

Technology & Systems Solutions in Asian Wealth Management 2012

Tuesday 13th November
The Ritz-Carlton, Hong Kong



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Who is Hubbis?

Launched in March 2010, Hubbis is the leading provider of content and online learning for Asia's Wealth Management & Private Banking Industry.

This is achieved through a highly-functional and relevant training and information portal – with a holistic suite of Wealth Management Training Modules and a cutting-edge Learning Management System – that enables relationship managers (RMs) and financial advisers to become more successful in the region's competitive landscape. And at the same time fulfill their continuing professional development obligations.

Our educational content and other tools are targeted, independent, timely, strategic and Asia-focused. The site is mainly focused on developing skills, product knowledge, and understanding.

Through this practical advice, analysis, insight and information, users gain what's necessary to offer suitable and trusted advice to their clients.

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Welcome

We are delighted to be hosting our inaugural **Technology and Systems Solutions in Asian Wealth Management Forum 2012** in Hong Kong.

Given the extent to which the region's private banks and wealth management firms are grappling with how they use, improve and maintain their technology, processes and systems to keep pace with today's rapidly-evolving environment – this is a unique opportunity to understand how the industry is developing, and the role that technology can and should play within this.

Senior and experienced market practitioners from across the region and globally will discuss and debate the key issues confronting the industry today.

The event is free for anyone working within a private bank or any other type of wealth management organisation.

You will also receive a certificate to prove your attendance. Whether you join us for either the morning or the afternoon segments, or the whole day, we will send you an authenticated certificate to reflect the time you spend at the forum.

There are no non-sponsoring technology systems and software vendors, or consultants who can attend.

We look forward to seeing you at the event – and thank you for your support.

Michael Stanhope
Chief Executive Officer
Hubbis



Agenda

8.40am **Registration**

9.00am **Welcome address**

Andrew Crooke
Editor
Hubbis

9.05am **Panel discussion**

What does it take to succeed in Asian wealth management today?

- What is now required for private banks and wealth management firms to deliver value to clients? Are firms geared up to deal with the increasingly complex needs of clients?
- What models are likely to work best in the new world of wealth management?
- Does size matter anymore? Why?
- Rather than trying to cover all client segments, to what extent do firms need to be more tactical and focused in their strategies than ever before?
- Given that the approach of many clients to their wealth management relationships is ever-more rational and selective – what do private banks and other advisory firms need to do to adapt the way they engage prospects and clients?
- How are today's technology and systems-related needs and priorities likely to evolve?
- What will be the challenges in implementing them?
- Technology strategy: how to most effectively develop a technology landscape as a baseline for decision making; how to build a complete private banking technology suite?

Chair

Andrew Crooke
Editor
Hubbis

Panel members

Dana Ritter
Director and Head of Private Banking IT APAC Sales and Advisory
Credit Suisse

Andrew Turczyniak
Head of Wealth Management, Asia
RBC Wealth Management

Mike Beckingham
General Manager, Hong Kong Banking
National Australia Bank



Agenda

Keith Harrison

Head of Asia Pacific and Branch Manager, Singapore
Bank Hapoalim

Mario A. Bassi

Managing Director, Head of Asia
Solution Providers Management Consulting

Bert-Jan van Essen

Head APAC
Assentis Technologies

9.55am

Presentation

The data gold-mine you are sitting on: leveraging the transformative power of data analysis

Julian Webb

Global Head of Data Management & Analytics
DST Global Solutions

Like any modern technology-driven enterprise, wealth management relies on data elements which are sourced, stored, enriched and distributed via a number of channels. Traditionally that data is simply treated as a means to an end, driven by a specific business use case. What data do we need? Where is it currently located? And how should we distribute it? As wealth management platforms have evolved over time the data needs powering those services have grown to a point of “critical mass” where the platform ceases to be a means to an end and becomes an incredibly valuable asset in its own right.

The data which is stored in a wealth management platform, properly leveraged has the potential to transform a wealth management business by proactively providing new insights and data points to clients, relationship managers and supporting management in making data driven business decisions.

This presentation aims to:

- Outline the properties of common wealth management platforms, the kinds of data which must be stored on the platform, and assess the potential business value of this data in its own right
- Introduce some data analysis techniques adopted in other industries such as retail, search and social networking, with specific reference to “big data”
- Outline some potential applications of those techniques in the wealth management industry including:
 - New information and insights directly presented to the client, thereby improving the perceived value to clients
 - New information and insights about clients delivered to the relationship managers, for instance, “propensity to buy” intelligence supporting cross- and up-sale activity
 - New information and insights about the business overall, feeding into data driven business decisions

10.25am **Presentation**
Next-generation client reporting

Urs Tanner
Chief Executive Officer
Assentis Technologies

- Why client reporting is becoming more and more important
- The evolution of client reporting
- Turning client reporting into a sales and advisory tool
- Innovation: bringing client reporting closer to front-operations

10.55am **Refreshments & networking**

11.20am **Presentation**
Who cares about the cloud?

Roland Slee
Managing Director, APAC
Bravura Solutions

Everyone should care about the cloud! The arrival of cloud computing signals a profound change in the way IT solutions are developed, purchased and consumed. The impact of cloud computing is being felt in every industry and especially in financial services where the dependence on IT is so great.

This session will answer the questions:

- What is cloud computing and how is it different to traditional IT?
- Why are financial institutions adopting cloud computing? The presentation will reference specific business benefits like enhanced analytics, performance and mobility
- How to adopt cloud computing in a way that maximises the returns while minimising the risks

The session will also bust a few popular cloud computing myths and provide examples of successful adoption.



