

# Five Trends Driving Technology Decisions

By Daniel Eriksson and Shana Bruner

## SS&C ADVENT

**In the face of** growing competition, market complexity and regulatory pressure, asset and wealth management firms increasingly look to technology to deliver a strategic advantage. Based on insightful conversations with industry experts and clients alike, these are the five key trends influencing near-term technology decisions.



**1. Clients First:** Firms have always sought to differentiate themselves on the basis of client experience (even before that term became ubiquitous), however the nature of the client relationship is changing rapidly. Investors today expect greater transparency, timely account data, and an extension of their experience to digital channels. This puts a premium on customizable client communication and reporting, and makes a responsive mobile portal a virtual necessity.

**2. Technological Disruption:** Firms are scrambling to determine best use-cases for integrating intelligent technologies into their operations, even as solutions built around AI, distributed ledger (blockchain), machine learning and robotic process automation commandeer repetitive tasks. Importantly, firms view these technologies not as replacing humans, but as co-bots that augment and amplify a human's analytical skills; even smart machines need oversight and must operate within compliance regimes.

**3. Got Talent?** In a full-employment economy, firms face fierce competition for the best and the brightest. As operational priorities adjust, job requirements are shifting from task performance to process management and analysis. The “digital natives” who are entering the labor force expect employers to be capitalizing on the IoT and embracing purposeful

and collaborative work. To grow the talent pool, community outreach and workforce diversity are not just social responsibilities, but business necessities.

**4. Regulatory Expansion:** Regulations continue to dictate operational priorities and investments. Firms must prepare for increased scrutiny on cybersecurity, protection of personally identifiable information (PII), and aggressive state-enacted privacy laws. Recently, the SEC finalized Regulation

Best Interest or “Reg BI,” putting further fiduciary requirements on broker-dealers. And, rules requiring Consolidated Audit Trail (CAT) reporting to SROs will extend to all industry members by 2020. Firms need to know their technology providers have their backs on these issues.

**5. Back to Front:** Gone are the days of the back-office as the record-keeping repository. This evolution of our industry is forcing the back office to move at a much faster pace, even intraday. This enables the front office to make decisions on the best available data to maximize investment potential and blurs the distinction between front- and back-office activities. Firms are more appreciative of the overwhelming complexity of operations—the “first line of defense” in today's regulatory environment and a marketplace that rewards speed, agility, and precision.

Firms that defer investments to address these complex challenges will find themselves in “technological debt,” constantly trying to dig out and catch-up. At SS&C Advent, we're collaborating with the brightest minds in the marketplace to ensure our investments are focused on longevity, and designing solutions that can evolve in a dynamic industry. ■

*Daniel Eriksson, Vice President, Solutions Management and Shana Bruner, Senior Director, Solutions Marketing are key members of the team responsible for SS&C Advent's asset and wealth management solutions.*

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