

# The technology wake-up call for the buy-side

*Speaking at Hubbis' Indian Wealth Management Forum 2017 in August - Erdem Ozgul of Numerix looks at some of the impacts of technology on reshaping priorities for buy-side institutions.*

The technological face of private banking is transforming traditional roles, according to Erdem Ozgul, managing director for Numerix in South Asia.

In terms of cross-asset analytics used within investment banks, for example, the industry is now looking at multi-strategy products, with no dependency on one single risk factor.

This has also changed the perspectives of the buy-side institutions, where in most cases they are moving from being price-takers to price-makers.

According to Ozgul, this change in the ecosystem, with greater numbers of transactions being made, means connectivity, real-time performance and scalability has to be addressed.

When it comes to scalability, for example, he explains that there is no one-size-fits-all solution, because there

may be certain legacy systems in place in relation to regulatory- or jurisdiction-driven restrictions.

Another big trend that Ozgul says is becoming evident on the buy side is the move towards deploying managed services, with facilities like IT being outsourced.

He explains that this should be the preferred choice of operation because the job of a private banker or asset manager should not be to run IT operations or deal with retention, but to service clients' needs - which can be better achieved in today's environment with managed services.

Ozgul says this is also evident on the sell side, with more and more institutions stepping away from areas of their business that don't generate significant revenue; this can lead them also towards managed services. ■



**ERDEM OZGUL**  
Numerix

[Link to Speaker Biography](#)

[Link to Presentation Slides](#)

[Link to Video Highlights](#)