Agenda

11.45am **Presentation**
Learning from e-commerce business models to building innovation in wealth management

Andrew Au
Chief Executive Officer
AG Delta

This presentation will aim to provoke a “fresh perspective” into the current dialogue as to what solutions we should be building or looking for to solve the challenges facing our industry:

- Connecting the dots for supporting “open architecture” wealth platforms
- Creating a rich LEARN.COMPARE.QUOTE.TRANSACT experience
- Embedding systematic analytics and controls into the advisory and transaction lifecycle
- Social media hype: should we be trying to connect to our clients or connecting our teams?

12.10pm **Presentation**
Winning clients’ trust by a systematic risk management process

Jean-Luc Freymond
Chief Executive Officer
SAGE SA

- Recent technological advances are creating the grounds to envisage a different relationship between wealth managers and their clients
- High-volatility and correlation combined with low returns have made clients nervous and defiant
- We propose to explore new tools and processes that help build trust with clients and improve investment decisions

12.35pm **Lunch**

1.25pm **Panel discussion**
Building the infrastructure to support Asia’s future advisory models

- Understanding the extent of the development of the independent asset management industry in Asia
- What are the current and future needs of the industry?
- What is the role technology plays in the business of EAMs?
- How is this evolving?
- To what extent has technology provided independent firms with new opportunities and flexibilities with their investment decisions?
- How can independent firms best serve their clients?
- What potential exists for greater automation?

Chair

Andrew Crooke
Editor
Hubbis

Panel members

Kevin Liem

Chief Investment Officer
TTG

Alex Walker

Director, Wealth Management
Financial Partners

Jean-Luc Freymond

Chief Executive Officer
SAGE SA

Urs-Peter Oehen

Co-Founder, Chairman & Chief Executive Officer
Expersoft Systems

2.15pm

Presentation

Competence and versatility for excellence in wealth management

Urs-Peter Oehen

Co-Founder, Chairman & Chief Executive Officer
Expersoft Systems

- Consolidation and reporting of the total wealth – a must today
- Capabilities of capturing also non-bankable assets is key
- Why interfaces to custodians and data providers increase efficiency and add real value



Agenda

2.40pm

Workshop

The importance of tailored client communication: from pitch-books to client reporting

Bert-Jan van Essen

Head APAC

Assentis Technologies

Urs Tanner

Chief Executive Officer

Assentis Technologies

Client communication in today's wealth management world is often old fashioned and doesn't support efforts to create trust or generate add-on business. Asian clients expect consistent, to-the-point and tailored information from their banks, throughout the entire relationship management cycle. This workshop discusses the role of touch-points in client communication and how to use them to improve a client relationship, for example:

- How to create individualised pitch-books
- The role of account statements and client reports in creating up-selling and cross-selling opportunities
- Outlook for the eco-system of client communication

3.25pm

Refreshments & networking

3.45pm

Workshop

Potentially disruptive technologies in wealth management

Julian Webb

Global Head of Data Management & Analytics

DST Global Solutions

The technology landscape is constantly throwing up new technologies such as "big data", "cloud computing" and "mobile delivery channels" – which when looked at from the perspective of Wealth management can mean one of three things:

1. These technologies may not be applicable in our industry and the drivers and challenges we face
2. Adopting these technologies will help us "evolve" our existing platforms to offer a better address our key drivers and challenges
3. These technologies "disrupt" the industry, either technically or economically demanding a fundamental rethink of what a wealth management service offers to clients and how we as organizations supply that service

This workshop takes the form of a roundtable where the following questions will be discussed:

- What are the key drivers and challenges facing the wealth management industry today?
- What does our current data and technology landscape do to address these drivers?
- What new technologies could allow us to evolve, or even disrupt how we offer a wealth management service in the modern world?

4.25pm

Panel discussion

Delivering advisory excellence and a winning client experience

- What are the current challenges a client adviser has to deal with from a system support perspective in order to service his clients effectively?
- To what extent are the different tools, processes and solutions integrated, and how difficult is it for a client adviser to get to consolidated, integrated and holistic views that actually help them create strategic and appropriate proposals for clients?
- The client experience of the future: how to more actively involve the clients along the entire advisory process through the use of internet and mobile channels?
- Rather than treating client data simply as a means to an end, how should it be leveraged to provide new insights and data points for clients and advisers? And also to support management in making data-driven business decisions?
- Which functionality exists today, and what functional gaps can be identified in the current environment?
- What are the systems and solutions priorities from a management and operational perspective, and are those aligned with the requirements of client advisers?
- To what extent are the current shortcomings impacting client relationships, and what should be done – with the highest priority – to improve the technology available?
- Which tools and functionality should be made accessible for clients, and what technology is needed to support this?
- What communication technologies and tools are offered to client advisers, and how are they being used?
- Which parts of the advisory process are already well covered by solutions, which ones are not, and where should gaps be filled?
- What are the best-practice approaches to dealing with multiple client segments, such as mass affluent versus private banking; or, execution-only versus advised channels?

Chair

Andrew Crooke

Editor
Hubbis



Agenda

Panel members

Nick Alter

Executive Director, Chief Technology Officer Private Bank, Asia Pacific
J.P. Morgan Private Bank

Peter Rutherford

Director, Information Technology
Credit Suisse Private Banking

Robert Rooks

Director, Consulting
PricewaterhouseCoopers

Andrew Au

Chief Executive Officer
AG Delta

Urs Tanner

Chief Executive Officer
Assentis Technologies

Roland Slee

Managing Director, APAC
Bravura Solutions

5.15pm

Forum Ends