

Technology & Systems Solutions in Asian Wealth Management 2012

Thursday 5th July
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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 Singapore.

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.

CEOs, COOs, heads of compliance, heads of technology and other high-profile and experienced market practitioners from across the region and globally will discuss and debate the key issues confronting the industry today.

The event is broken in two sessions, to be held in different rooms which will run concurrently throughout the day. One room is designed as a series of presentations and panel discussions. The other room will comprise workshops and case studies.

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 at a glance

9.00am to 5.00pm Session A	
TIME	TOPIC
9.00am - 9.05am	Welcome Address
9.05am - 9.55am	Panel discussion What does it take to succeed in Asian wealth management today?
9.55am - 10.20am	Presentation The data gold-mine you are sitting on: leveraging the transformative power of data analysis
10.20am - 10.45am	Presentation Next-generation client reporting
10.45am - 11.05am	Refreshments & networking
11.05am - 11.30am	Presentation Connect the dots - business-driven IT tools
11.30am - 11.55pm	Presentation Tackling regulation with technology
11.55am - 12.45pm	Panel discussion Using technology to confront regulatory, compliance and operational challenges
12.45pm - 1.30pm	Lunch
1.30pm - 2.15pm	Panel discussion Enhancing the client experience
2.15pm - 2.40pm	Presentation Finding the right business and technology solutions in Asia Pacific
2.40pm - 3.05pm	Presentation A day-in-the-life of an independent asset manager
3.05pm - 3.25pm	Refreshments & networking
3.25pm - 4.05pm	Panel discussion Building the infrastructure to support Asia's future advisory models
4.05pm - 5.00pm	Panel discussion The future role of technology
5.00pm Close	Forum Ends

11.00am to 2.15pm Session B	
TIME	TOPIC
11.05am - 11.55am	Workshop Taking data analysis to the next level
11.55am - 12.45pm	Workshop Cloud banking in APAC – where are we on the hype-cycle?
12.45pm - 1.30pm	Lunch
1.30pm - 2.15pm	Workshop Client onboarding
2.15pm Close	Session B ends Return to Session A



Agenda - Session A

8.40am **Registration**

9.00am **Welcome address**

Reto Merazzi

Managing Director and Head of Technology Solutions
Hubbis

9.05am **Panel discussion**

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

- What are the key opportunities and challenges in Asian wealth management today?
- What does the private banking and wealth management industry need to do to adapt to this highly-challenging environment?
- What is now required to deliver value to clients?
- Are private banks and other advisory firms geared up enough to deal with the increasingly complex needs of clients?
- To what extent is sustainability of the private banking model in Asia built on developing ties with other wealth management firms, such as EAMs and family offices, as well as local firms in markets such as in Indonesia, Thailand, Malaysia and The Philippines?
- What are your biggest priorities and needs?
- In what ways can technology solutions be used to overcome business challenges such as rising costs, greater regulatory and compliance burdens, and the need to increase efficiency?
- How is the use of technology evolving in Asian wealth management?

Chair

Michael Stanhope

Chief Executive Officer
Hubbis

Panel members

Hugues Delcourt

Country Executive for Singapore & CEO Private Banking International Asia
ABN AMRO Private Banking

David Bellingham

Chief Executive Officer & Responsible Officer
Professional Investment Advisory Services

Mario A. Bassi

Managing Director, Head of Asia
Solution Providers Management Consulting

Anuj Jain

Managing Director, Asia Pacific
Bosch Software Innovations

9.55am

Presentation

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

Simon Clare

Product Manager, Anova

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



Agenda

10.20am

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

10.45am

Refreshments & networking

11.05am

Presentation
Connect the dots - business-driven IT tools

Anuj Jain
Managing Director, Asia Pacific
Bosch Software Innovations

In an ultra-sophisticated business environment like private banking, it is not only essential to understand client requirements but also to share information with different stakeholder and henceforth. The driving factors of 3C (Customers, Compliance and competition) are emphasising more on use of technology that enable organisations for faster response to dynamic business environment.

