culture of change. Development is always underway within the halls of Temenos, with the company constantly experimenting with new technologies, testing solutions with proof of concepts, running hackathons and democratising innovation so anyone can pitch an idea.

### What Temenos offers today

Today, Temenos provides firms with an end-to-end composable solution that includes an omnichannel low-code platform to build engaging digital experiences. It can also supply sophisticated wealth management for advisors and portfolio managers, complemented with data analytics supporting XAI and GenAI models. Some other use cases are robust data management for institutions that source data from multiple vendors, as well as securities back-office automation and core banking and payment capabilities for banks.

“Underpinning this solution, technology is a key enabler. We ensure that it is always up to date with the latest industry standards and best practices, such as open APIs to grow your ecosystem, blockchain integration to handle digital assets, or generative AI to augment advisors and personalize customers’ experience,” Duret added.

One of its flagship solutions is the Temenos Banking Cloud. The spokesperson explained that a firm can deploy the Temenos software on premise, in a private cloud or in a

public cloud, but they can also let Temenos deploy it and operate it for them as-a-service, which is where Temenos Banking Cloud comes in.

Duret explained that the benefit of this tool is its ability to keep firms up to date without needing constant installations. Duret said, "In recent years, we have witnessed a progressive transition of the banking industry towards SaaS. The pace is spectacular in retail banking, but even the more conservative area of private wealth management sees more and more firms shifting to SaaS. A key benefit for private banks and wealth management firms is the ability to outsource daily IT operations to focus on their business and their clients. We also propose regular upgrades, keeping the software always up to date to support regulatory evolutions and innovations, which is a massive improvement compared to on-premise installations.

"Cloud technology also comes with the highest standards of security and resilience, leveraging the billions of dollars that cloud providers invest in their data centers every year' It is also worth noting that shifting workloads to the cloud can help firms to enhance sustainability profile and reduce their CO2 emissions."

As mentioned, the WealthTech market is heavily crowded, and differentiators are more important than ever. Temenos is not short on these. One of the most important is its dedication to innovation. Duret explained that the company is always investing into its products to deliver greater functionality and to upgrade its technology. "In effect we "future-proof" the investment that our clients made in the solution."

Another standout aspect of Temenos comes from its product philosophy that enables it to deliver a comprehensive and flexible end-to-end solution, without redundancies or overlaps. Duret highlighted that behind the scenes, the team is always working hard to ensure all its products integrate seamlessly. This has created a technology that allows clients to seamlessly replace multiple legacy systems, reduce integration friction and enhance their business case for renovation.

Sticking on the topic of differentiators, Duret highlighted Temenos' large footprint across multiple facets of the financial services landscape. "It enables cross-pollination of ideas, features and technology between retail, corporate and private banking. Likewise our global geographical footprint enriches our software with capabilities or localizations for one country or region that can ultimately benefit clients in other regions," Duret said.

One final differentiator noted by the spokesperson was that Temenos' solution is 'multi-everything'. Duret explained that the solution is multi-currency, multi-assets and multi-entity. "Multi-entity in particular is a crucial element for many of our larger clients who found in Temenos Wealth a means to centralize and rationalize their IT operations and, for some of them, their back-office operations as well. Firms can invest more in the front office and control their costs."

## Plans for the future

Temenos prides itself on its ability to evolve and meet the new market demands. As such, it is no surprise that its plans for the coming years are stacked with multiple new developments. One new product, which was launched earlier this year, is the Temenos Enterprise Services. This is a suite of cloud-native, elastically scalable services. Delivered as a Software-as-a-Service (SaaS), these services ensure banks benefit from continuous updates, advanced security controls, resilience, and high-performance SLAs. This move to SaaS allows banks to transition from on-premise installations to a more efficient, agile banking system.

One area the company is exploring is generative AI, a technology that is currently attracting a lot of hype and attention in the wealth management market. In response to this, Temenos has launched several initiatives to embed AI within its solutions.

