

Taking Canopy to the next level in 2018

Tanmai Sharma, CEO, Canopy talks about their data driven offerings and how they help private banks boost their revenue.



TANMAI SHARMA
Canopy

CANOPY OFFERS HIGHLY EFFICIENT, SMART AND DATA driven products to wealth managers to make them more efficient while dealing with end investors. “There are clear patterns about how investors behave, what they are looking for, what they are not looking for, and we help them do that” says Tanmai Sharma, CEO, Canopy.

One of the limitations facing wealth managers is that they are aware of only 15-20% of the investor’s portfolio, so their knowledge of the client’s overall wealth can be limited. With Canopy’s simple tools, clients can document their wealth (including financial and non-financial assets) in one place, in a unified format that can be used to make holistic decisions. Sharma says that their tools help wealth managers increase revenue in two ways, by increasing traction with the customer and by increasing the efficiency of the relationship manager.

The concept is very simple - to improve the experience at each client touch point. “Customers are rational [and] influencing customer behaviour is all about understanding why they are doing what they are doing”.

Looking forward, a very confident Sharma says the company has identified their market and their core competency and it is now time to scale the business. “Our clients are banks and private banks and we will go to where our clients are”. This expansion strategy will result in Canopy opening new offices in Hong Kong and Zurich this year. ■