

# Streamlining process and driving efficiency when managing portfolios

*Stuart Holdsworth, CEO of Financial Simplicity explains how their technology solutions for the wealth management industry improve efficiency and address compliance to the client's requirements.*



STUART HOLDSWORTH  
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**D**ATA SCIENCES AND TECHNOLOGY have proved their relevance in most areas of the economy today and wealth management industry is no exception. Financial Simplicity's technology solutions can parse through tons of data and intelligently assist a wealth manager to efficiently manage a clients' portfolio. In short, they help firms to "manage a very large number of client's tailored portfolios", says Holdsworth.

The solutions help wealth managers in three distinct ways. First, they allow them to formulate a client specific investment portfolio. The solution is capable of handling increased numbers of portfolios, each with its own defined customisation. Secondly, they help reduce the manual workload by digitising tasks currently performed by middle office staff, enabling staff re-deployment to higher value areas such as client servicing or investment research. Naturally, this can assist in massive reductions. Finally, the Financial Simplicity solution enables real-time monitoring of the portfolio, previewing current standing vs the desired as specified by the client or by firm policy.

"In one screen, they can not only see how suitable a portfolio is vis a vis what has been agreed with the client, but also the adjustments required to on portfolios that may have deviated from the individual mandate requirements" says Holdsworth. A portfolio-based approach requires defined rules or investment policies - which incorporate firm policies and client specific investment policies. ■