"Unlike previous hypes, we believe GenAI has the potential to be a game changer for the private wealth industry, with use cases across the front office, client interactions and the back office. In various situations we can combine our eXplainable AI capabilities to resolve issues of accuracy and auditability. But first and foremost, we are working to ensure that data privacy and the minimization of infrastructure costs are baked into our AI architecture."

Aside from generative AI, Temenos is also looking to bring new functionality to market, whether that is in response to regulatory requirements or new features that will empower firms to compete with more products and services – private markets, digital assets, and more. Finally, Duret highlighted that the team will continue to develop and enrich its SaaS offering within the Temenos Banking Cloud and leverage the latest cloud technologies. "It may not be as spectacular as AI, but the benefits are just as important to our clients," Duret added.

On a final note, with so many WealthTech companies in the market, firms are spoilt for choice. As to why a firm should work with Temenos, Duret concluded, "Temenos distinguishes itself by consistently investing in product development, ensuring our solutions remain cutting-edge and future-proof. We offer a comprehensive and flexible end-to-end wealth solution without redundancies, minimizing integration efforts for clients. With a broad presence across various financial sectors and regions, we facilitate the exchange of ideas and technologies, enriching our offerings globally. We also value the importance of partnership, working with our clients in the long term and we foster an ecosystem of partners capable of complementing our offering and bringing more solutions to our customers." ●

## Testimonial iQ

 Founded 2023

 Employees: 1-10

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

 Subsectors: Compliance & Regulation, Client Prospecting & Engagement

 Regions of operations: United States

Testimonial IQ helps financial advisors build trust and grow their businesses by establishing, growing and nurturing their online reputation. In December 2020, the SEC announced its new marketing rule, giving advisors the ability to gather and post testimonials and reviews. While many advisor-client partnerships start with a referral, client testimonials and reviews play an important role in building credibility and trust to further validate the referral. Although the updated rule gives advisors new access to these marketing tools, there is still confusion across the industry about how and where they can be leveraged. Built in accordance with current SEC and FINRA rules and regulations, Testimonial IQ unlocks previously inaccessible marketing tools for financial advisors, including gathering and sharing critical third-party validation. Testimonial IQ streamlines the process from gathering reviews to sharing them publicly on Google Reviews, and other platforms, with the necessary disclosures and compliance oversight built-in.

## Tietoevry

 Founded 1968

 Employees: over 10,000

 Value Chain: **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**

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

 Regions of operations: Europe, India, South Africa, United States, Canada, Singapore, Japan, Australia, New Zealand, UAE

Tietoevry creates purposeful technology that reinvents the world for good. They are a leading technology company with a strong Nordic heritage and global capabilities. Based on our core values of openness, trust and diversity, they work with their customers to develop digital futures where businesses, societies, and humanity thrive. Tietoevry's 24,000 experts globally specialise in cloud, data, and software, serving thousands of enterprise and public-sector customers in more than 90 countries. Tietoevry's annual turnover is approximately EUR 3bn and the company's shares are listed on the NASDAQ exchange in Helsinki and Stockholm, as well as on Oslo Børs.



 Founded 2010

 Employees: 11-50

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

 Subsectors: B2B Robo Advisors, Portfolio Management & Reporting, Investing Tools, Investment Product / Strategy Development, Testing & Implementation

 Regions of operations: DACH, Scandinavia, United Kingdom, Eastern Europe, Singapore, Hong Kong, United States of America

Tindec helps investment managers to design customised investment solutions and manage portfolios in a highly automated fashion. Automation enables managers to deliver custom investment strategies at scale. Tindec offers a unique no-code solution for designing systematic investment strategies by dragging and dropping blocks which represent data, analytics and decision rules onto a canvas. Strategies can be backtested, forward simulated and distributed via Tindec's marketplace. Tindec is an open platform which is integrated with a variety of data sources and analytic engines. With Tindec, investment managers can streamline their traditional business while delivering highly customized investment solutions. Tindec is a wealth management technology provider based in Switzerland and with a subsidiary in the UK where the company's R&D takes place.



