



**SUNGARD** BANKING

# **Embracing digital:** **a high stakes revolution in high net worth client management**

Tuesday 23<sup>rd</sup> October

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# Agenda

- » Cultivating Wealth in Asia
- » The voice of Asian high net worth individuals
- » What do advisors think?
- » Mind the gaps
- » Conclusion



# Cultivating Wealth in Asia



Manage Change



Client Connectivity



Profitability Management

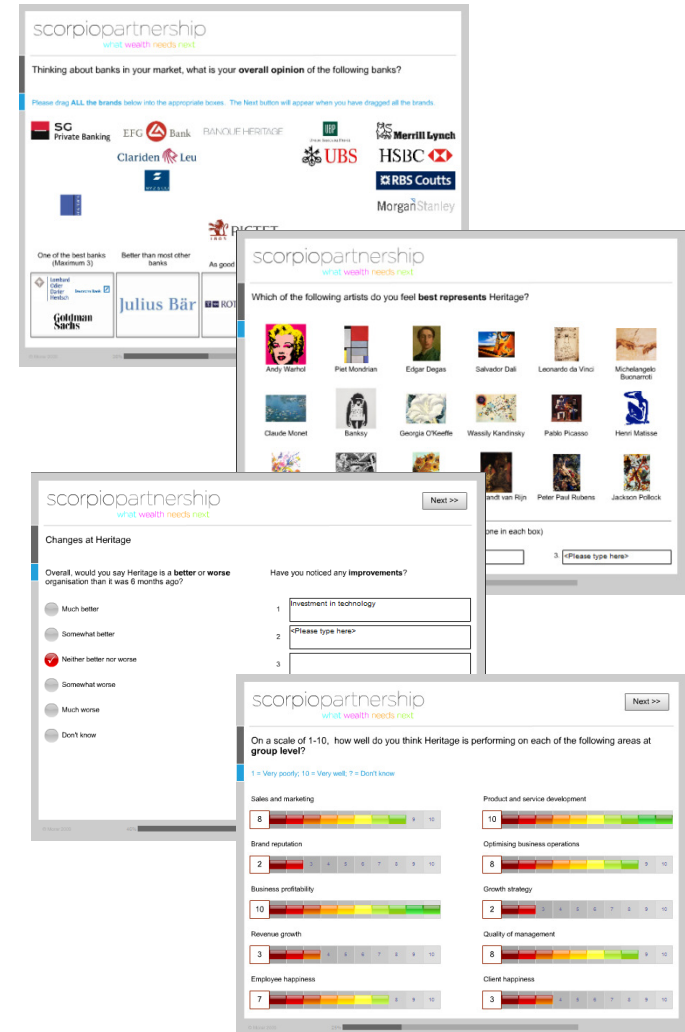
# The FutureAdvisor Asia

## » Challenge:

- How to connect to HNWIs in the digital age?
- How to establish long lasting relationships
- How to attract and win clients in a competitive market

## » Insights:

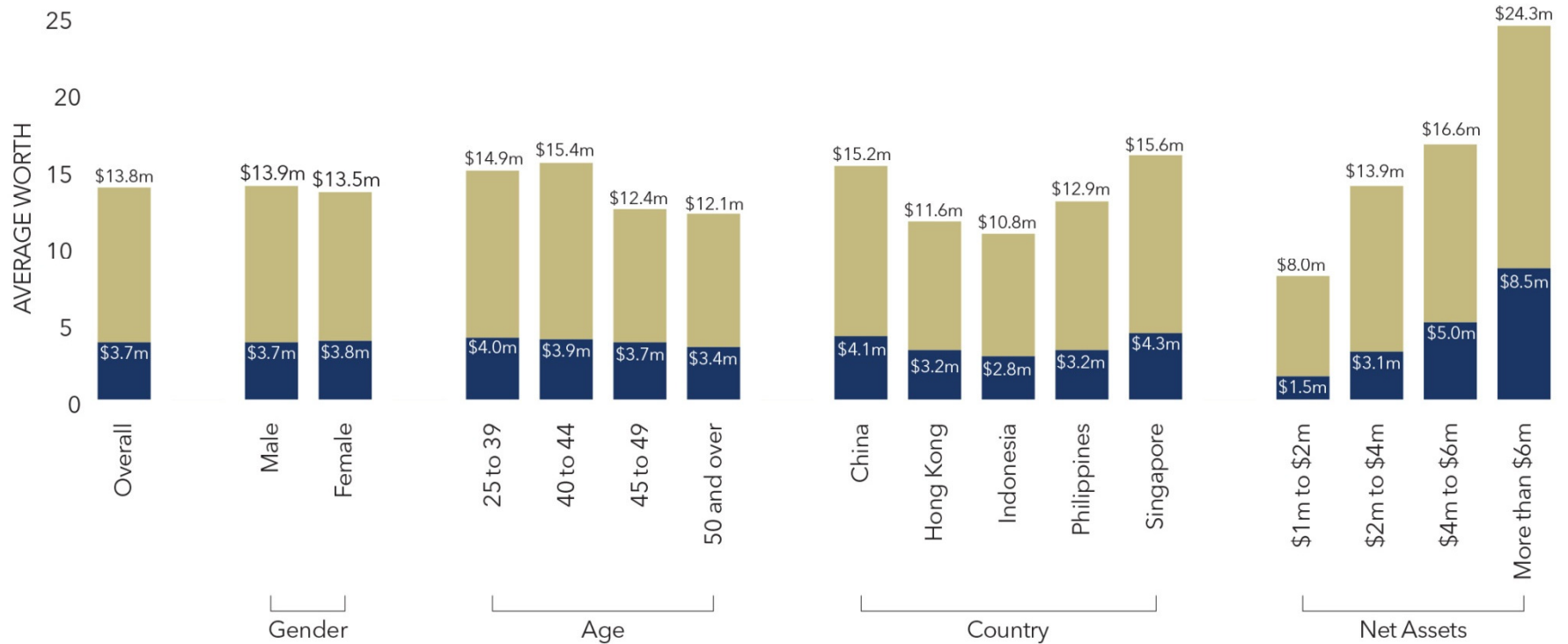
- Interactive online survey across 400 Asian High Net Worth individuals and 96 Asian wealth advisors across Singapore, Hong Kong, China, Indonesia and The Philippines
- Focus areas: industry challenges, role of digital channels and the future role of the wealth advisor.





