

# AdviceTech Research Report

2017 edition



What will advice  
look like in 2025

Tips when working  
with emerging  
technologies

AdviceTech  
at a glance

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## Introduction

Welcome to the inaugural Netwealth AdviceTech research report - a report designed for the Australian Advice industry and technology companies that support it.

This report seeks to paint a picture on how technology is currently being used in the dynamic and evolving advice industry and provides insights into key areas of focus, must-have, high adoption services, and technologies that are regarded as disruptors, but are not yet being adopted.

We believe this analysis and the findings are vital for advisers and the ongoing success of a thriving AdviceTech community.

However, to have a burgeoning AdviceTech community, we need great technology and forward-thinking people, working together to break down barriers, create opportunities and build new horizons. We also need advisers who are willing to embrace new technologies and adapt their business processes and models by recognising new opportunities and spotting trends that matter.

This report reflects the importance of both technology and people, and it is clear in this report, that advisers as practitioners in conjunction with solution providers can create great customer experiences that will broaden the appeal of financial advice.

This inaugural whitepaper is also a 'line in the sand' for advice practices, tech providers and Australian consumers.

We hope you will use this report to compare and assess your technology usage to peers, and to drive your business plans and strategy.

For tech providers, this report provides hard data on what technologies advisers like, how they are using them and how they are planning to spend their tech budgets in the future.

And for Australians, this whitepaper is evidence of the work that is being done in the Australian advice industry to deliver greater value and deeper engagement.

The fintech industry, of which AdviceTech is an increasingly important part, is rapidly evolving in Australia and around the world. Its ability to disrupt and

challenge conventional thinking and processes can be uncomfortable and disconcerting because it means finding new ways, stepping out of comfort zones and taking risks.

In this way, technology represents opportunity. In the advice industry, technology is a tool which can be used to change perceptions of the industry, to challenge customer expectations and to set a more consistent customer experience.

Netwealth would like to thank all those people involved in making this research report possible. This includes the 200 advisers, sole practitioners, principals and heads of dealer groups, who took the time to participate in the online survey. We would also like to thank the advisers and technology companies we personally interviewed to gain further insights.

We hope you enjoy the first Netwealth AdviceTech Research Report and it helps in future proofing your business.

Matt Heine, Netwealth  
Joint Managing Director



# About the research

The Netwealth AdviceTech Research Report 2017 is based on the responses of more than 200 financial advisers and wealth professionals who participated in an online survey in April 2017.

This survey covered 26 technology services used by advisers in their practices, both front and back office.

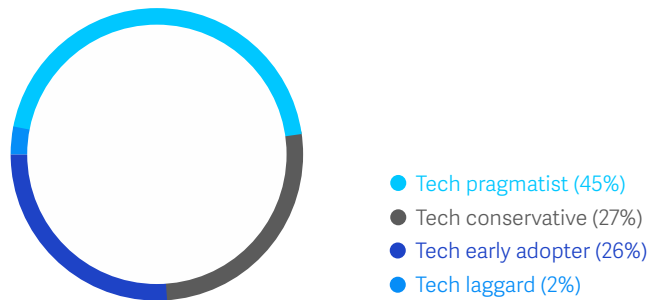
Advisers gave feedback on what products they used and their intentions over the next 18 months with that technology, as well as responding to general questions on technology spend, usage and overall benefits.

To complement this detailed and extensive survey, Netwealth interviewed AdviceTech providers and advisers themselves, to bring to life their views and their stories. These interviews offer insights from both, on attitudes to technology, what advice will look like in the future and how much technology is going to be part of the solution.

The profile of the advisers who participated in this research regarded themselves as predominantly sole decision makers when it came to technology decisions (47%) or joint decision makers (38%).

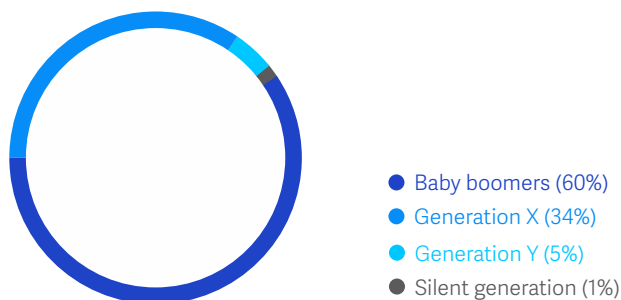
Most advisers described themselves as a technology pragmatist (45%), willing to use stable but not yet common technology to develop a competitive advantage.

