

# Differentiation in client communications

*Speaking at Hubbis' Digital Wealth event in Singapore in June – David Rhind of SS&C Technologies explains the importance of a flexible approach to data quality to drive tailored communications and enable users to control what they get and how.*

A seamless and efficient transfer of information and data is key to preserving good customer relationships and confidence, according to David Rhind, regional solution manager, Asia Pacific for SS&C Technologies.

He says his firm has spent years creating software in the financial services industry, to complement the company's expertise in institutional investment management.

Rhind then works with financial institutions, including asset and wealth managers, to ensure SS&C can help them achieve their business goals and maximise their return on investment.

He has seen changes in the demands from the industry, explaining that SS&C has responded by creating a full end-to-end workflow with design, approval, delivery, monitoring, trend analysis and other tools available to ensure that the whole process in terms of orchestration is seamless and easy.

Rhind maintains that to make it easier, a fully integrated system with all the office tools is available to allow advisers to work off a PowerPoint. The solution, Vision FI, supports and embraces compliance controls, yet doesn't hamper the RM from delivering accurate, timely communications to their clients.

He also explains that as most solutions are multi-channel or omni-channel, delivery to the enterprise content management systems, with a full range of Office tools, makes it that much easier to engage with clients in the way they want to engage. This puts some of that decision making with the RM, he adds.

Rhind also said that he believes this is a compelling proposition in terms of client communications. It allows the firm to differentiate itself, and puts both the power of delivery and the power of content as close as possible in the hands of end-investors. ■



**DAVID RHIND**  
SS&C Technologies

[Link to Event Agenda](#)

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