 Founded 2005

 Employees: 51-100

 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 & Reporting, Investing Tools, Risk Analysis & Management, Financial Planning, Compliance & Regulation, Data & Analytics, Financial Services Software

 Regions of operations: United Kingdom, Switzerland, Germany, Singapore, Cyprus, the Netherlands, Denmark, United States, Ukraine.

Unisoft has been a leader in technological innovation for nearly two decades, specialising in the pharmaceutical, life sciences, and FinTech sectors. Their expertise in Artificial Intelligence (AI), Machine Learning (ML), Data Science, and Blockchain ensures their solutions are at the cutting edge, redefining industry standards. Unisoft prioritises data security and ethical AI, strictly adhering to regulations such as HIPAA, the AI Act, and ISO standards. This commitment guarantees their solutions meet the highest data protection and ethical standards, ensuring client trust. As strategic partners, Unisoft goes beyond traditional technology services, focusing on enhancing efficiency and driving innovation. They aim to leverage their technological capabilities to deliver significant value and growth for their clients.



 Founded 2022

 Employees: 11-50

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

 Subsectors: Investing Tools, Embedded Investing, Alternative Investment Solutions, Data & Analytics, Financial Services, Software, Digital Brokerage

 Regions of operations: United Kingdom, Europe, Middle East, Latin America, South East Asia, Africa

Velexa offers B2B investing and trading technology solutions that empower companies to launch investment services, digitise the end-user experience, broaden access to different asset classes, and overcome the constraints of in-house legacy systems - all in a matter of weeks. With the goal to make investing available to everyone, Velexa delivers embedded and standalone investing capabilities for retail and private banks, Neobanks, brokerages, and disruptive players like TelCos and big retailers. Delivered as SaaS and fully integrated into existing client systems via APIs, the platform serves as a backbone for a comprehensive investment and trading ecosystem. The complete front-to-back offering consists of several building blocks, including investing software solutions, various front-ends, connectivity to venues and data sources, business processes-as-a-service, post-trade-as-a-service, custom development, and white-glove client support.



 Founded 2021

 Employees: 11-50

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

 Subsectors: Portfolio Management & Reporting, Risk Analysis & Management, Financial Planning, Data & Analytics, Client Prospecting & Engagement, Sales Enablement

 Regions of operations: United States

Founded by pioneers of the institutional wealth management industry, VRGL provides a suite of tools designed to empower wealth management firms to streamline the investment proposal and client acquisition process. Capabilities include risk tolerance, statement aggregation (including PDF statement extraction of all data), institutional-grade analytics, and proposal management capabilities. By giving clients a holistic view of their consolidated investment portfolio and illustrating a potential transition, VRGL enables advisors to quickly demonstrate their value proposition while ensuring compliance with risk tolerance and investment policies. Through the seamless aggregation of all client investment data, a no-touch analytics package, and automated proposal generation, advisors can contextualize their investment offerings and advice, fostering a more personalized and impactful client experience. Introducing this methodology at the forefront of advisor engagement reduces the time and cost associated with lengthy prospecting, allowing advisors to accelerate client acquisitions and retention existing AUM.


 Founded 2015

 Employees: 11-50

 Value Chain: **Portfolio Management & Rebalancing, Reporting, Risk & Compliance**
 Subsectors: Portfolio Management & Reporting, Risk Analysis & Management, Alternative Investment Solutions, Compliance & Regulation, Data & Analytics, Financial Services Software

 Regions of operations: Europe, Middle East, Asia, North and South America

WealthArc is a Swiss-based FinTech created in 2015 by two software engineers with experience gained at Tier 1 Swiss banks. Today, WealthArc has become a global provider with clients in all the largest wealth hubs across the globe. Its easy-to-use and intuitive SaaS solutions, used by External Asset Managers, Family Offices, and Trustees, are built on top of the state-of-the-art data aggregation, cleaning, and reconciliation of investments from hundreds of banks.