This presentation will talk about some of these challenges and innovative technology solutions available for business empowerment. Some of the highlights of the presentation are:

- Why is there a need to connect the information silos within the organisation?
- What differentiating factors this can bring to the end customer offerings
- Business-driven IT tools - business empowerment
- Benefits of business empowerment
- Case study

11.30am

Presentation
Tackling regulation with technology

Leas Bachatene
Managing Director, Governance, Risk & Compliance, Asia
Thomson Reuters

- What regulatory and compliance challenges are preventing wealth management firms and private banks from accelerating their businesses in Asia
- Practical implications of various legislations – such as FATCA, Dodd-Frank, Volckers Rule, etc
- Potential solutions to the sweeping regulatory and compliance hurdles
- The growing need and role for regulatory tracking and intelligence

11.55am

Panel discussion

Using technology to confront regulatory, compliance and operational challenges

- What are the current compliance and regulatory trends and challenges for private banks and other wealth management organisations in Asia?
- How can technology tackle these?
- What is the impact of regulation on operational risk requirements?
- The increasing importance of risk & regulatory profile management in wealth management: how to collect, how to manage the lifecycle, and how to maintain the profiles in collaboration with clients?
- What impact is FATCA having on the wealth management business in Asia, and how can technology help address the related issues and challenges?
- Given the magnitude of the requirements on technology and systems from a global perspective - how will the smaller firms cope?
- How are Asian banks tackling the operational issues? Are their challenges different from the local banks?
- What are the pitfalls of operational risk being an after-thought?

Chair

Andrew Crooke

Editor
Hubbis

Panel members

Conrad Lim

Deputy Chief Executive Officer and Regional Head of Legal & Compliance
LGT Bank

Sachin Sawkar

Managing Director, Chief Operating Officer, South & South-east Asia, and
Head of Business Risk & Control, Asia Pacific
Deutsche Bank Private Wealth Management

Urban Wilde

Managing Director, Regional Chief Risk Officer, Asia Pacific
Barclays Wealth

Erik Wilgenhof Plante

Head of Compliance & Anti-Money Laundering
DZ PrivatBank

Philip Perchard

Senior Compliance Manager
Asiaciti Trust Singapore

12.45pm

Lunch



Agenda

1.30pm

Panel discussion Enhancing the client experience

- Winning relationships: how can technology improve the client experience and contribute to increase client loyalty, transparency and communication by using all available channels and technologies?
- What is the value of client reporting as a key a point of differentiation?
- Strategy: how does your technology support the clients and client advisers throughout the advisory process (planning / implementation / monitoring)? How do you identify and close gaps by using technology?
- How to most effectively trade, manage and report structured products in the current market environment?
- Will clients ultimately lose out as a result of product pricing to take into account the rising costs of compliance and technology?
- What are the tools wealth managers need to do the job?

Chair

Reto Merazzi

Managing Director and Head of Technology Solutions
Hubbis

Panel members

Hoong-Shen Wong

Head of Client Reporting and Output, Singapore / Hong Kong
UBS Wealth Management

Ketan Samani

Senior Vice President, eBusiness, Consumer Banking Group
DBS Bank

Kannan Vijayaraghavan

Executive Director, Business Technology
Bank Julius Baer

Urs Tanner

Chief Executive Officer
Assentis Technologies

Andrew Au

Founder & Chief Executive Officer
AG Delta

2.15pm

Presentation Finding the right business and technology solutions in Asia Pacific

Andrew Au

Chief Executive Officer
AG Delta

- Improving client adviser productivity while balancing client service, compliance and revenue targets
- Operating proprietary versus open architecture wealth platforms : the Amazon.com for investment products?
- Leveraging compliance for competitive advantage
- Virtualising the client adviser wealth station
- Crystal ball: what tools client adviser's and bank's will be using in the future

