



AG|Delta

How To Make Your RMs Heroes

26 February 2013

Agenda



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Product Strategy

- Challenges Hindering Asian Wealth Industry
- Transformational Technologies
 1. eCommerce
 2. Mobile Video Conferencing
 3. Complex Event Processing
- AG | Delta's Transformation

Challenges Hindering Asian Wealth Industry



Today's Challenges

Mis-selling & Rapid Compliance Change

Labour Costs & Efficiency

Missing Opportunities Due to Volume of Clients

Client Expectation of Online Tools

eCommerce in Wealth Management



What's eCommerce?

- ❑ Transaction through electronic networks
- ❑ Wide adoption across B2B, B2C in different industries
- ❑ Electronic trading through ECNs

The Amazon.com logo is displayed on a black rectangular background. It features the text "amazon.com" in white lowercase letters with a registered trademark symbol, and the tagline "and you're done.™" below it. A yellow curved arrow underlines the word "amazon".

amazon.com[®]
and you're done.™

The Zuji logo consists of three stylized starburst icons in orange, blue, and light blue to the left of the word "zuji" in a bold, blue, lowercase sans-serif font. Below the name, it reads "A TRAVELOCITY COMPANY" in small orange text and "Your online travel guru" in blue text.

zuji
A TRAVELOCITY COMPANY
Your online travel guru

The NYSE Euronext logo features a blue square icon composed of two overlapping squares on the left. To its right, the text "NYSE Euronext" is written in a bold, blue, sans-serif font, with a small "SM" trademark symbol at the end.

NYSE EuronextSM

Investment Products vs Consumer Goods

- ❑ Clients want access to more products, more providers
- ❑ Comparisons – price, quality, differences in details
- ❑ Hear what others say, experience, buying patterns



- ❑ Transact securely, real-time
- ❑ After sales services

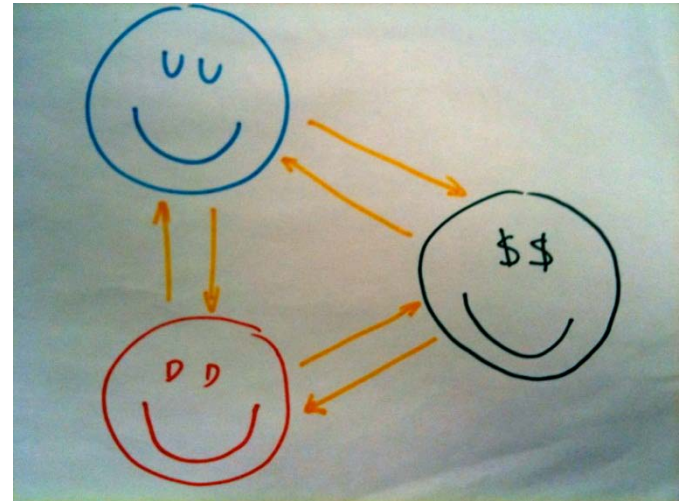


Which means...

- ❑ Product catalog with different asset classes, product flavours, risk categories, etc...
- ❑ Sourced from multiple providers, product comparison
- ❑ Commenting, sharing within clients / RM communities
- ❑ Electronic trading with compliance checks

Benefits

- Reduce manual processes
 - ▣ sourcing products, prices
 - ▣ document processing, settlement operations, compliance
 - ▣ post trade events handling
- Improved pricing – for both customers and the bank
- Best execution regulatory requirement
- Better customer service



