How to build a market-leading technology platform

- The role of technology
- Building blocks of a fit for purpose platform
- Considerations, best practices and pitfalls
- Implementation challenges

The role of technology

Client

- How am I doing
- Is there a need for action
- How can I communicate with my advisor
- What should I do next by when
- Where can I get additional information

Advisor

- Which client needs my attention
- Where can I generate value
- Where do I have a need for action
- How can I most effectively communicate with my clients
- Do I meet the expectations and regulations

Management

- How is my business doing
- Which risks do I have
- How can I communicate with my workforce
- Who needs my attention
- How can I influence my business
- Where can I add value

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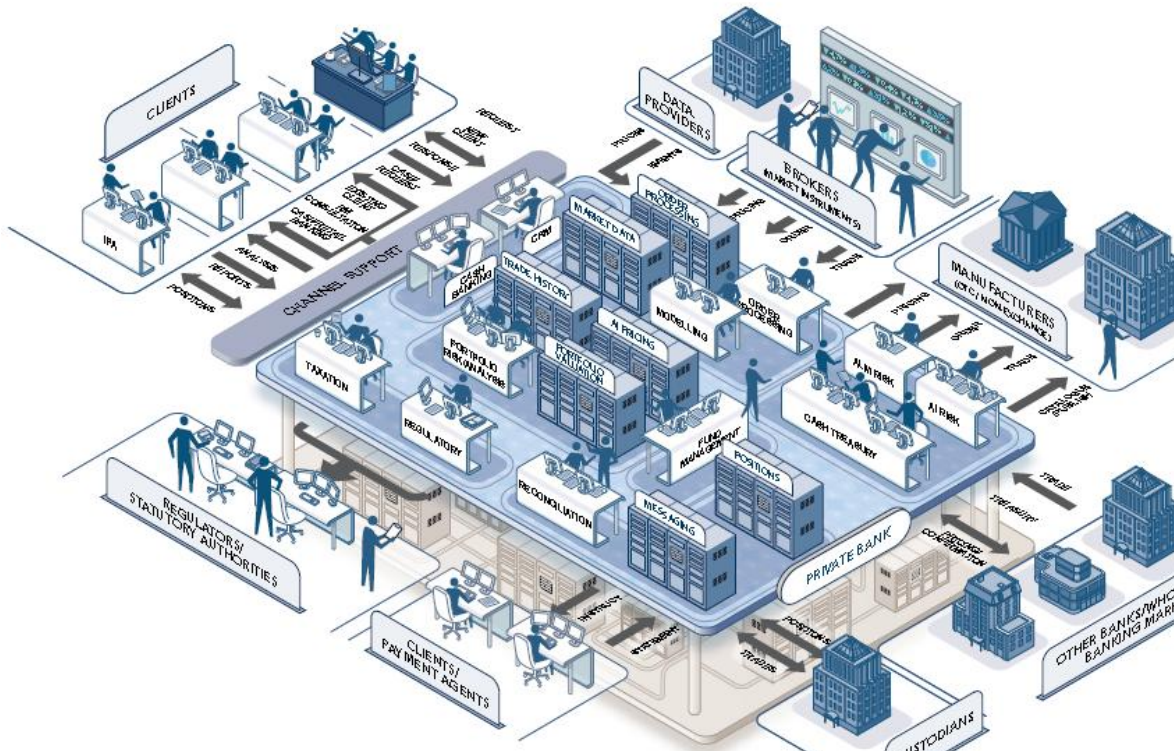
Source: Sungard, The Ambit Privat Banking Solutions Suite

