

# On the digitalised future of the financial services industry

A background image showing a financial market data visualization. It features a candlestick chart with green and red bars, overlaid with a yellow trend line and a red line. The chart is set against a dark background with a grid. To the left, there is a blurred list of numbers and symbols, likely representing stock prices or market data.

**Adrian Weiss, Singapore-based general manager of additiv, tells Hubbis how the company's DFS cloud-based SaaS platform and products help banks, asset managers and insurers better serve their clientele and gain a competitive edge.**

**T**O DETERMINE A RAISON D'ÊTRE for the development of a digital cutting-edge software platform for financial services, Zurich-based digital solutions provider additiv considered three hypotheses: Customer behaviour is fundamentally changing, digitalisation can dramatically reduce costs and new opportunities are opening for Fintech companies.

### Changing customer behaviour requires digital solutions in financial services

The first hypothesis is that customer behaviour is fundamentally changing, and along with it, the interaction between the client and the bank.

The company asked, "How can financial service providers continue to build strong relationships and work together with their customers in the future?"

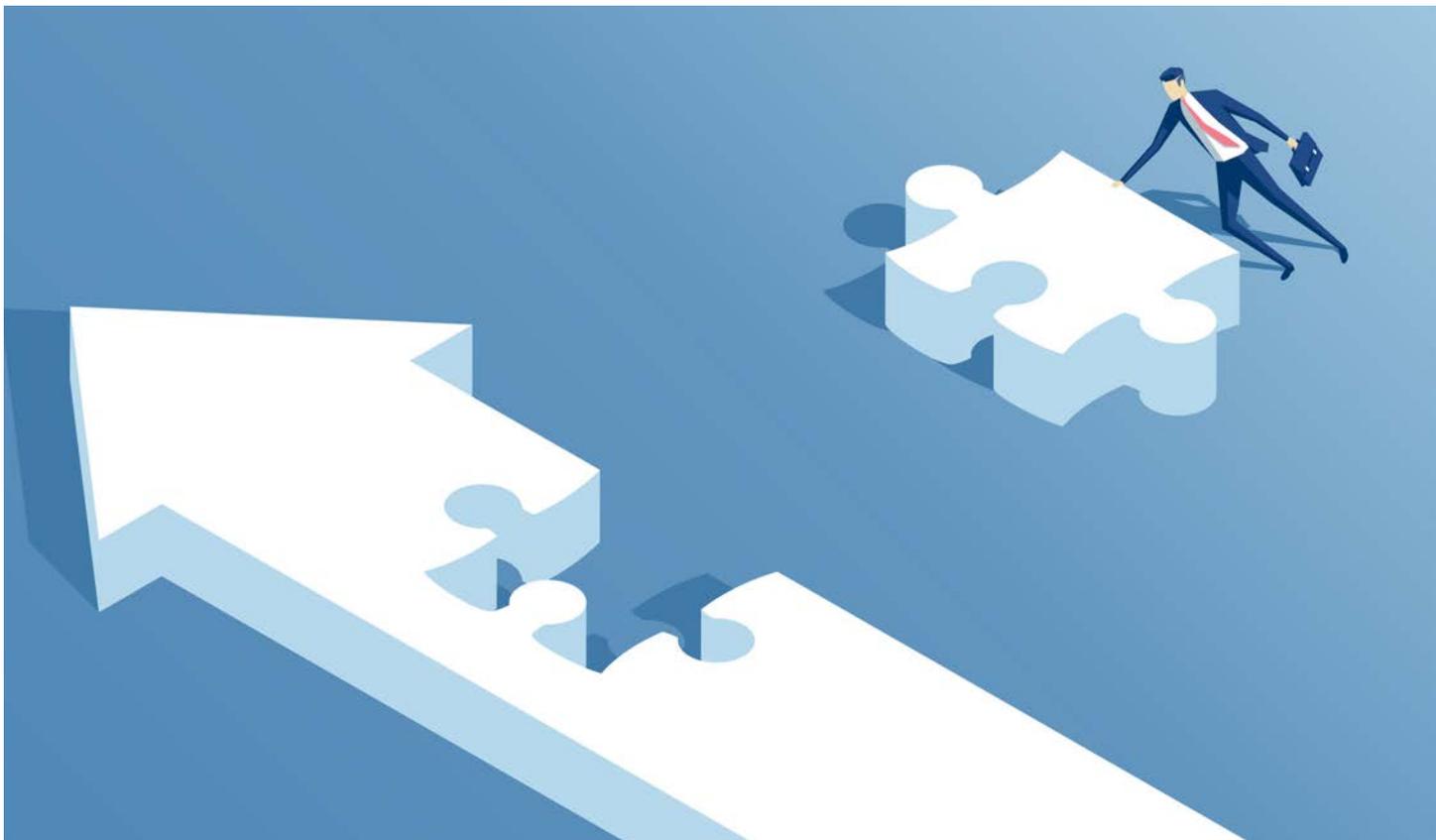
For additiv, the solution lay in enabling rapid digitalisation, building on existing core banking systems, through a range of SaaS (Software-as-a-Service) products - positioned as B2B2C - which leverage the flexibility and cost advantages of cloud-based technology so financial institutions can better serve their clients while keeping costs low.