Mobile Video Conferencing



The Technology

High Quality Video Conferencing on Any Device



Sharing Desktop & Remote Desktop Control



Secure Connectivity & Recording

Transformational Capability

More Engaging Ad Hoc Advice

Simulate Impact of Investment on Portfolio Together

Review & Automatically Approve Trades

See More Clients No Matter Where They Are

On The Leading Edge



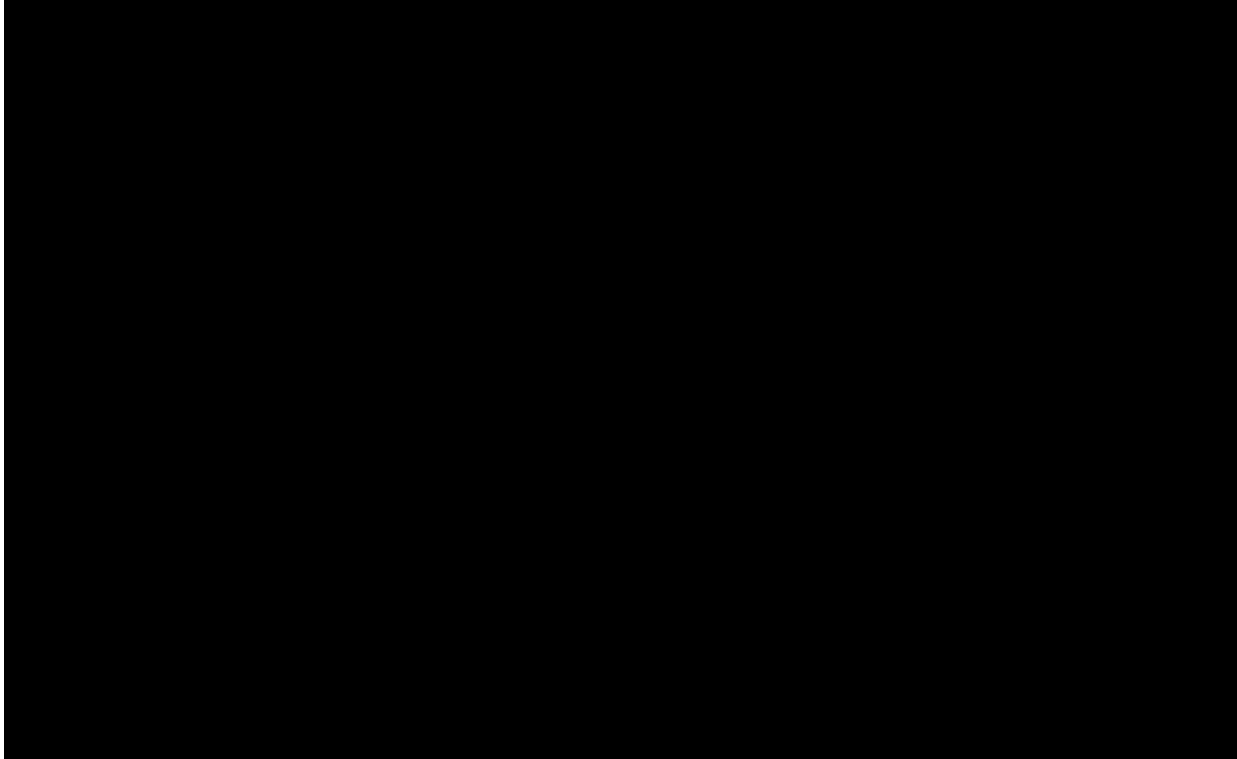
How Can I Leverage?

- 2 Levels of Maturity:
 - ▣ Online Video Conferencing
 - ▣ Recorded Remote Collaboration
- Internet and Device Capability Ready
- Integration With Front Office Wealth Platform Key



Complex Event Processing

The Technology

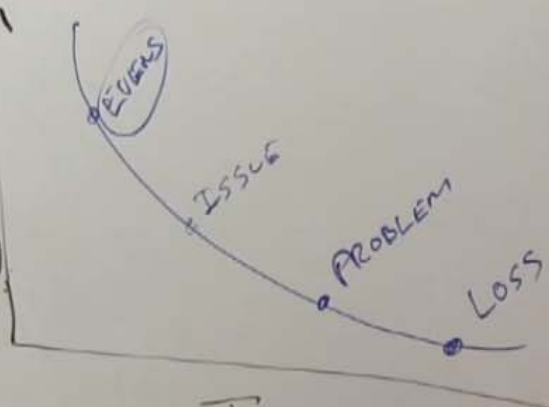


CEP

↓
Proactive

Reactive

↑
VALUE
OF
ACTION



TIME

PROACTIVE
APPLICATIONS

CUSTOMER
ENGAGEMENT

COMPLIANCE

MONITORING





Transformational Capability

Alerts For Proactive Sales Based on Trends

Alerts on Fund Outflows

Fraud Detection – AML Monitoring

Real Time Product Trend Dashboards



Retail Banking Success Stories



How Can I Leverage?

- Exciting Technology But Uptake Will Take a Few Years
- Well Suited to Retail Wealth & Universal Banks
- Different Mind-set Required & Vendor Partnership Key
- Front Office Wealth Platform Must Have Strong Alerting

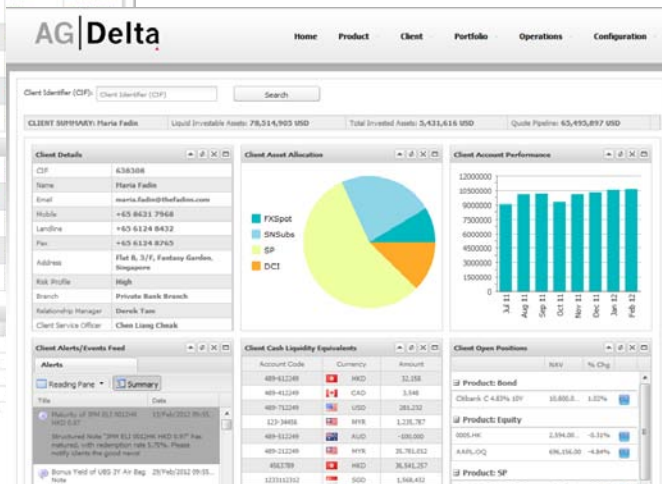


AG | Delta's Transformation

Solution: Single Front Line Platform



Multi Product
Portal
Click Quote &
Trade



RM Dashboard
Real Time View of
Clients



Unified RM Experience
Virtual Workstation

How do we help you?

DO MORE WITH LESS

Reduce
Cost
To Income

AUTOMATION in
Advisory & Trading

**BETTER
CONTROLS**

Manage
Reputational Risk

More systematic
COMPLIANCE

**WIN NEW
BUSINESS**

More Happier
Clients

Enhanced
CLIENT EXPERIENCE

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AG|Delta

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BILLIONS OF REASONS
WHY YOUR WEALTH BUSINESS SHOULD LEAP AHEAD

With billions already transacted, can your business afford to wait on the starters block?

[READ MORE](#)

QUICK START | ABOUT US | OUR SOLUTION

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