 Founded 2012

 Employees: 101-250

 Value Chain: **Client Acquisition/Service, Reporting, Risk & Compliance**
 Subsectors: Risk Analysis & Management, Financial Planning, Compliance & Regulation, Data & Analytics, Client Prospecting & Engagement, CRM, CLM

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

At Wealth Dynamix, the company works with firms to help create a seamless set of client lifecycle management (CLM) capabilities, delivering solutions across the whole CLM spectrum or focusing on specific areas such as client onboarding. The company has developed two solutions to support the broadest range of firms, from 10-person boutique investment managers and UHNW multi-family offices to global mass affluent wealth managers and multi-booking centre HNW private banks. Embedded within the solutions are intelligent data management tools, automated workflows, and digital engagement portals, allowing WM & PB's to implement a hybrid model, using technology to replace manual administrative tasks and focusing staff on value-added activities and proactive engagement. The company brings a wealth of industry experience from its 180+ staff, helping to drive adoption and ensure regulatory compliance.


 Founded 2015

 Employees: 101-250

 Value Chain: **Client Acquisition/Service, Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution, Risk & Compliance**
 Subsectors: B2B Robo Advisors, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Financial Planning

 Regions of operations: Indian and UAE

Wealthy offers wealth managers a multi-asset marketplace of financial products, client management solutions, revenue tracking, predictable payouts, research assistance, marketing support and much more. The platform is built in such a way that wealth managers and their clients can do almost every investment action digitally through the platform. This enables wealth managers to manage their clients' investments from any corner of the world once they have been onboarded. Clients can use the platform to make investments on their own as well, enabling a DIY investing experience, while eliminating revenue leakage for wealth managers.



Founded 2015



Employees: 51-100



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



Subsectors: B2B Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Digital Brokerage, Compliance & Regulation, Financial Services Software, API-Based Custody



Regions of operations: United Kingdom, Spain

WealthKernel provides investment, savings and wealth infrastructure to help businesses build and offer investment propositions in flexible, cost-effective, and creative ways. They provide easily embedded investment infrastructure over API for companies looking to offer wealth and investment services. From ISAs to GIAs and SIPPs - they help customers easily launch financial products for their customers. WealthKernel follows a modular philosophy, meaning that businesses can plug in as little or as much of their infrastructure as they like, whatever works best for their business. They offer vertically integrated infrastructure, including client onboarding, accounts, payments, brokerage, fractional investing, portfolio management and custody functionality.



Founded 2015



Employees: 11-50



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



Subsectors: Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Financial Planning, Client Prospecting & Engagement



Regions of operations: EMEA and APAC

WealthObjects provides an intuitive, modern wealth and investing platform software to launch digital and hybrid business models at a faster time to the market and a fraction of the cost of building everything in-house. Their white-labelled SaaS platform offers an intuitive Company-Manager Portal and an engaging Client-Investor Portal, enabling businesses to operate their client lifecycle management and entire business model efficiently and deliver a superior client experience in this digital age.



Founded 2019



Employees: 11-50



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



Subsectors: Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Digital Brokerage



Regions of operations: United Kingdom Expanding to Europe, US and Asia.

WealthOS is an API-first, enterprise-level core wealth management platform designed to drive digital adoption and innovation within the wealth management sector. Utilizing cutting-edge cloud-native technologies, WealthOS provides the wealth management industry with advanced technology infrastructure, fueling digital transformation within financial services. The platform offers a comprehensive feature set along with pre-built integrations to a marketplace of specialist service providers, empowering wealth managers to enhance their offerings within a single platform. Its modular architecture enables users to deploy WealthOS either as a complete digital value proposition or as modular components to complement existing offerings, with seamless plug-and-play integration via its API-first approach. With WealthOS, time-to-market for wealth management products and features is significantly reduced, accompanied by a decrease in total cost of ownership.