# The voice of Asian HNW clients

# The wealthy intend to get wealthier



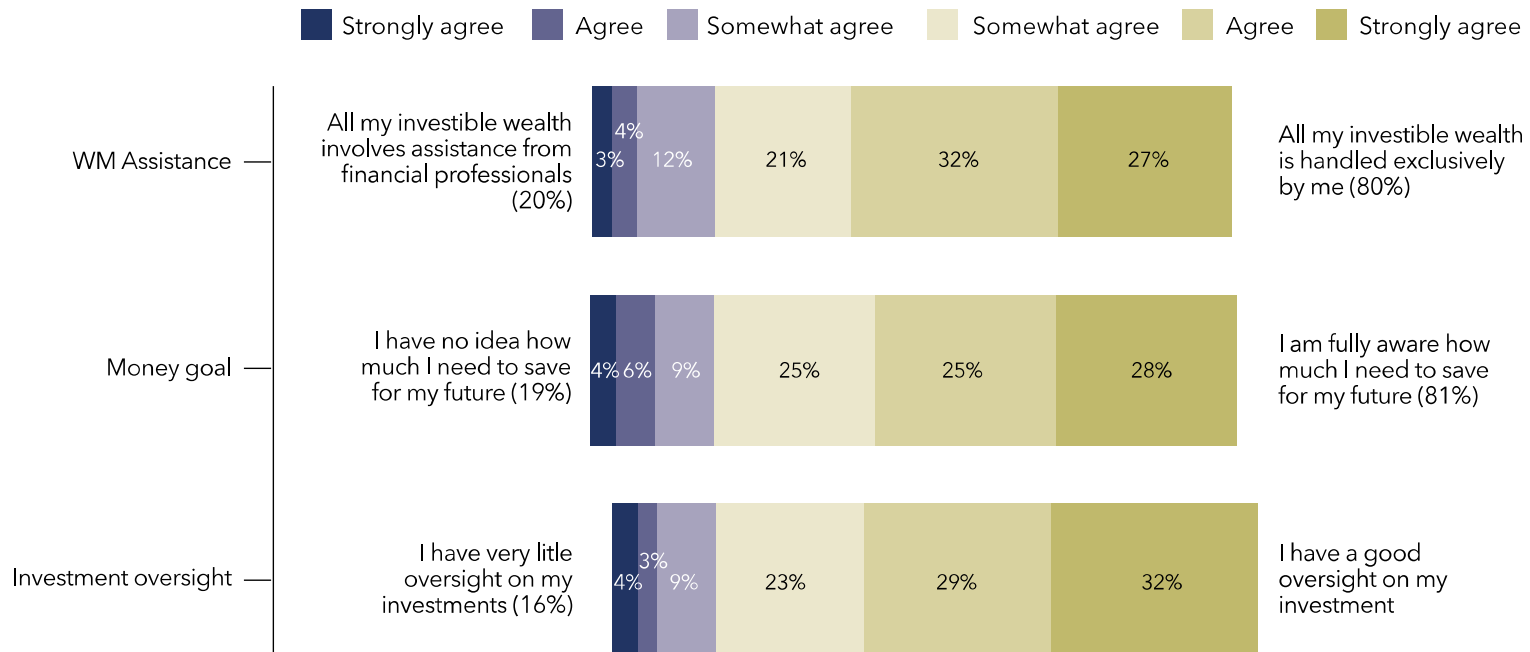
Asian investors aim to **increase their wealth**, on average, **3.7 times** within a time period just over **12 years**.



# And are highly independent

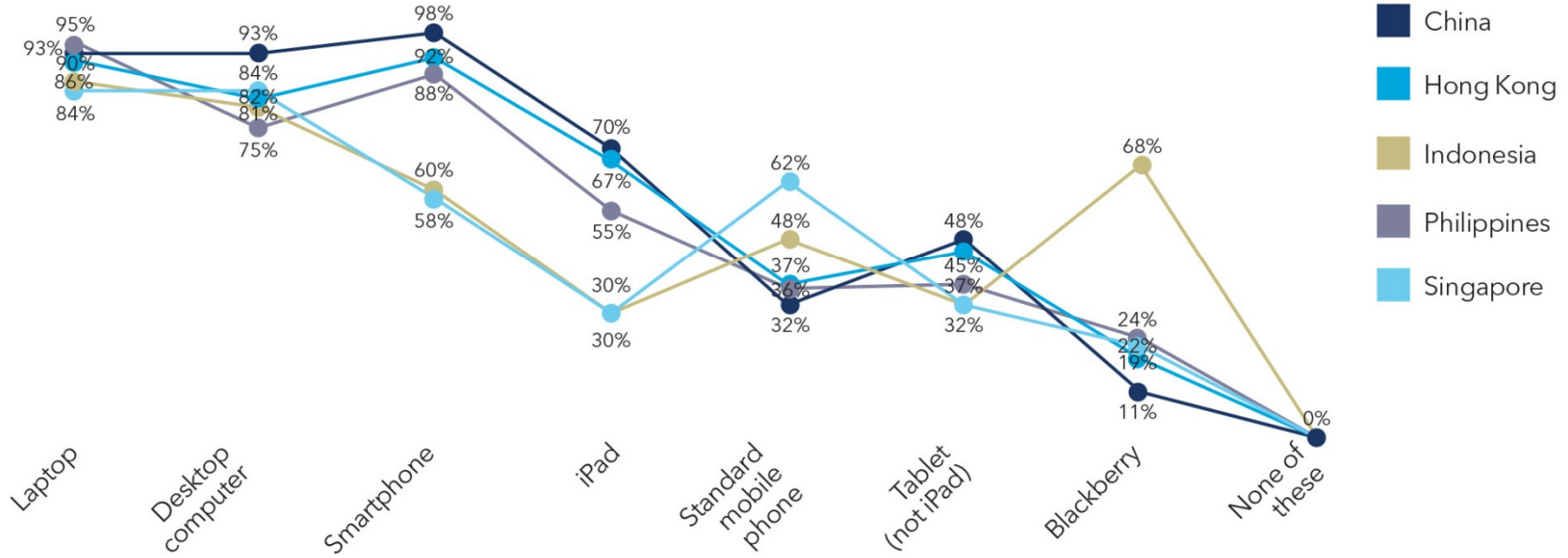
80% of HNWI's are entirely self-directed in terms of their decision making and only use financial institutions to execute trades

To what extent do you agree with the following statements?



# Digitally connected...

Which of the following devices do you own personally?

