



# Private Banking

## New challenges

A study published in September 2009 by Deloitte Conseil about the challenges of private banking in France identifies three main concerns within the private banking sector: “the need to review the financial reporting process (deadlines, information quality, evaluation of financial instruments, and easily comprehensible document, etc.), and to ensure customer loyalty in a highly competitive environment (which usually proves less expensive than seeking new customers), along with adaptability to regulatory changes”.



Aside from organisational issues, these objectives will affect the information systems in two ways: firstly, on an operational level with the optimisation and better integration of the various processes from front-to-back office in order to improve their fluidity, as well as compliance with the latest regulatory changes; secondly, at a decision-making level with the implementation of new, more efficient and more responsive tools to develop knowledge of the customer, to ensure better adequacy in the long term between the products recommended and the customer’s asset structure, thereby reinforcing the quality of the relationship between the advisor and his/her customers.

## Operational efficiency

Today, the profession is in need of robust, flexible and lasting tools that enable optimised efficiency of operational processes, without losing control of operating costs. Lots of processes have yet to be industrialised to achieve straight-through processing (STP) from an initial appointment with a customer, creation of a sales proposal, portfolio modification and placing stock exchange orders, through to the production of consolidated, customised reports for customers. The overall objective is to save time on traditional services by following a dynamic workflow to leave more time for the development of a strategy adapted to the customer’s requirements.

## Compliance

The various European directives regarding internal inspection and deontological control (part of the MiFID directive on the marketing of financial products and the systems to fight money laundering and terrorist funding) as well as the recent economic crisis have increased the pressure on private banks, faced with both regulatory risks and risks related to their own image. Financial advisors are now compelled to gather, record and analyse an increasing amount of information from various sources about their customers. The establishment must also be able to formalise the needs expressed by the customer, to determine the risk profile adapted to each individual and to guarantee perfect transparency and traceability of all resulting management decisions. Every sales proposal must be justifiable, documented and recorded (“advisory duty”).

## Customer loyalty strategy

Customers often find it difficult to express their asset management needs precisely and report a feeling of growing defiance with regards to the products and strategies proposed. How to ensure the loyalty of this clientele and restore customer confidence by developing

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In the field of private banking, knowledge of the customer, long-term adequacy of the offer to his/her asset structure and therefore the quality of the relationship between an advisor and his/her clients is of the utmost importance.

Several recent studies show that trust and confidence are no longer a matter of course for banks and that ensuring the loyalty of a particularly demanding and multi-banking clientele is now a primary concern for all involved in private management services.

Being aware of these concerns and committed to our values of accompanying change in your financial business, we have developed new software to provide you with real solutions and help you to improve the efficiency of your customer relations.

### Interested?

Our expertise in this field is at your disposal.

For more information about our solutions, please consult our website [www.slib.com](http://www.slib.com), or write to [sales.contact@slib.com](mailto:sales.contact@slib.com).



a real position as an added value advisor, offering a set of effective products and services that are, above all, suited to customer needs? The starting point is to acquire better knowledge of each customer, to have an overall, dynamic view at all times of his/her various assets and liabilities within the establishment to ensure the best possible advice is given rapidly. Ideally, financial advisors should have a succinct 360° view of their customers' assets easily available to ensure responsiveness and enable the preparation of subsequent appointments. Similarly, advisors should be informed automatically if investment opportunities arise for their customers (repayment of a loan, for example) or if compliance issues are detected (non-conformity of the portfolio structure, absence of justifying documents, etc.).

### Operational excellence

Our approach consists in proposing software bricks that work together in synergy without load interruption. **SLIB Portfolio Manager** meets the needs of advisory management (account counselling, customer relations management) and discretionary management (account under servicing agreement, industrialised management). It offers all portfolio management processes in STP: modelling, constraint management, position analysis, simulations, rebalancing and order placement. **SLIB Portfolio Manager** is perfectly open, easy to interface and can be coupled with your backoffice system and an order management system, such as **SLIB OMS** (Order Management System). By combining the two systems (portfolio management and order management), portfolio management can be optimised, while maintaining perfect traceability: orders generated by the manager are sent directly to a broker network for execution in STP mode.

### Developing customer loyalty and controlling the new challenges related to regulatory changes

To face up to these new challenges, SLIB proposes an innovative customer relations coordination tool for advisors, to help facilitate the sale of private banking products and services: **SLIB Wealth Advisor**. This highly specialised banking tool is able to summarise large amounts of information and complex business alerts from the bank's different operational systems in a simple and transparent manner: positions, portfolios, compliance, order book, market status, **SLIB Wealth Advisor** brings real added value to the management of your customer relations.

**SLIB Wealth Advisor** helps financial advisors with their daily tasks: an interactive indicator table offers an overall view of customer and market situations, along with a prioritised list of the day's alerts; a workflow is then proposed to check and analyse the various situations, simulate management decisions, formalise sales proposals for customers and enable communication via various channels, while ensuring the traceability of all exchanges in compliance with current legislation.

**SLIB Wealth Advisor** is all of the following: a sales catalyst, a compliance activator and a methodological reference system. It contributes to gaining new customers and developing customer loyalty, frees time previously spent gathering information, identifies opportunities and provides the relevant sales arguments.

**SLIB Wealth Advisor** formalises compliance via a set of rules that address the customer's instructions, regulations, market practices and internal procedures. It also applies sales and price policies and assesses activity and performance in real time. SLIB Wealth Advisor adds a decision-making dimension to the operational efficiency of SLIB's offer in terms of Private Banking: **SLIB Portfolio Manager**, coupled with **SLIB OMS** (Order Management System) for STP processing of customer orders resulting from account under servicing agreement or advisory management.

#### SLIB solutions for private banking

We would like to share with you a certain number of observations concerning these underlying trends and present the software solutions that we have developed to answer your concerns: SLIB for Private Banking. This modular software offer meets the needs related to private banking, in both operational and decision making areas

*From risk and cost control to process optimisation and compliance with the latest regulatory changes and deployment of innovative marketing strategies to develop customer loyalty within the private bank, SLIB's new offer provides private banking advisors with efficient tools to face up to their new challenges.*

#### About SLIB

For more than 20 years, SLIB has been a reliable partner to the financial services industry, offering front, middle and back office solutions to help Banks, Investment Firms and Asset Managers automate their securities processes and improve their performance.

Today 50 European institutions in France, Benelux, UK, Italy and Portugal are using SLIB solutions.