How would you describe your attitude towards making investment decisions in technology?



Source: Netwealth AdviceTech survey 2017, n=201

What generation do the majority of your clients belong to?



A further 27% described themselves as a technology conservative, willing to deploy proven technology to deliver services. Twenty-six percent of advisers described themselves as technology early adopters, who would work with suppliers on leading edge technology to fundamentally reshape their business.

The businesses which these advisers represented, predominantly serviced baby boomers aged between 53-71 years old (60%) and Generation X aged between 38-52 years old (34%).

Most businesses serviced up to 200 active clients (49%), with a further 36% servicing between 201 and 1,000. The client base's average portfolio size was typically \$250,001-\$500,000 (43%), with a further 29% servicing clients with a portfolio balance over \$500,001.

**Note: When reading this report, the source is Netwealth 2017 AdviceTech Research Report n=206, unless stated otherwise. All findings have been rounded to the nearest whole number.**

# Key findings

## 01. Technology has a role to play in enhancing customer perceptions of advice

More than a third (37%) of advisers believe technology can improve customer perceptions of advice, reflecting on the role technology can play in creating a new understanding of advice and encouraging more Australians to seek advice.

Business efficiency (85%) and improving business compliance (58%) were regarded as the strongest benefits of using technology, followed by improving business profitability (52%) and improving the affordability of advice (51%).

Of course, many of these benefits are interrelated. Improving the affordability of advice and business efficiencies and compliance, even business profitability, positively impact the ability of the advice industry to provide a sustainable and valued service.

What impacts do you think technology is having on advice practices?



## 02. The identified biggest disruptors are yet to take effect

Robo advice and managed accounts (including Separately Managed Accounts) were identified by advisers (38%) as the technology that will have the greatest impact to financial advice practices in the next five years, this was closely followed by scaled advice (37%).

It is no surprise these technologies are at the pointy end of disruption in the advice space. They are making advisers question how they will define their value propositions in the future, what aspects of their service will be outsourced and what they will retain.

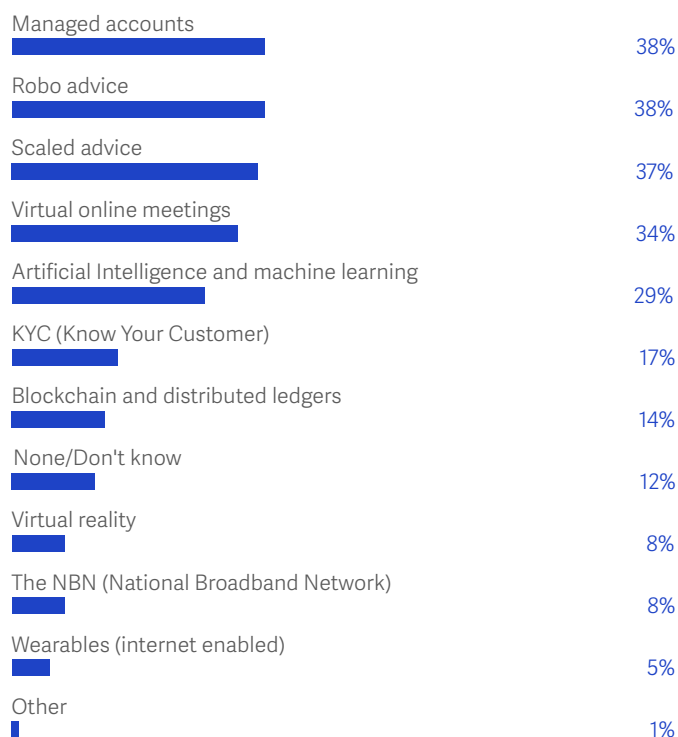
Further, robo and scaled advice can take advice to new audiences, to people who are not yet receiving advice. Meanwhile managed accounts give advisers the tool to scale their business, and manage clients while providing tailored investment portfolios.

Yet despite the heavy-weight disruptor status these technologies hold, advisers still see them as a future trend and as areas in which they have little involvement. Seventy-two percent of advisers do not use scaled advice technologies for the provision of advice, including statements of advice (SOA)/records of advice (ROAs) to clients.