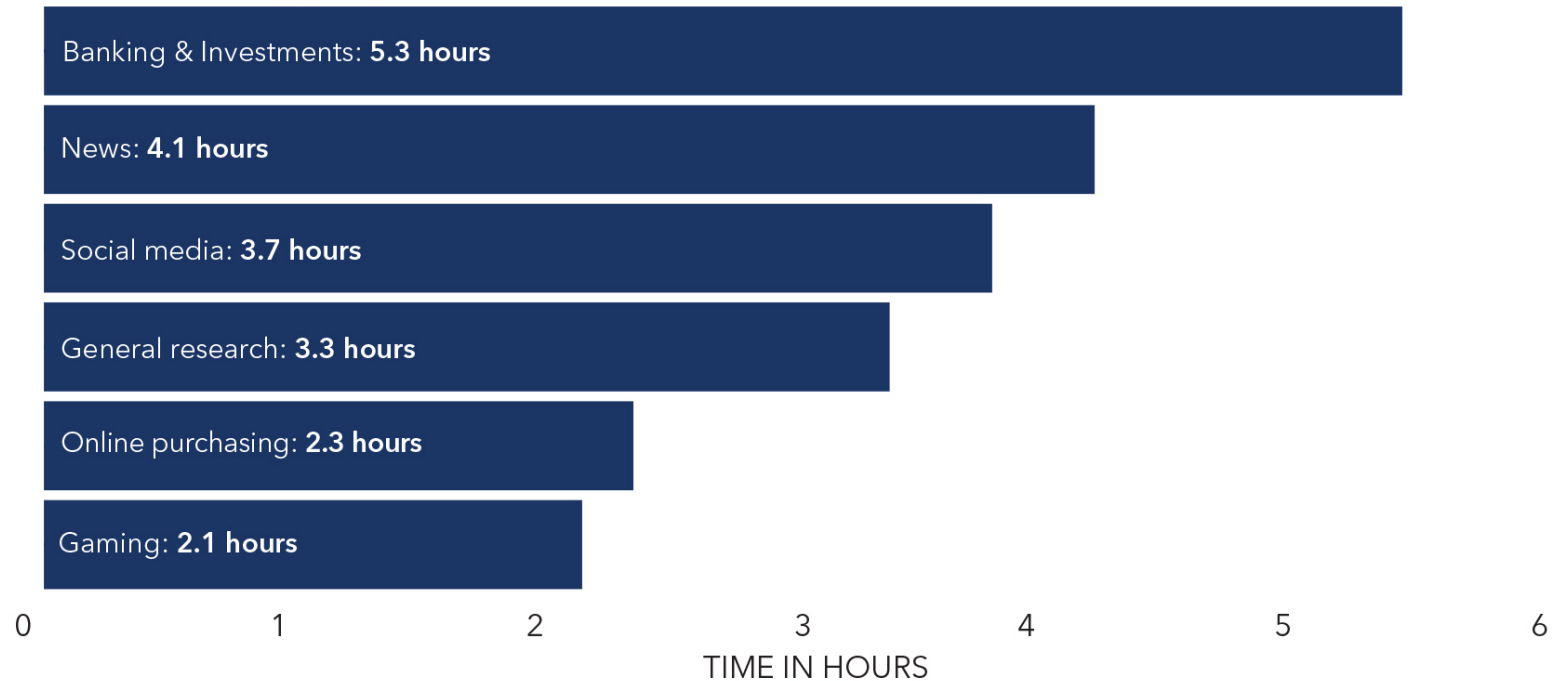






# ...at all times

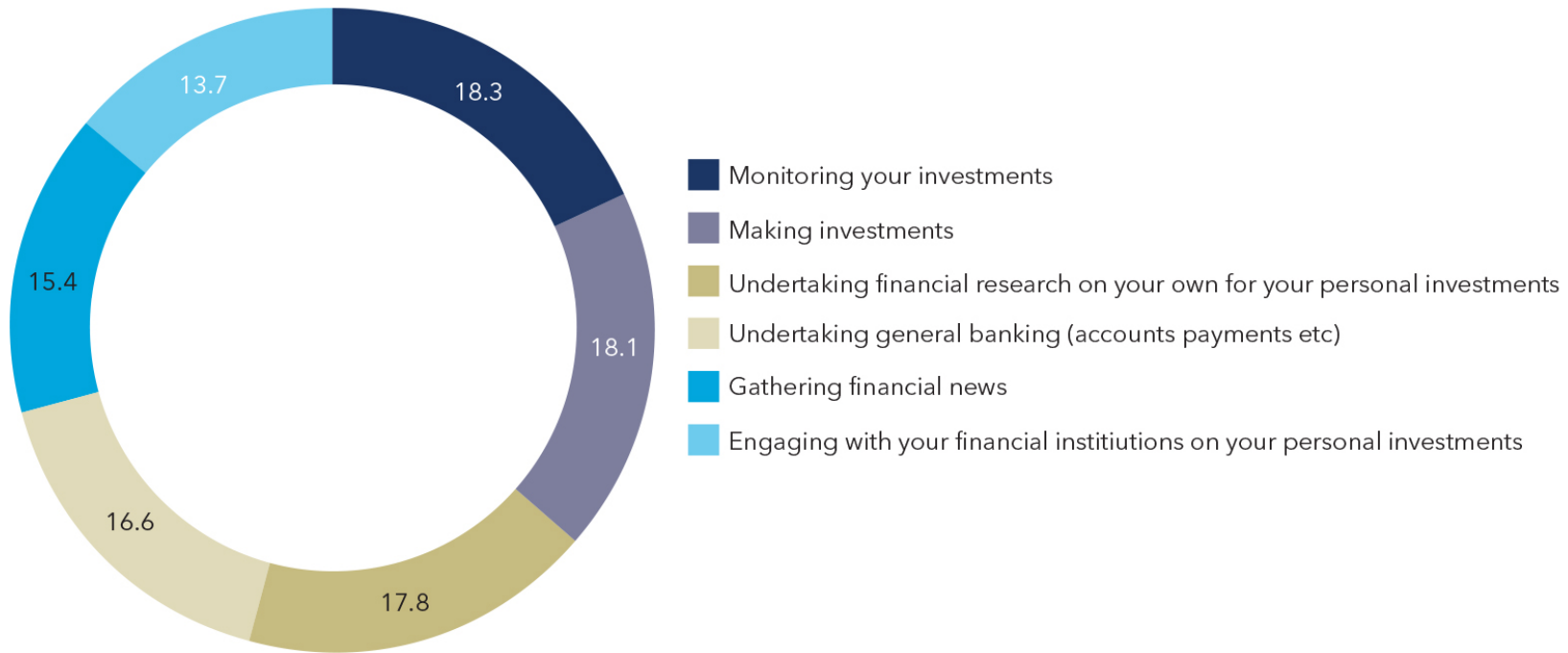
Typically how much time do you spend on the following online activities each week during your personal time (in hours)?