Adrian Weiss joined additiv in February 2018. He is a 13-year veteran of Citibank, most recently at its wealth management arm as regional Head of Advisory for Asia, Europe and the Middle East. He says, "With a rising middle class, Asia's mass affluent consumers are the fastest growing WM segment in the world, yet this group remains generally underserved, and for a lot of financial institutions, it is a major challenge how to serve this growing customer segments efficiently. For many banks, it is not economical to serve



ADRIAN WEISS  
additiv

this digital-savvy affluent segment through traditional face-to-face interaction with client advisors. Moreover, as mobile device usage increases, today's affluent investors expect digital engagement from their bank or wealth manager as they do from other services."





their business and operating model to become digital leaders with a differentiated value proposition.

Additiv does this by enabling a complementary expansion of clients' existing legacy and core banking systems with its Digital Financial Suite ("DFS"). "Our offering allows financial institutions to deploy digital solutions rapidly as time-to-market is a key benefit," says Weiss. "For example, we launched a Robo Advisor for the retail insurance arm of Allianz Insurance in Switzerland within three months."

### DFS platform supports additiv's range of SaaS products and Robo Advisors

The additiv DFS platform lets financial service companies configure and operate its range of additiv's

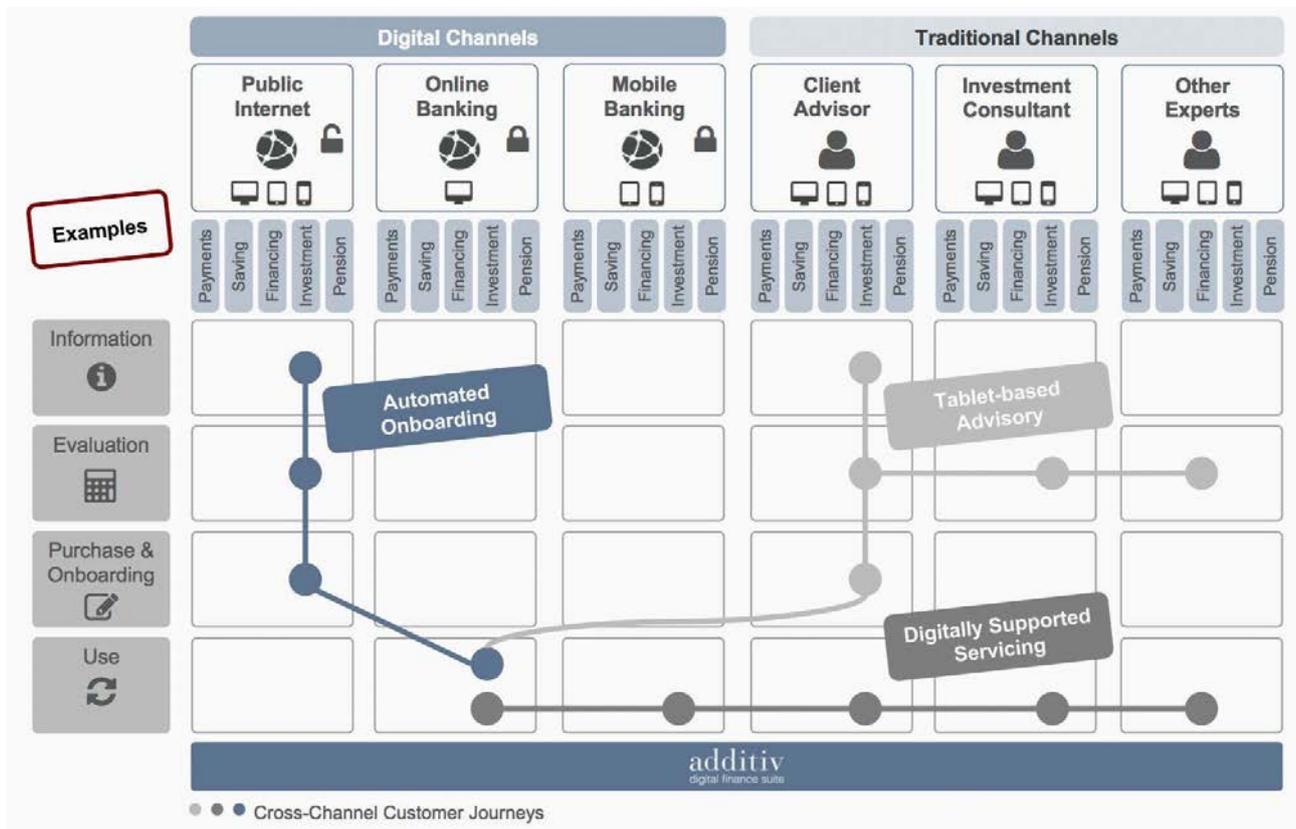
SaaS products, and automate the client-facing processes in the front- and mid-office areas for consumer and private banks, insurers, pension funds and asset managers. DFS incorporates the latest technologies combined with additiv's 20 years of expertise. Additiv DFS is a highly comprehensive, modular and scalable digital finance platform. It enables 'plug & play' capability for financial institutions to instantiate digital wealth SaaS products, such as Robo Advisors, Investment Cockpits for customers, Fund Selectors, Advisory Dashboards and Mobile Advisory Suites for client advisors. Over 20 Robo Advisors have been delivered by additiv based on DFS.