Meanwhile, 97% of advisers said their business does not use robo investment technologies for their client super and/or investment portfolios. Seventy-three percent of those that do not use the technology have no plans to start using these technologies in the next 18 months.

Outside of this finding, sits managed accounts, which already have good traction and advisers are showing they plan to move into this space more quickly. That is, 35% of advisers said they currently use them, 22% were planning to use them in the next 18 months and 27% were considering them. Sixteen percent of advisers had no interest in them.

What technologies will have the greatest impact to financial advice practices in the next 5 years?



### 03. Early adopters look and think differently

Twenty-six percent of advisers described themselves as early adopters. This means they are willing to work with suppliers on leading edge technology to fundamentally reshape their business.

It is these advisers who typically had younger client bases, with 54% of early adopters clients are Generation X, Millennials or younger (aged 52 years or younger) and 46% who are Baby Boomers or older (aged between 53-92 years). Compared to tech pragmatists who have 69% of their client base as Baby Boomers or older.

They were also more likely to be the sole decision makers when it came to technology (56%) as opposed to joint decision makers (35%).

Not surprisingly technology uptake is higher with early adopters.

Further AdviceTech services such as virtual meeting capabilities, blockchain (ledger that records transactions between parties), virtual reality, artificial intelligence and scaled advice are the technologies that early adopters believe will most impact advice in the next five years.

### 04. Technology wins adviser hearts and budgets

Technology and innovation is an integral part of the advice industry and this is set to continue.

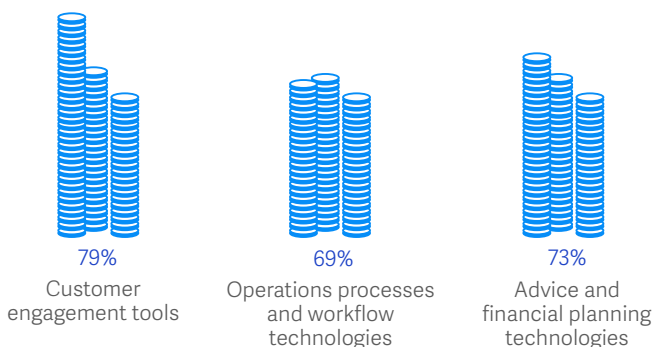
The AdviceTech survey found the advice industry plans to up its spend on AdviceTech going forward with the majority (73%) of adviser saying they are going to spend and invest more in FY2017/18 (compared to last financial year) on advice and financial planning technologies.

With regards to operations processes and workflow technologies, 69% of advisers said they plan to spend and invest more in FY2017/18 (compared to last financial year).

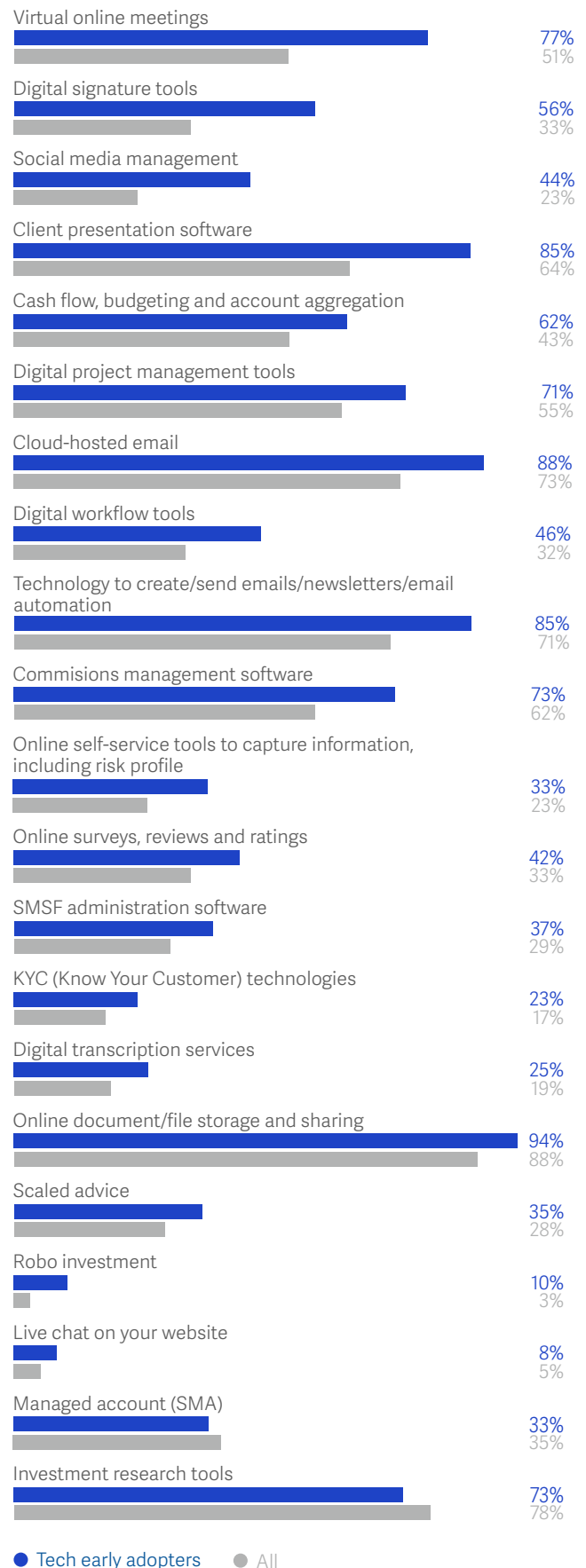
This was also the case with customer engagement tools, with 79% looking to spend and invest more next financial year.