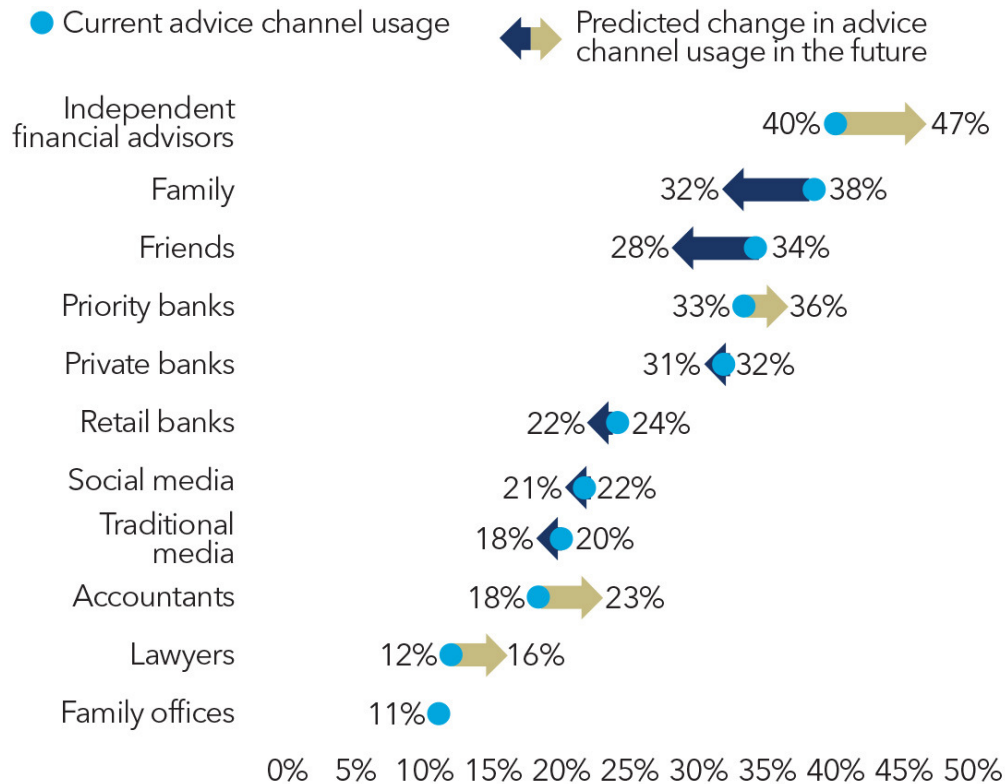
**Every 5 seconds,  
a millionaire in Asia is interacting with wealth matters digitally**

# With an almost equal split for finance related activities

With reference to your personal finances, when it comes to any of these devices, how much do you use them currently for the following?



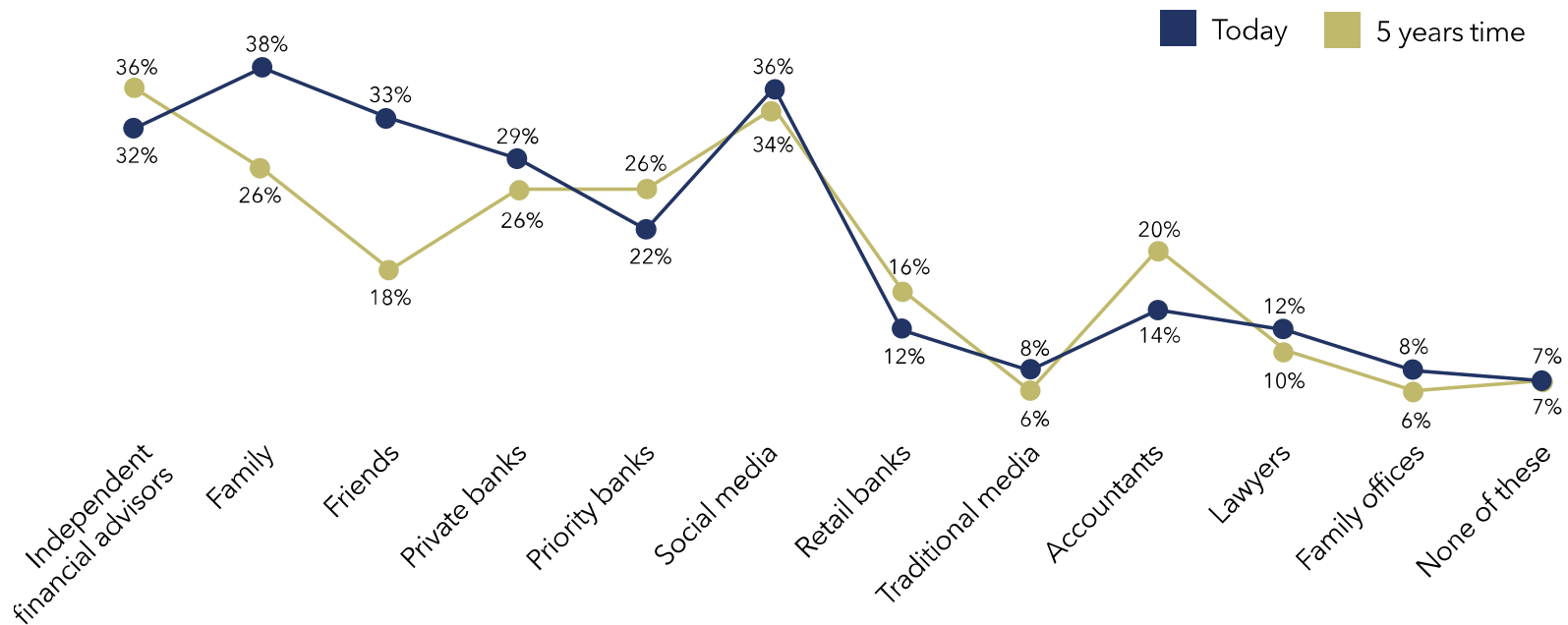
# While interest in IFAs is growing...



The use of independent advisors is high today and family and friends still play a significant part in the advice channel – but this is set to change