# wealthpilot



Founded 2017



Employees: 51-100



Value Chain: **Client Acquisition/Service, Investment Planning, Wealth Analytics, Wealth Reporting**



Subsectors: Digital Retirement Solutions, Investing Tools, Financial Planning, Financial Services Software, Client Prospecting & Engagement



Regions of operations: Germany (Munich), Austria (Graz), USA (New York)

By utilizing wealthpilot, businesses can gain a competitive advantage and enhance the quality of customer advisory services, positioning themselves as industry leaders. They believe that hybrid wealth management can be profitably offered to a broad customer base, and thus provide a digital infrastructure for the future of personalized wealth management. wealthpilot brings together end customers, wealth experts, and providers of innovative investment products to collectively achieve the financial life goals of customers. Providing a clear overview and combining all financial data in wealthpilot, the platform also offers quick and time-saving access for all customers via the web and mobile app. With wealthpilot, businesses can unlock the full potential of their customers' wealth, experiencing productivity increases of up to 70% among advisors. With high experience in data security and SaaS, wealthpilot also represents security and trust.

# WELREX



Founded 2019



Employees: 1-10



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



Subsectors: Portfolio Management & Reporting, Investing Tools, Alternative Investment Solutions, Data & Analytics, Financial Services Software, Client Prospecting & Engagement, End-to-End Client Lifecycle Management



Regions of operations: United Kingdom, Asia, Middle East

WELREX® is the only player in the market aspiring to become the digital Wealth Management marketplace of choice for IRMs and their HNW clients. Most platforms are for local market financial advisors and are retail/affluent client focused. WELREX® has first-mover advantage in creating a digital wealth management platform that includes investment management for internationally-focused IRMs. WELREX® helps RMs become independent and more financially secure by redefining how their customers make choices about where to place their money, how to transact at optimal cost and how to invest institutionally with the best possible outcomes. HNW clients get a better user experience and an expanded offering with transparent pricing.

# WIZE BY TW



Founded 2010



Employees: 51-100



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



Subsectors: Portfolio Management & Reporting, Risk Analysis & Management, Alternative Investment Solutions, Compliance & Regulation, Financial Services Software



Regions of operations: Global

WIZE by TeamWork, the all-in-one Wealth & Asset Management solution, is one of the fastest growing WealthTech companies in Switzerland dedicated to External Asset Managers, Family Offices, Private Banks, Fund Managers, Pension Funds and Securities Traders. Part of the TeamWork Group, a 1'200+ employees Swiss company founded in 1999 and fully owned by its top management, they are officially labelled "Swiss Made Software" since 100% of their development is performed in Geneva. Their team of 50+ professionals split between Geneva, Zurich, Luxembourg and Singapore aims at delivering best in class support to their 100+ clients representing 120+ billion AuM and 3000+ users in 24 different countries.



 Founded 1995

 Employees: 51-100

 Value Chain: **Risk & Compliance**

 Subsectors: Compliance & Regulation

 Regions of operations: United Kingdom, Ireland, Australia, Singapore and Globally

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Worksmart is a specialist technology company, providing a range of niche 'RegTech' software solutions that help maximise operational efficiency through strengthening their clients' approach to Governance, Risk & Compliance. Typically, they work with companies who are concerned about the operational costs and resource challenges concerned with managing regulatory processes, are troubled with a lack of transparency within their compliance procedures, or are uneasy about access to reliable and timely MI (reporting), including the integrity and accuracy of audit trails and evidential records. Their product range includes purpose designed solution for managing Training and Competence, Knowledge and Competence and the wider topic of employee competence in general. SM&CR and other similar accountability regimes across the globe. Complaints management, Quality Assurance and specialist Product Governance solutions.

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## ABOUT US

FinTech Global is the world's leading provider of FinTech information services, B2B media products and industry events.

We inform, promote and connect FinTech buyers, sellers, investors and innovators worldwide.

We serve a network of over 300,000 FinTech professionals from market-leading organizations – financial institutions, technology innovators, corporate investors, venture firms and expert advisory firms. We enable them to get the information they need to make better business decisions and to connect and engage with the people and organisations they want to do business with.

For more information, please visit:

[fintech.global/about/](https://fintech.global/about/)





For more information contact [info@fintech.global](mailto:info@fintech.global)