This finding demonstrates the value of AdviceTech to advice practices and recognition of its importance to the functioning and continued success of practices.

Are you going to spend and invest more in FY2017/18 (compared to last financial year)?



#### Usage of technology: Total vs Technology early adopters

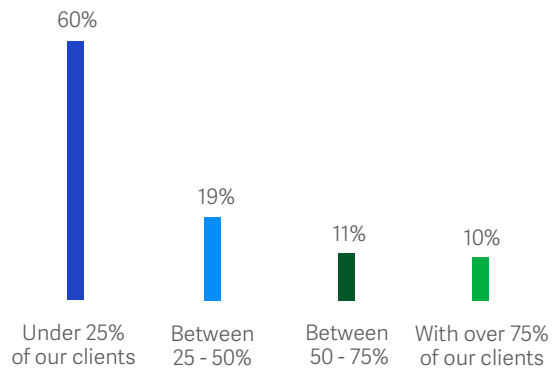


## 05. Budgeting tools could be the next big thing in advice practices

There is a growing trend that advice practices are using cash flow, budgeting and account aggregation tools for client advice, with 43% saying they are using them and a further 44% of those not using them today intending to do so in the next 18 months. This is a significant shift in short period of time.

That said, for those practices that do use these tools, they are not using them with all their clients, with 60% of them using it for under a quarter of their clients, and only 21% using them for more than half of their client base.

What percentage of your client base do you use client account aggregation, cashflow and budgeting technologies with?



Source: Netwealth AdviceTech survey 2017, n=89

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## 06. Scaled is a numbers game

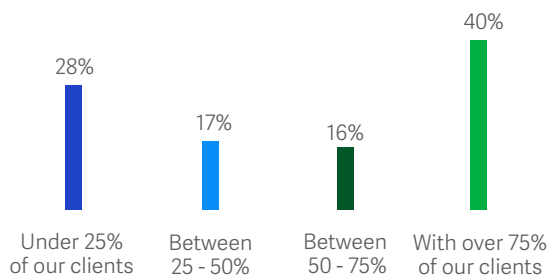
If an adviser is using scaled advice, they are using it with a high percentage of their client base.

Twenty-eight percent of practices said they use scaled advice technologies for the provision of advice, including SOA/ROAs to clients. Of those using the technology 55% are using it with more than half of their clients.

Not surprisingly, the larger the size of the practice, the more inclined the business is to use these technologies. With 31% of businesses with over 501 clients using this technology.

Typically scaled advice users are either building it in-house (22%) or using XPLAN Prime (28%) as their technology platform. Midwinter Advice OS (10%) and Astute Wheel (12%) are also gaining market share.

What percentage of your client base do you use scaled advice technologies with?



