

Case Study

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Rogier Wolf, Operations Manager, IBS Capital Allies

PROFILE

Client: IBS Capital Allies

Location: Headquartered in Amsterdam

Description: Independent asset manager specializing in asset management, advisory services, fiduciary management, and alternative investments for high-net-worth and institutional investors

AUM: €3.5 billion

BACKGROUND

- Previous client portal lacked functionality and served merely as a reporting tool
- Portal didn’t seamlessly integrate with IBS Capital Allies’ back-end systems
- Wanted a secure, user-friendly front-end offering real-time views of client accounts, with direct, two-way connectivity to the rest of its SS&C Advent-provided infrastructure

SOLUTION

- SS&C Advent’s comprehensive portal solution for both clients and advisors
- Solutions hosted and cloud-delivered through Advent Outsourcing Services (AOS)
- Launched the new portal in 2016

A sophisticated client portal at one time was a powerful competitive differentiator. In today’s digitalized world, it has become a must-have. Clients want smooth, fingertip access to up-to-date portfolio information when and where they choose. And they expect the tool to be secure and easy-to-use. Firms unable to satisfy those demands are now the ones that stand out — but for all the wrong reasons.

IBS Capital Allies knew it needed a high-quality portal solution that could meet its clients’ evolving requirements. The answer was to turn to its tried and tested technology partner: SS&C Advent.

“The SS&C Advent portal is a sophisticated, flexible tool, making it ideal for our needs,” says Rogier Wolf, Operations Manager with IBS Capital Allies. “Our clients love it because it’s highly intuitive and really simple to use.”

The portal is built on smart technology that provides investment management organizations with a multitude of functionality and deployment options, he adds. “It’s highly customizable, allowing firms to make it look and feel like your own, and create a more unified client experience. And because the portal is built on HTML5, it works on any device, so clients don’t need to download a separate app.”

Engaging Clients

Client engagement capabilities are increasingly central to investment managers’ success. They can turn prospects into clients, and clients into advocates — helping attract additional asset flows and build strong, long-term relationships in the process. And promoting client engagement starts with the client portal.

For IBS Capital Allies, its portal acts as a powerful complement to the relationship management team, serving as the firm’s go-to information sharing point. Dedicated relationship managers are then on hand to provide clients with the additional, personalized support they may need.

“Clients have anytime, anywhere updates on their portfolios through the portal, giving them easy access to performance data and underlying securities information,” says Wolf. “All the reporting we produce is uploaded

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Thanks to the direct, real-time, two-way connectivity with SS&C Advent’s portfolio management and reporting solution — which forms part of the Advent Outsourcing Service suite IBS Capital Allies also uses — the portal pulls data directly from the investment manager’s core system in a highly secure, automated way. This direct connectivity removes the need for an intermediary database, eliminating the risk of miscalculations and inaccuracies in the portfolio information presented to end-clients. By enabling the data to flow through the same ecosystem, the seamless integration boosts IBS Capital Allies’ internal operating efficiencies too.

The portal also has an RSS feed to IBS Capital Allies’ global website, notes Wolf. “Any new commentary we write will automatically show on clients’ dashboards, so they can keep abreast of our latest thinking and market updates.”

Secure Communication

The SS&C Advent portal solution gives IBS Capital Allies a safer, more efficient and responsive way of communicating as well. “We simply upload the relevant documents and notify clients. We no longer need to send them by e-mail, which can be hacked, or by post, which is slower, more expensive and costly to the environment.”

Robust security in particular has become a critical reputational and regulatory risk issue to all financial institutions. With SS&C Advent’s portal, best practice data security has been architected into the solution. The portal supports industry-standard encryption and allows user firms to deploy multi-factor authentication, providing IBS Capital Allies’ clients with some welcome peace of mind.

Flexible and Future-Proofed

“Another advantage is that the smart technology built into the portal allows new functionality to be added as required,” says Wolf, giving asset managers the flexibility to customize and future-proof their offerings. “That is a big advantage with the solution.”

For instance, IBS Capital Allies and SS&C Advent collaborated to optimize the portal’s workflow tool, which helps streamline user firms’ internal processes. “Any time we create a new portfolio, change a contract or update a client’s details, the tool makes sure each task flows step-by-step through the organization until the workflow has been finalized,” says Wolf. By informing all relevant participants within the firm of the jobs they need to complete, it ensures each of the required processes is followed properly and on time. “We used Excel to do this previously, but the workflow tool is far more efficient, and provides greater control and auditability.”

BENEFITS

- Clients can access portfolio information 24/7 from any device
- Clients have ready access to new commentary and advice from IBS Capital Allies’ market experts
- Direct, real-time connectivity with the rest of IBS Capital Allies’ solutions suite ensures the portal always has accurate, comprehensive client and portfolio information
- Highly secure portal maintains data integrity, providing users with peace of mind
- In-built system flexibility allows new capabilities to be added to the portal as required
- Hosted IT provides greater solution security, stability, and service responsiveness
- Highly configurable white-label solution creates a unified client experience

“For us, the portal is a great addition,” concludes Wolf. “It’s safe, smart, and stable. The technology is proven and doesn’t need a lot of maintenance. And crucially, it has the flexibility to change with shifting demands, so it will continue to meet our and clients’ needs as we evolve.”

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