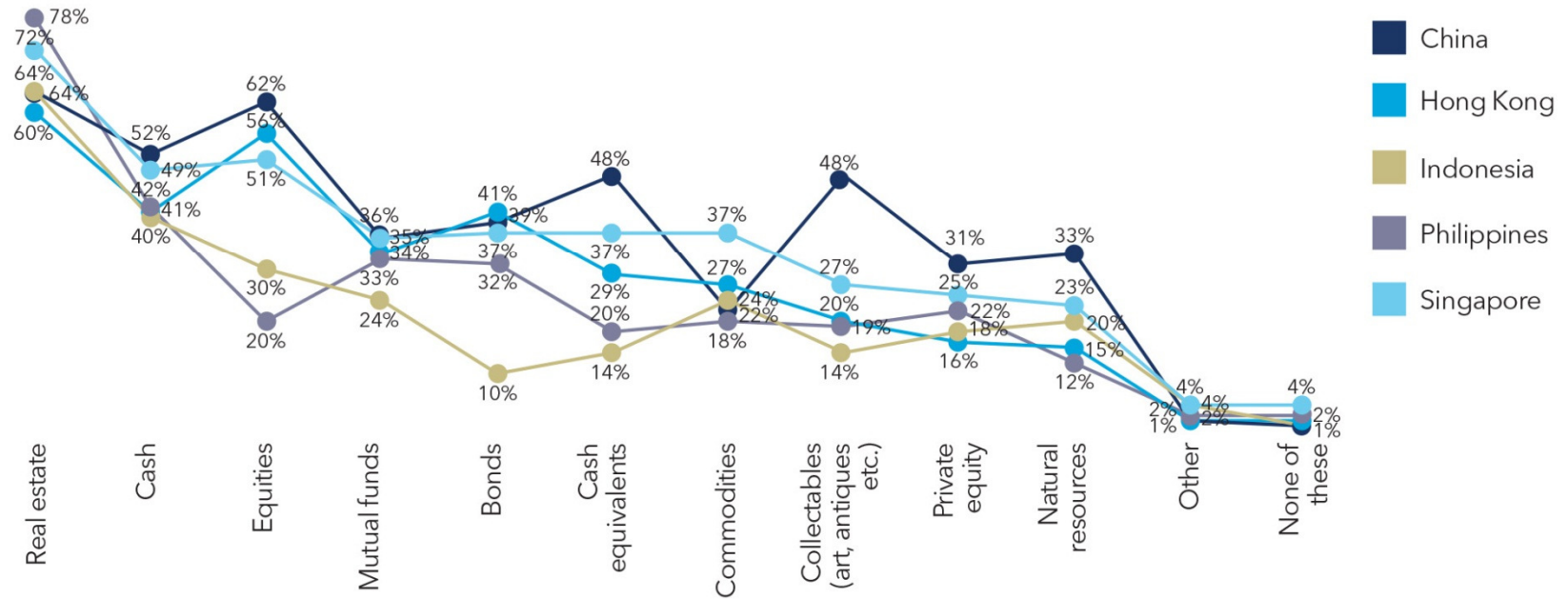
# ...especially in Indonesia

Which investment advice channels do you use to help make your investment decisions?



# Overall, HNWIs look to rebalance their portfolios

Which of these asset classes would you like to have investments in within the next 5 years?





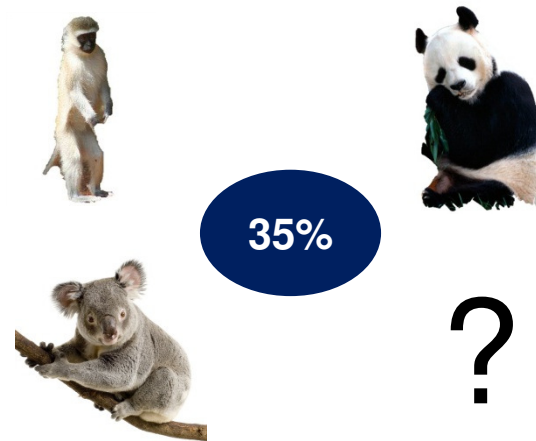
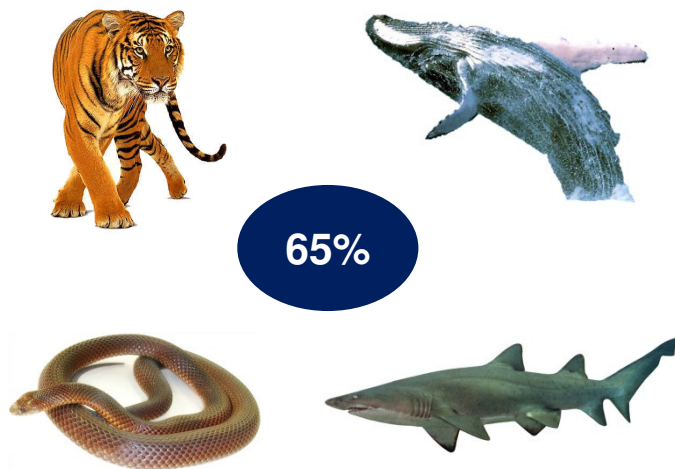
# So what do our advisors think?

# Advisors see themselves overwhelming as predators

DARK AND DANGEROUS?

OR

SOFT AND CUDDLY?



*"I hunt for the best returns"*

*"The industry is an endangered species"*

*"We are regal, swift, respected, one of a kind"*

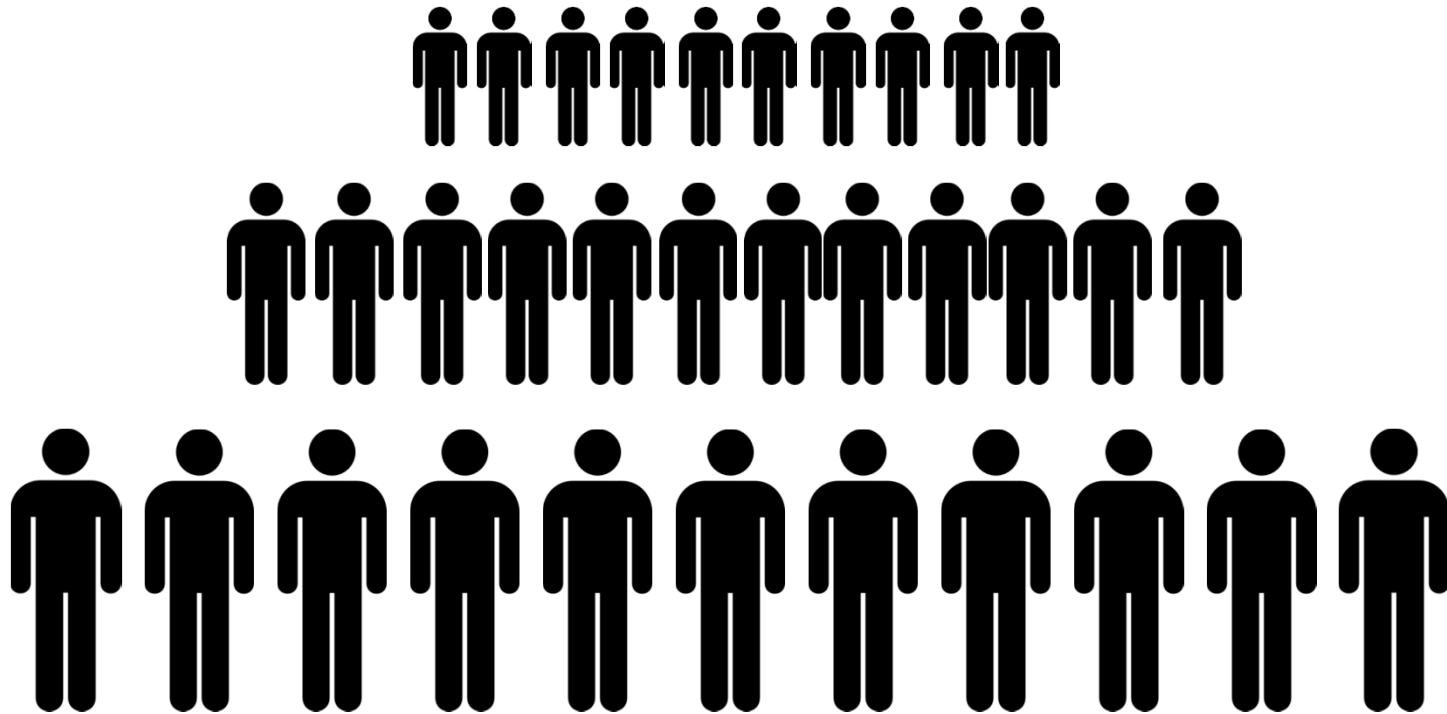
*"We're slow moving"*

*"Relationship managers need to smell blood (money) and go for the kill (deal closure)"*

*"Like a monkey, the industry is cheeky because some sell product instead of giving best advice"*



**However this is an industry that is running at capacity**



On average an RM manages around 86 clients each or in the case of Chinese RMs 118 clients.