Source: Netwealth AdviceTech survey 2017, n=58

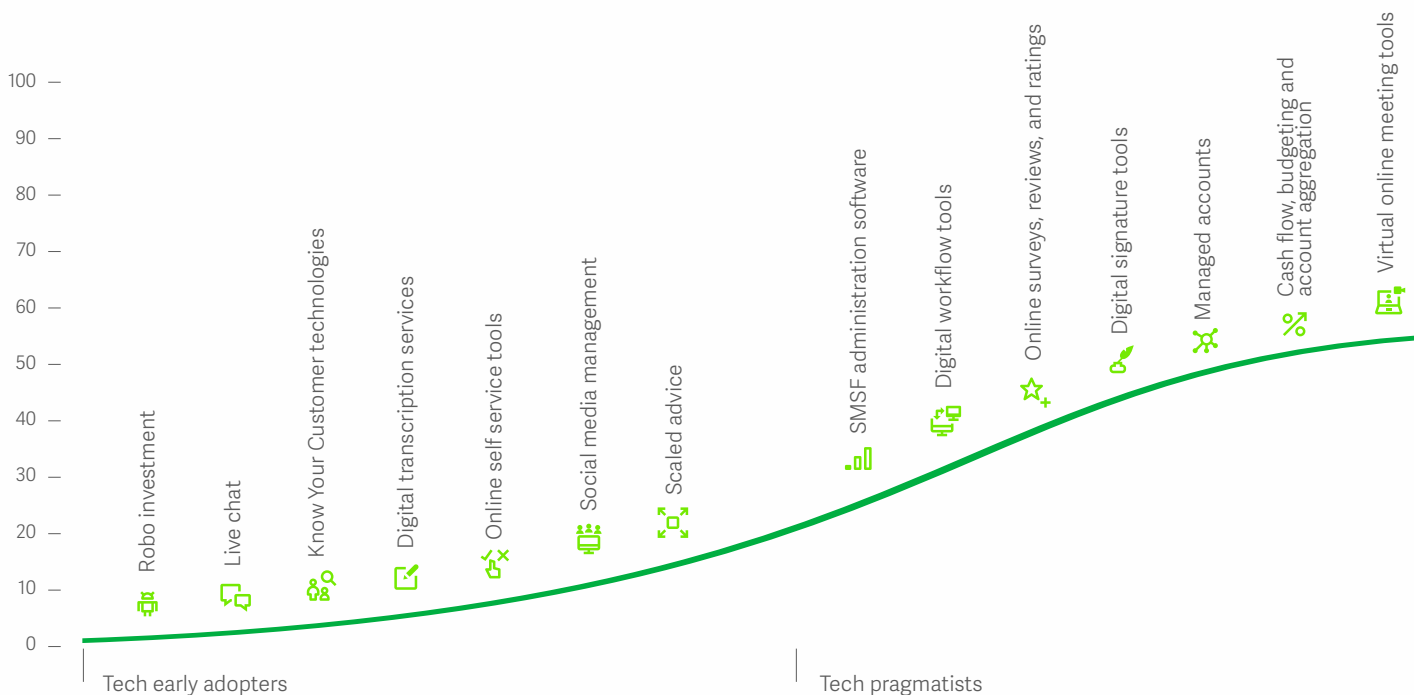
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# Technology adoption of AdviceTech in 2017 and beyond

Technology	Current usage	Intend to use next 18 months
Online document/file storage and sharing	88%	6%
Email, newsletter and campaign automation	71%	22%
Digital signature tools	34%	52%
Project management tools	55%	26%
Virtual online meeting tools	52%	29%
Cloud-hosted email	73%	7%
Investment research tools	78%	*
Online surveys, reviews, and ratings	33%	39%
Commissions management software	62%	6%
Cash flow, budgeting and account aggregation	43%	25%
Digital workflow tools	32%	33%
Client presentation software	64%	*
Social media management	23%	38%
Scaled advice	28%	31%
Managed accounts (SMA)	35%	22%
Online self-service tools to capture client information	23%	34%
Digital transcription services	19%	35%
Know Your Customer technologies	17%	32%
SMSF administration software	29%	13%
Live Chat	5%	33%
Robo investment	3%	26%

