

Market Radar Advisory Solutions

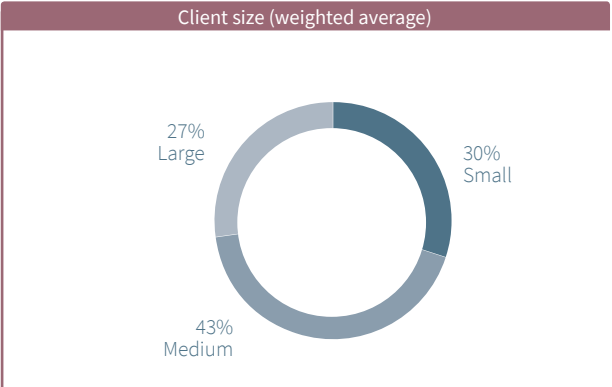
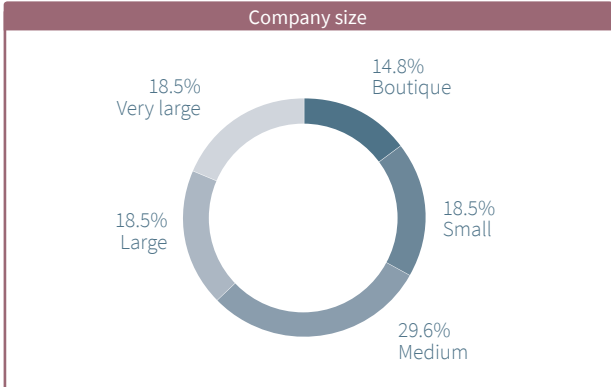
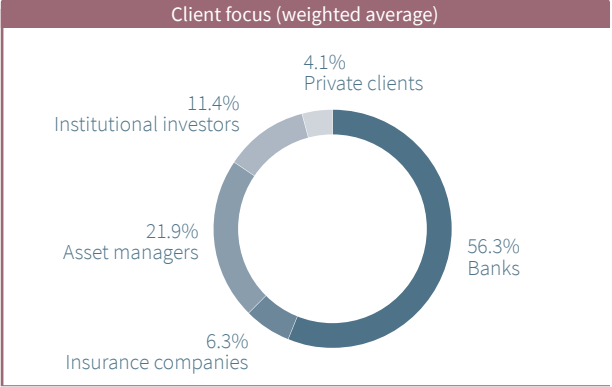
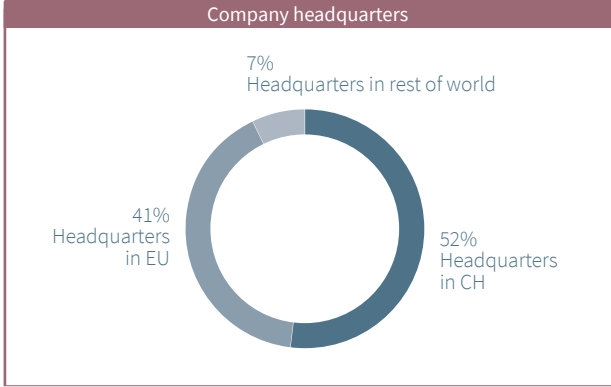
Synpulse prepared a market study on digital advisory solutions between October 2015 and February 2016. 27 vendors participated in the study, ensuring that the results were highly representative (see graphic below). The study is ideal for providing a bank with an initial market overview and selecting appropriate vendors on the basis of its advisory strategy.

Challenge

New laws and regulations place very high demands on the advisory process. Everything needs to be transparent, fully documented and appropriate for the client's risk profile. However, clients wish to receive customized buying recommendations

and require self-advisory options and online access. All these new requirements can only be fulfilled with a professional, integrated software solution. Synpulse advises banks, helping them find the best solutions. Our approach initially entails developing the advisory strategy with the bank. Based on this, we align organization, processes and IT systems, ensuring the strategy is optimally consolidated.

We have created «Market Radar Advisor Solutions» to help Synpulse advise banks professionally in terms of tool evaluation. This enables us to compare the market vendors on a neutral basis and prepare a selection with the client.



Source: Synpulse

Approach

We attained the following participants for the study: AAAccell LLC, Advice Online AG, Adviscent AG, Advisor Software Inc., aixigo AG, Armundia Group, Avaloq Licence AG, Aaxed AG, BhFS (Behavioural Finance Solutions GmbH), Braingroup AG, Centrum Bank (CBB AG), cloudCapital Structure GmbH, Crealogix AG, DSER (Deutsche Software Engineering & Research GmbH), ECOFIN Research and Consulting AG, EDISOFT GmbH, Expersoft Systems AG, Gambit Financial Solutions, GFT Technologies SE, Infincon AG, Interactive Data, K&W Software AG, Microplan GmbH, Objectway Spa, Ortec Finance bv, Swisscom (Schweiz) AG, Temenos Headquarters SA.

We would like to sincerely thank all the study's participants who contributed to its success.

Results and Added Value

The Market Radar study led to several unexpected outcomes. In particular, we were astonished that the size of the vendor and its domicile has no influence on other parameters. The «Key Findings» graphic below provides an overview of the significant insights gained.

For each vendor, Synpulse has additional details from the questionnaire. We are thus in a position to analyse individual issues and concerns with our clients, thereby examining specific selection criteria. This database enables us to decisively improve and simultaneously condense the evaluation process, creating significant added value for our clients.

In the case of further interest, we will be pleased to provide you with the study personally or present it to you on site.

<p>Market overview</p> <p>The market offers a variety of different advisory solutions.</p>	<p>Vendor domicile/size</p> <p>The domicile and size of the vendor have no significant influence on other parameters of the study.</p>	<p>Maturity of the solution</p> <p>All applications achieve very high values in product maturity.</p>	<p>Project competence</p> <p>All vendors have a high level of product competence.</p>
<p>Cross-border</p> <p>Barely any EU vendors have Swiss clients due to high barriers to market entry (e.g. regulations, local specialties). On the other hand, many Swiss vendors are starting to move into the EU market.</p>	<p>This means that small vendors can by all means achieve high values in product maturity or digitization. Size and domicile also have no bearing on project competence.</p>	<p>Digitization</p> <p>Most applications are already largely digital.</p>	<p>Project term</p> <p>The average project term is 3-9 months.</p>
		<p>Tailor-made solution</p> <p>The large range makes it possible for the banks to find a tailor-made solution.</p>	<p>Project size</p> <p>~ 5 FTE external (vendors) ~ 5 FTE internal (clients)</p>

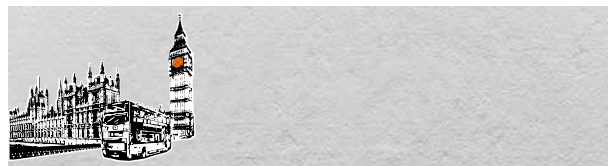
Key findings from the study.

Source: Synpulse

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