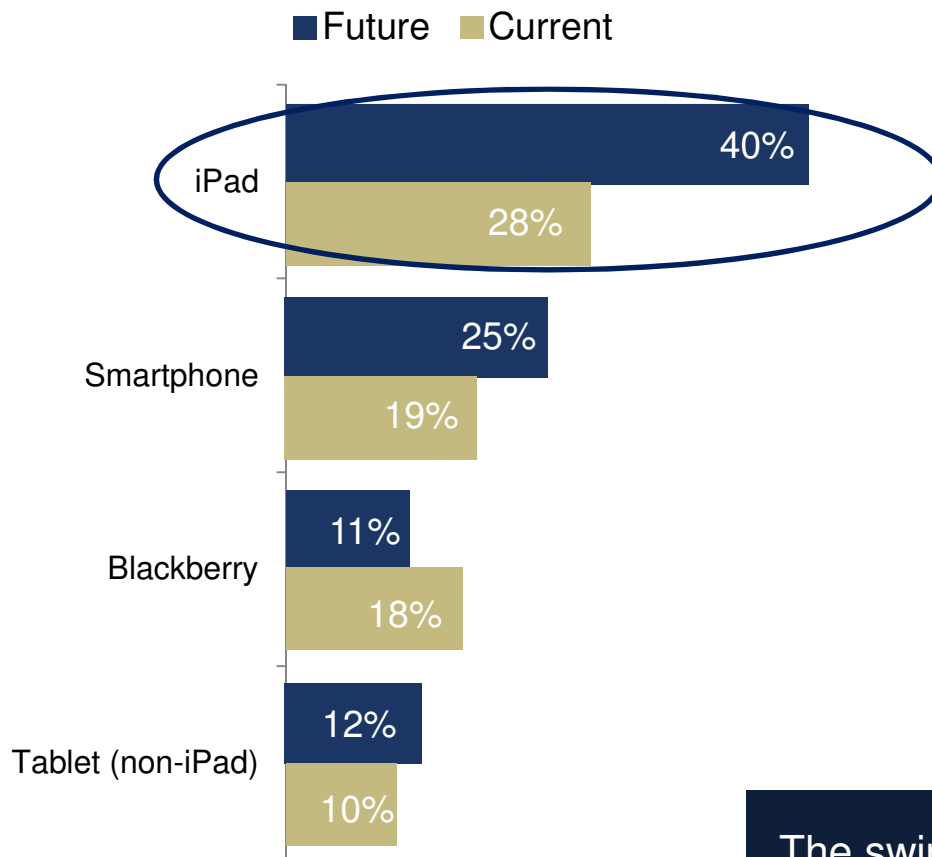


# ..which doesn't bode well in terms of efficiency



Note: the working week = 40 hours. All of the hours add stated add up to 39.0 hours. The remaining 1.0 hour is classified as Other which equates to "none of the options listed".

# Technology will be a strong asset as advisors grow their business



The swipe will eventually replace the double-click.



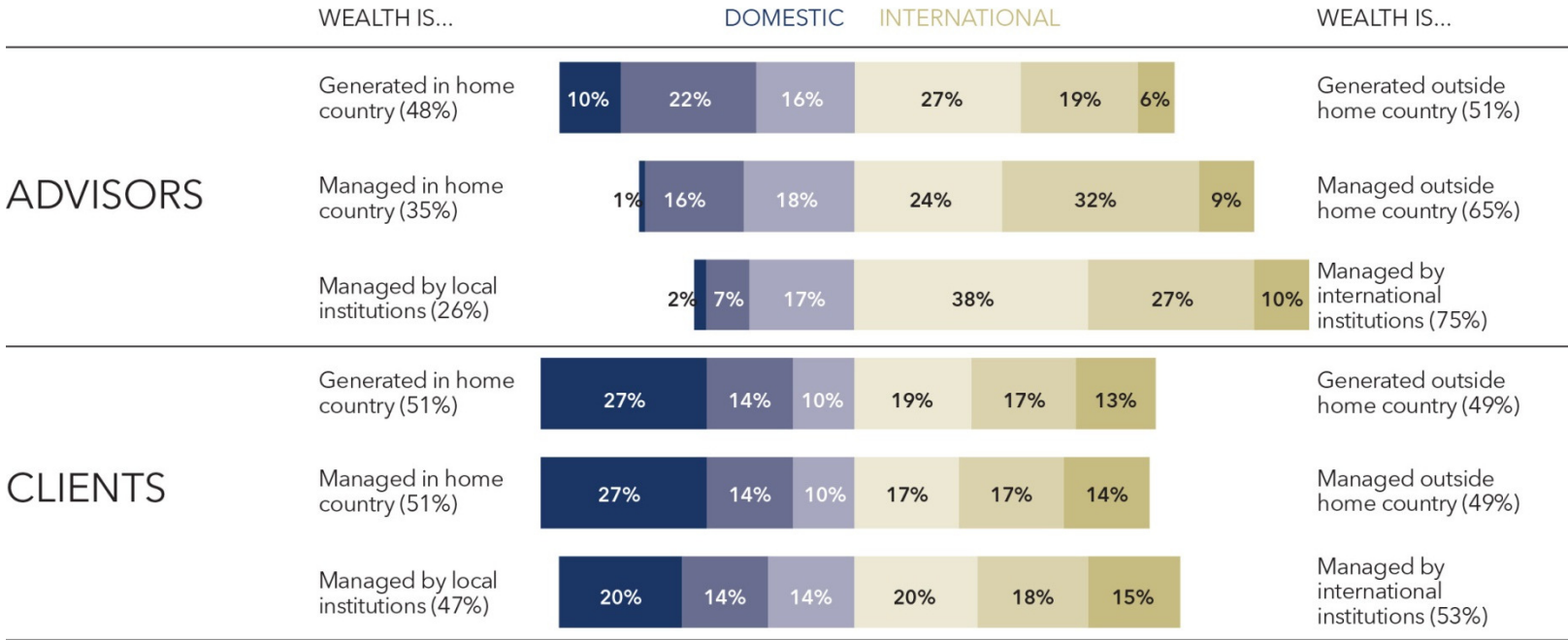
# Mind the gaps...