\* Data was not collected in Survey

## Technology adoption curve - current

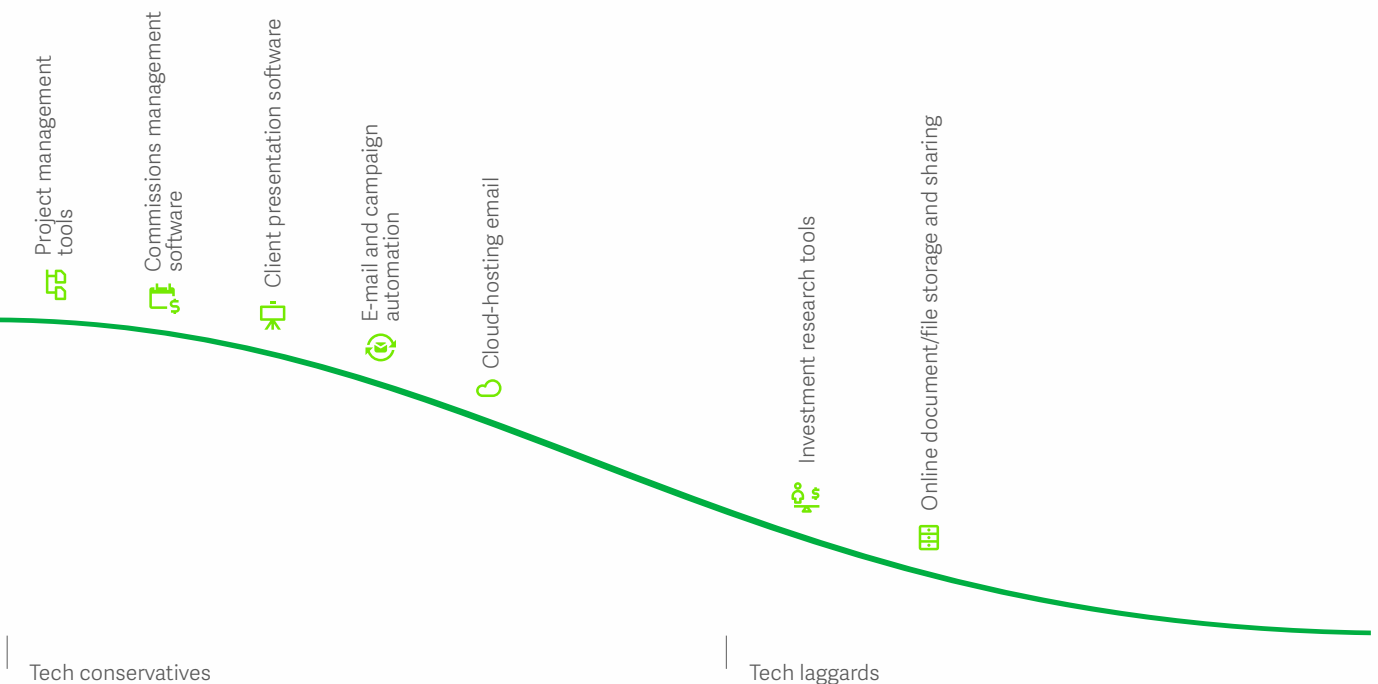




# Technology adoption of AdviceTech in 2017 and beyond



## Technology adoption curve - current



## 07. Future must-have tech tools

The must-have technology tools of the future for advice practices are more front office in nature, reinforcing the importance of customer relationships and engagement.

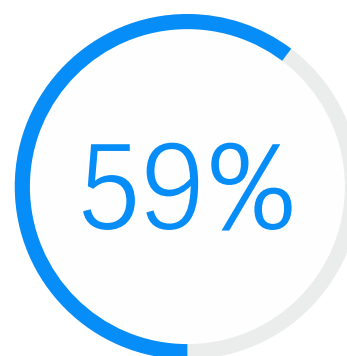
Currently, 23% of advisers use online self-service tools to help advice practices capture client (or prospect) information used in the fact-finding process and risk profiling.

Fifty-nine percent of advisers stated they will start using such online tools within the next two years, of which 34% are looking to utilise them in them in next 12 months. Only 9% believe they will never use online self-service tools of this type.

Meanwhile, one-third of advisers (34%) said they use digital signature tools, of which 49% saying they use it regularly with their clients, which is substantial.

A further 78% of advisers who do not use it already, indicate interest in the area saying they intended to start using it in the next 18 months. As such, it seems this is one of the technologies to hit mainstream usage in the next 18 months.

Meanwhile virtual meeting technology is hitting a sweet spot with advisers. Fifty-two percent of advisers use virtual online meeting tools with clients, with 77% using Skype. In the next 18 months, a further 59% of those advisers who don't use virtual online



of advisers who use online self-service tools to capture client or prospect information, including risk profile in the next two years

meeting technology intend to start using it. With that said, the vast majority (81%) still only use this technology with under a quarter of client meetings, illustrating that this technology is still in its infancy of adoption.