The platform's power lies in the agility and flexibility of its modular architecture. There are more than 20 modules which can be deployed

individually or in various combinations. The modules handle separate processes for the financial institution, as well as the interactions between the financial service provider and its customers.

The modules are adaptable to a variety of business models, can be configured to segment-specific client groups, and - an important consideration for established institutions - a highly flexible integration layer allows for easy integration with an organisation's execution and core banking systems, and with existing online portals. DFS also connects with additiv's eco-system partners, such as brokers and custodians, via APIs.

DFS helps financial institutions to improve the customer journey through omni-channel access solutions. The processes supported by these modules range from advi-





sory, client onboarding, touchpoint management, service and customer cockpit processes, order execution and portfolio management through to compliance, analytics and CRM.

With DFS, traditional financial service providers - advisors, investment consultants and other experts - can interact with their clients on a common digital platform across

**“This gives us another opportunity to help financial institutions provide a better client experience whilst reducing costs.”**

distribution channels. additiv’s Robo Advisors and other SaaS products are based on its DFS platform. For example, UK’s National Westminster Bank has also launched its ‘NatWest Invest’ Robo Advisor, built on DFS. And Coutts Private Bank in the UK, also owned by

Royal Bank of Scotland, launched its digital offering on DFS as well.

**Cost reduction and more flexibility with cloud-based SaaS products**

Many wealth management firms are staring into a large gap between their digital aspiration and their ability to deliver in the face of com-

pliance, regulation and increasing cost pressure.

“This gives us another opportunity to help financial institutions provide a better client experience whilst reducing costs. Banks and insurers must continue to reduce costs, and they will continue to

look for more cost-effective digital solutions,” says Weiss.

“With our cloud-based solutions, financial institutions get much more financial flexibility. Typically, it’s lower cost because with our cloud-based SaaS products, they only pay for the services they consume and use. And it’s much shorter time to market.”

And as for building and deepening client relationships in light of changing consumer behaviours: “additiv’s Advisory Dashboard and Mobile Advisory Suite empower client advisors to understand and optimise client portfolios, generate relevant investment ideas, expedite execution and collaborate with clients anytime, anywhere. This provides a better client experience overall, which in turn results in higher client satisfaction,” he adds. “If clients are satisfied, they do more business with their bank.” ■