# ...in client knowledge

To what extent do you agree with the following statements?

■ Strongly agree  
 ■ Agree  
 ■ Somewhat agree  
 ■ Somewhat agree  
 ■ Agree  
 ■ Strongly agree



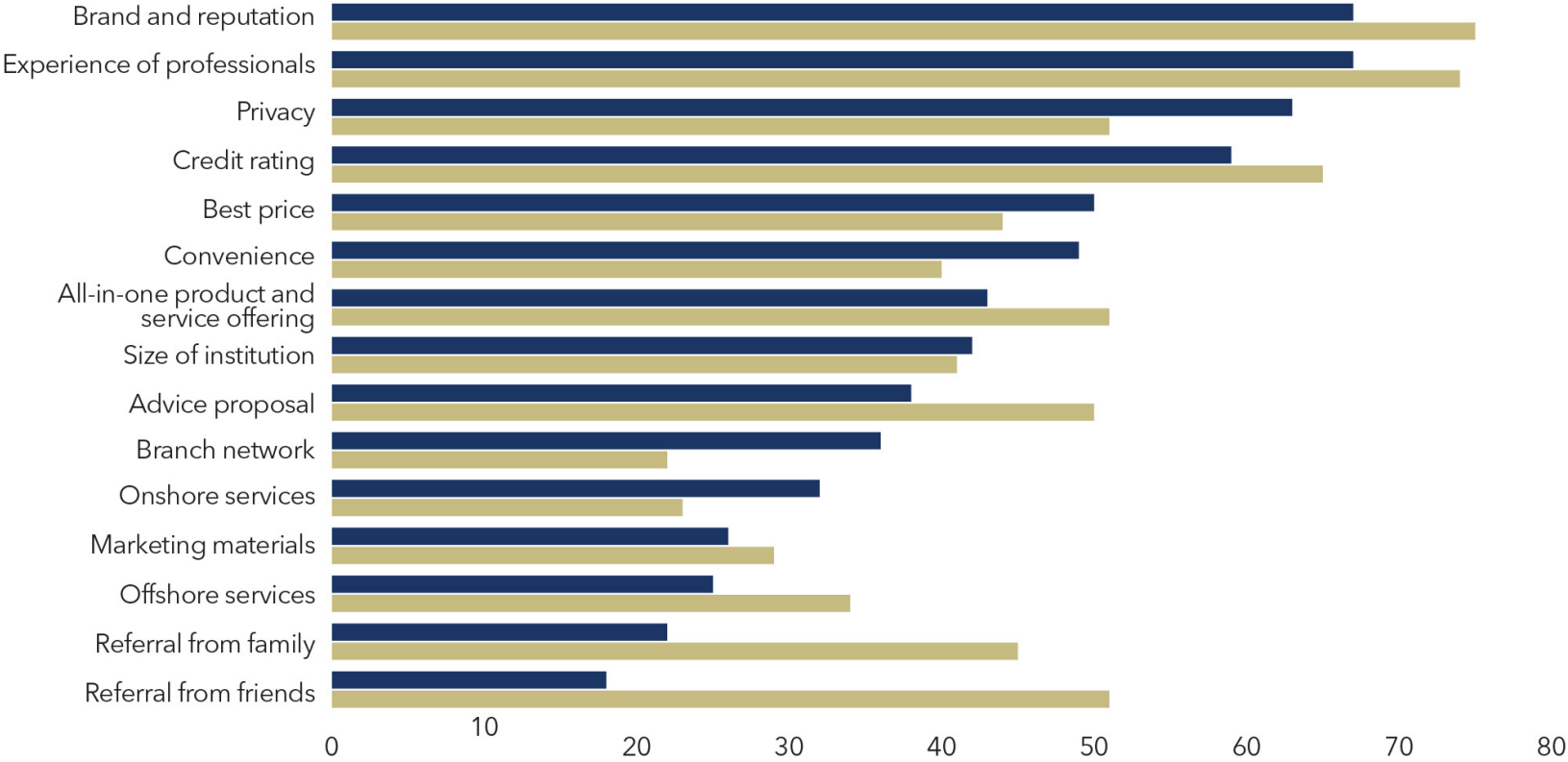
**Asian investors have a stronger preference for local providers.**



# ...in client understanding

Key factors in selecting a wealth manager

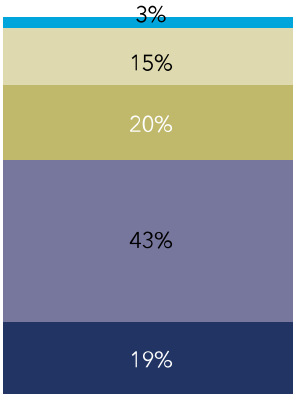
Client response    Advisor response





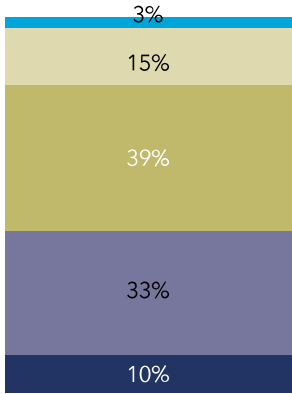
# ...and in value

■ Excellent   ■ Good   ■ Moderate   ■ Poor   ■ Very poor

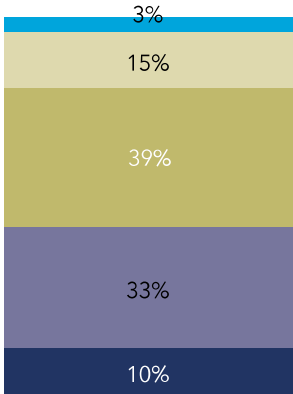


OVERALL  
advisors

Advisor opinion



LOCAL  
advisors



INTERNATIONAL  
advisors

Client opinion

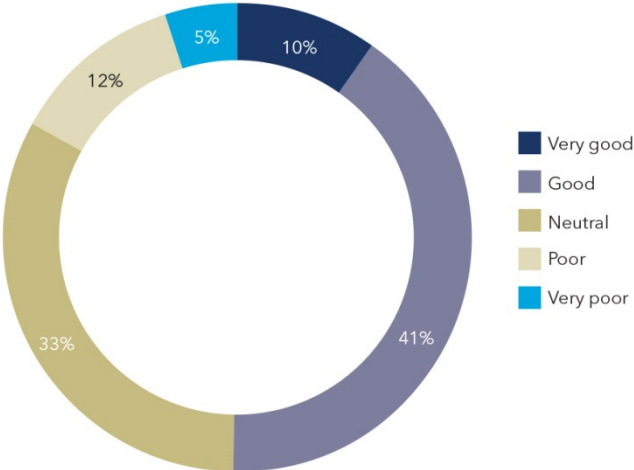
*Endorsed by the advisor.*

*Challenged by the wealthy.*



# However it's not all bad...

How happy are you with the service you receive from your primary wealth management advisors?



