



THOUGHT LEADERSHIP FROM A TECHNOLOGY LEADER

The Portfolio Management Platform Migration Has Begun— Are You Prepared?

Wealth managers continue to notice the rapid evolution taking place in the investment management industry.

While many realize the shift to a more advanced and automated technology platform is inevitable, some have been resistant to change. From fast-approaching compliance regulations, changing investor demographics and new forms of competition, you can't afford to have an outdated technology platform and practices limiting your growth opportunities.

65%

Of independent RIAs maintaining staff and infrastructure is one of the greatest challenges¹

5 Key reasons to update your portfolio management and reporting platform

1. Strengthen client communications—Clients expect real-time access to their portfolio and clear, concise and customized reporting via multiple online devices. They also want an aggregated view using easy-to-read charts, graphs and displays. If you need to email large, static PDF reports or PowerPoint files, it can make for a difficult client experience due to file sizes and navigating password protected documents. Today's modern systems leverage powerful client portals and document vaults with security features to seamlessly deliver information to clients quickly in a format they can access easily.

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Cerulli, Advisor & Practice Profiles,
US RIA Marketplace Survey 2016

2. Manage more complex

Investments—With more and more clients interested in diversifying into alternative investments, portfolios are becoming more complex. Today, many firms are saddled with manual, offline processes in separate systems or spreadsheets to track different asset classes.

Portfolio management and reporting systems should have the ability to track investments in private equity funds, hedge funds, limited partnerships and other alternative asset classes, and display positions and performance alongside the client's other assets in order to provide a comprehensive, accurate picture of a client's wealth.

3. Streamline processes through integration

—Firms are likely using multiple systems to accomplish various business processes.

Efficiencies can be gained by integrating systems to share data seamlessly. With legacy systems, this typically means spending costly resources on programmers to develop custom integrations that are fragile and need to be maintained.

Having a comprehensive portfolio management and performance reporting platform that can accomplish multiple processes eliminates the need to for separate, single-purpose systems. Top firms are using end-to-end portfolio management systems that

consolidate the work of multiple systems into a single platform, built on open architecture that allows for easy integration with other systems.

4. Reduce compliance and

business risks—As today's regulatory environment becomes more complex, firms need to be able to respond to audits and information requests in a timely manner. With legacy systems, it becomes a big challenge to gather and aggregate data for compliance reporting, creating business risk for the firm.

In order to meet compliance requirements, firms need a core system capable of consolidated reporting, leveraging automation and integration to aggregate and standardize data from different sources. By eliminating manual efforts, firms save time and money, and have greater confidence in the accuracy, integrity and consistency of their data, reducing not only compliance risk, but also operational risk.

5. Keep up with changing

technology—The one constant in technology is change. New platforms, new interfaces, new data management approaches are constantly moving the industry forward. Many legacy systems, however, are desktop and server based, which requires investments in hardware, costly IT resources to update and customize, and ongoing maintenance.

Cloud platforms, in contrast, bring the promise of a streamlined IT infrastructure, scale, elegant user interfaces, strong security, minimal maintenance, simple integrations, and seamless mobile access. If you are stuck on a legacy system, your firm is missing out on these powerful business enablers.

Firms today need operational efficiencies, an enhanced client experience, and the ability to adapt to a changing industry environment. The good news is that advisory firms using the latest technologies enjoy enhanced productivity and profitability.

[Let us help you find the right technology solution to delight your clients](#)

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