2.40pm

Presentation

A day-in-the-life of an independent asset manager

Dr Fred Davies

Chief Executive Officer and Chairman
Insa Investment Software

- The role of software solutions in a typical day
- Every-day needs and applications of data, technology and software

3.05pm

Refreshments & networking

3.25pm

Panel discussion

Building the infrastructure to support Asia's future advisory models

- Understanding the extent of the development of the EAM industry in Asia
- What is required to take these independent firms to the next level?
- What are the main hurdles to this?
- What is the role technology plays in the business of EAMs?
- How is this evolving?
- What potential exists for greater automation in the EAM industry?

Chair

Andrew Crooke

Editor
Hubbis

Panel members

Anthonia Hui

Chief Executive Officer
AL Wealth Partners

Urs Brutsch

Managing Partner & Founder
HP Wealth Management

Dr Fred Davies

Chief Executive Officer and Chairman
Insa Investment Software



4.05pm

Panel discussion

The future role of technology

- 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?
- 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?
- The next CRM: from reactive to proactive relationship management; how to translate data into analytics and how to use the conclusions in the advisory and sales processes.
- Usability and navigation: enhancing the wealth managers technology experience by introducing unified dashboards, user-friendly navigation, and seamless process support through different channels
- Operational efficiency: to what extent is there a need for better understanding and supporting front-to-back processes through technology in order to increase process efficiency?
- How to design and control the processes, manage the statuses and users involved and deal with the paperwork required?
- IT project portfolio management: how to manage the complexity, organise IT governance and drive the decision-making process across the entire project portfolio in order to increase the technology implementation success
- Buy or build: the main drivers and considerations for making buy or build decisions and how to best assess the complete mid- to long-term impact of the decision; assessment criteria and weighting, disciplined approach, vendor selection and key considerations

Chair

Andrew Crooke

Editor

Hubbis

Panel members

Hansruedi Kern

Managing Director, Chief Operating Officer, Asia
Lombard Odier Darier Hentsch

Florence Wong

Executive Director, Wealth Management IT, Asia Pacific
UBS

Nam Soon Liew

Partner and Financial Services Advisory Leader, Asia Pacific
Ernst & Young

Michiel van Selm

Director, Financial Services Industry Practice
PwC Singapore

Lawrence Grincer

Chief Operating Officer
AG Delta

Reto Merazzi

Managing Director and Head of Technology Solutions
Hubbis

5.00pm

Forum Ends



Agenda - Session B

- 11.05am** **Workshop**
Taking data analysis to the next level
- Simon Clare**
Product Manager, Anova
DST Global Solutions
- An investigation of potential “disruptive innovation” in the wealth industry. The core being an informal round table assessing:
- Which web analysis techniques could be “disruptors” in the wealth market?
 - Which delivery channels are becoming important and their chance of becoming “disruptors” or simply just another information channel?
 - The impact of real time systems in wealth environment
- 11.55am** **Workshop**
Cloud banking in APAC – where are we on the hype-cycle?
- Bert-Jan van Essen**
Founder
Cloud Banking Services / Cloud Consulting Services
- Wealth management - do we really need a changed approach towards our clients?
 - Why would we want to change our delivery model of technology services?
 - The regulators will never approve? Or will they?
 - Implementation approaches
 - What's next?
- 12.45pm** **Lunch**
- 1.30pm** **Workshop**
Client onboarding
- Peng Hui Goh**
Head, Solution Consulting, APAC
Assentis Technologies
- What are the challenges in client onboarding / KYC?
 - How can we streamline processes to simplify client onboarding?
 - How MAS, HKMA and FATCA influence client onboarding
 - What are the cross-border challenges?
 - Client onboarding from the client's point of view
 - How can IT support improve client onboarding / KYC?
- 2.15pm** **Session B ends**
- Return to Session A**