- TOP PRIORITIES**
1. Business intelligence
  2. CRM systems
  3. Risk management tools
  4. Financial planning tools
  5. Recruitment of front office staff
  6. Investment research, live market news feeds
  7. Training
  8. Compliance tools
  9. Portfolio modelling tools
  10. Branding, marketing and advertising

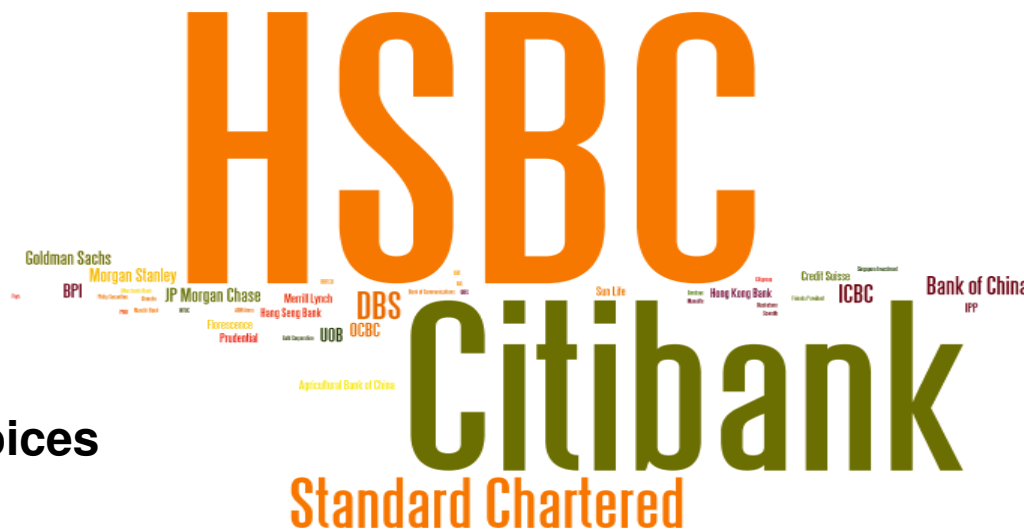
**...as advisors seem to be intuitive to shortcomings**

# And some brands appear to have made an impact



Domestic choices

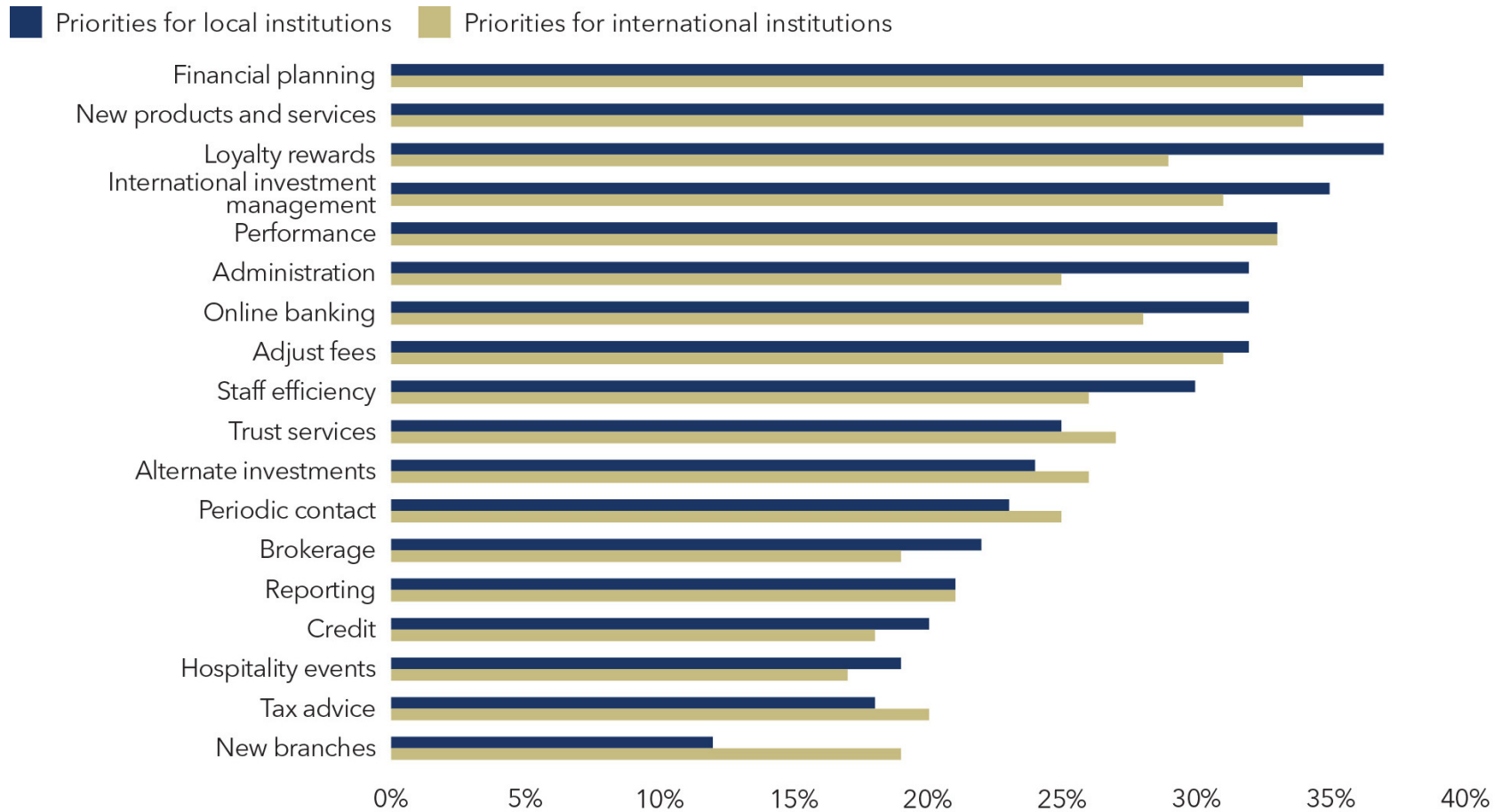
International choices







# So what are the future priorities?





# Conclusion

- » There is a digital revolution underway.
- » Wealth management firms need to seize this opportunity in order to become future trusted advisors.
  - These include investing in strategies to boost productivity, enhance the customer experience and ultimately grow and retain client relationships.



**Manage Change**



**Client Connectivity**



**Profitability Management**



**Thank you.**

**Q&A**

For a copy of the FutureAdvisor Asia report, please email [ambit@info.com](mailto:ambit@info.com) or [click here](#).