For technologies such as Know Your Customer (KYC), their must-have status has a much bigger shift to make.

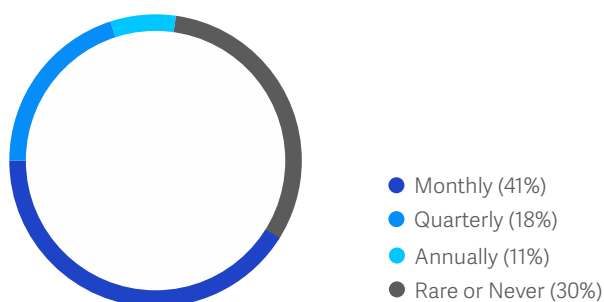
That is, currently 83% of advice practices say they do not use KYC technologies to identify and verify clients. However, 38% of those who don't use KYC technologies plan to start using them in the next 18 months.

## 08. Digital marketing slow to go mainstream

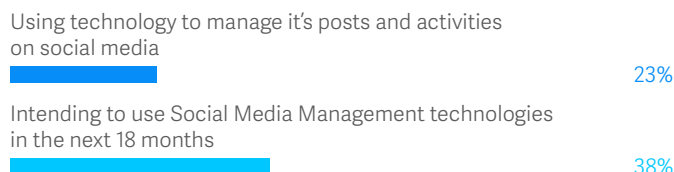
Websites are critical business tools if advisers want to be found and want to market themselves with existing clients and prospects. However, the advice industry has a bit to learn when it comes to keeping content on their websites current and up to date.

Alarming, 30% of advisers said they rarely to never add or modified content on their website, including their blog. With a further 11% only updating their website annually and 18% updating quarterly. This means only 41% of advice businesses regularly added or modified content on their website, including their blog.

How often does your business add or modify content on your website, including your blog?



### Social media management tools



Anecdotally we know that many financial advisers are active in social networks, such as Twitter. However many are not using tools to help manage and optimise the process of posting and engaging on these networks with only 23% of advisers using such technologies.

Of those advice businesses that do use technology to manage its posts and activities on social media networks, 51% post to social media networks such as Twitter, LinkedIn, Facebook and Instagram weekly, 17% do so monthly and 13% less often. Nineteen percent of advisers post to social media networks daily.

Meanwhile, 71% of advisers said they use technology to create and send emails and newsletters, as well as the automation of email campaigns. Mailchimp was the dominant service provider (47%) followed by XPLAN (42%) and MS Outlook at 25%. Interestingly, both XPLAN and MS Outlook are not known for their email marketing feature set, rather they provide basic transactional email capabilities and little reporting. Perhaps this is a sign of the lack of maturity of the industry in adhering to email best practices when sending newsletters.

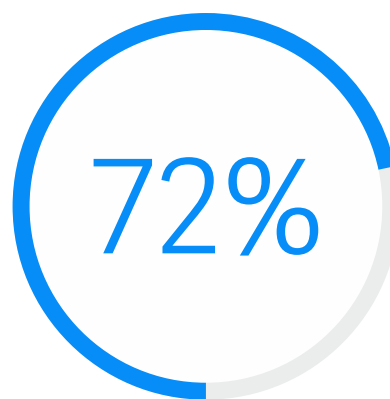
Of those sending out email newsletters of an educational or informational nature overwhelmingly 64% reported doing this activity monthly, whilst another 32% sent them out quarterly, demonstrating a high level of activity.

## 09. Customer feedback tools set for a big future

Online surveys, reviews and rating tools are set to be one of the AdviceTech winners by 2019, but as yet there is not a lot of activity in this space by advice practices.

Online surveys provide advisers with the capability to collect feedback and information from their customers directly. Whilst adviser rating services give the public an opportunity to rate their existing adviser, and thus inform other potential users on the experience and service satisfaction via services like Adviserratings.com, Google reviews and Facebook ratings.

Most practices (67%) currently do not use any of these tools to capture customer feedback, however 39% intend to do so in the next 18 months. This recognizes the growing importance of a 'customer-first' approach to doing business through a better understanding of their needs and wants.