- What do I buy, what do I build
- How do the components fit into the overall picture
- Where do I have gaps in my domain landscape
- How is my product and process coverage
- How do I manage, maintain, generate and distribute data
- How many systems, frontends, logins and technologies do I want to support
- How much technology can and / or must I afford
- Differentiation factors
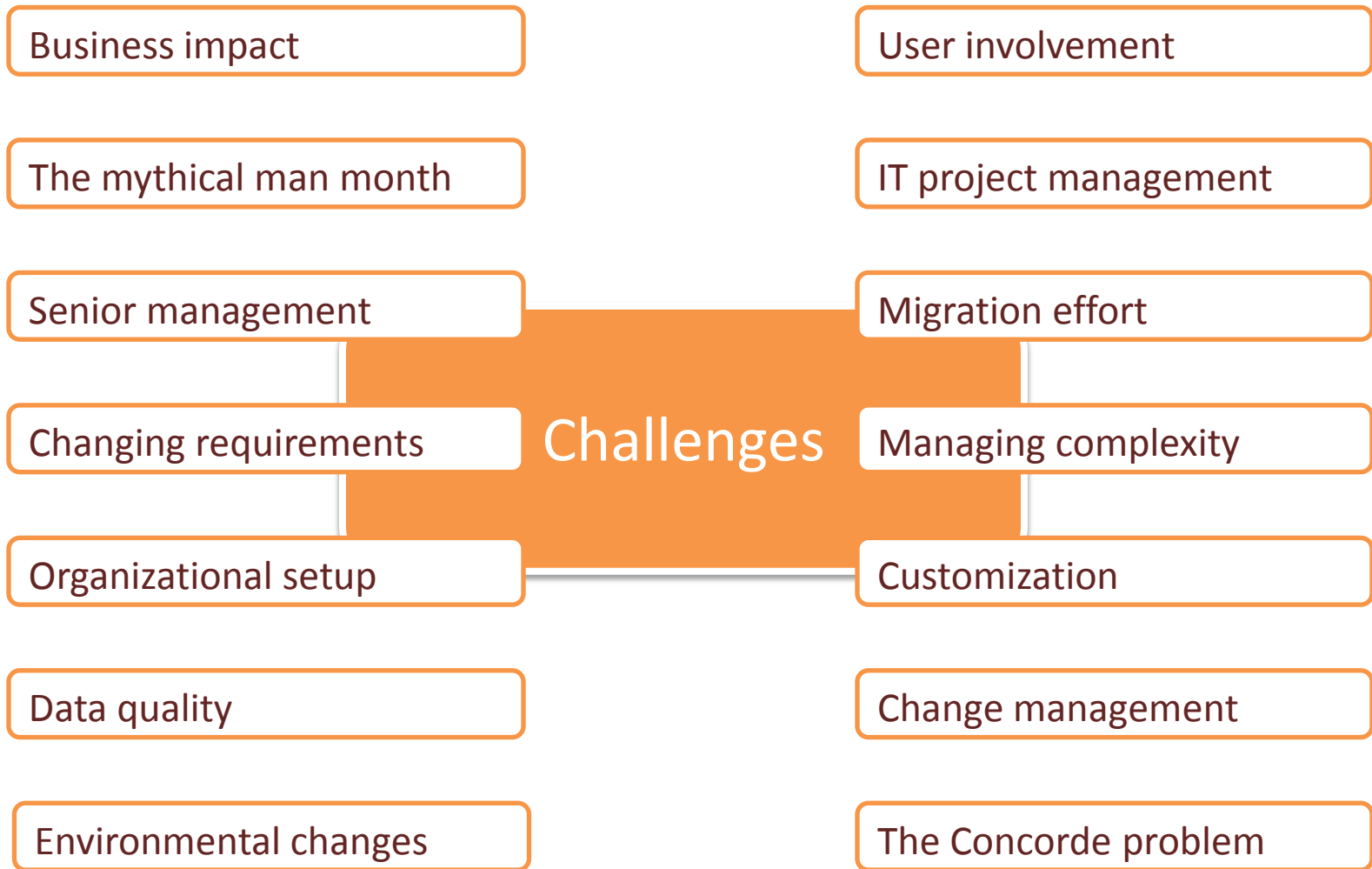
Best practices and pitfalls

Best practices

- Start with a blueprint which is supported by the entire organization
- Spend enough time on the business and technology architecture as well as on the decision making process
- Be clear about the magnitude of the decisions at hand
- Make sure you have proper business requirements
- Write a meaningful, honest business case
- Acknowledge that there are always risks and unknowns

Pitfalls

- Isolated views and decisions vs. big picture views
- Customization and product configuration
- Process driven by technology in the absence of business
- Not enough time allocated for business case, requirements and project initialization phase
- Lack of knowledge in house and people to perform the tasks needed for decision making
- Wrong incentives and unclear priority setting

Business impact		User involvement
The mythical man month		IT project management
Senior management		Migration effort
Changing requirements	**Challenges**	Managing complexity
Organizational setup		Customization
Data quality		Change management
Environmental changes		The Concorde problem

Thank you!

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