Anticipated usage by advisers of customer feedback tools by 2019

Online surveys provide advisers with the capability to collect feedback and information from their customers directly.

## 10. Satisfaction with core technology not high

Advice practices continue to support large and dominant Client Relationship Management (CRM) providers to deliver front office services and client engagement.

Most advisers (61%) report using XPLAN as their CRM to manage client information, followed by Excel (16%) and Other (14%). Further, emerging companies like Midwinter and AdviserLogic are making inroads into the CRM space, together having almost 20% of the market.

When turning our attention to another core technology, financial planning, strategy and modelling software, XPLAN again has the largest user base (62%), again followed by Excel (27%). Similarly both Midwinter and AdviserLogic are gaining market share here.

Given the tight integration between CRMs and financial planning software these results do not surprise. However it is interesting that Excel rates so highly across both technologies, given the relatively unsophisticated nature of spreadsheets and that there is no tight integration between the CRM and financial planning and modelling tools.



Average CRM satisfaction rating



Average financial strategy and modelling technology satisfaction rating

Given the reliance by advice practices on both technologies, adviser satisfaction is somewhat of a concern.

Advisers on average give their CRM a satisfaction score of 3.1 out of 5, whilst they also provide their financial planning, strategy and modelling software an average rating of 3.1.

This rating presents a significant opportunity for the incumbent providers to lift their game and flags the extent of the opportunity to the aforementioned new players.

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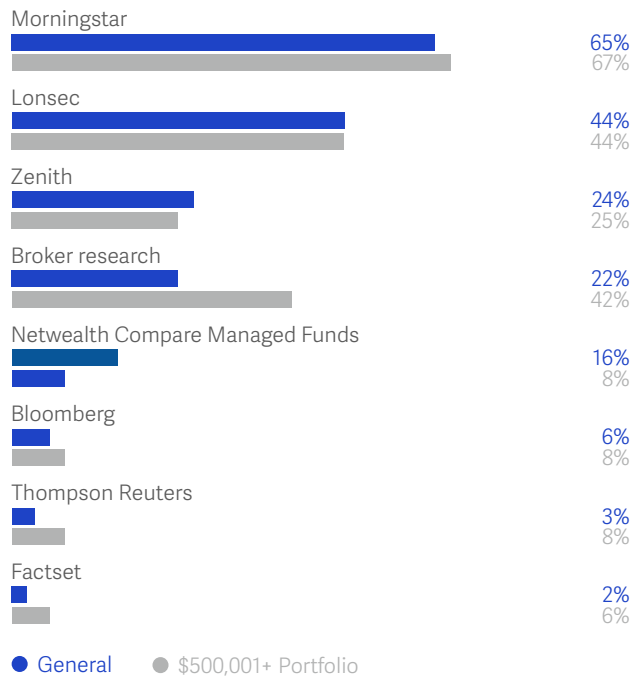
## 11. Established research houses dominate the investment research space

Incumbents like Morningstar, Lonsec and Zenith with 65%, 44% and 24% usage respectively are tech leaders when it comes to technologies used for investment research, portfolio analysis and selection.

However, for businesses whose client bases have larger account balances (\$500,000+), the less traditional investment research technologies are gaining some more traction.

Whilst emerging players with novel approaches to investment analysis and research, like TipRanks, SelfWealth, Fincast and Macrovue are yet to achieve much adoption to date.

Investment research tools used Total vs. Advisers with client base \$500,001+ average portfolio balance



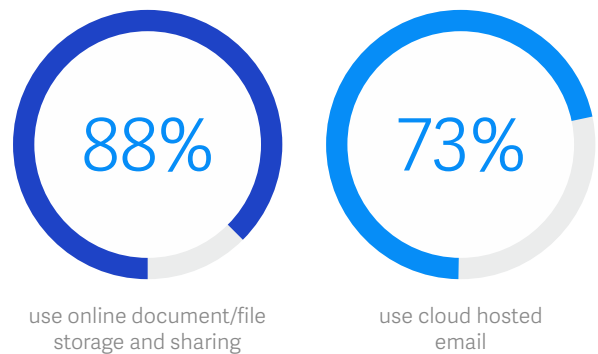
Source: Netwealth AdviceTech survey 2017, n=160

## 12. The cloud has been adopted for everyday business

Online (cloud-based) document/file storage and sharing technologies are an accepted capability for advisers, with 88% of advice practices saying they use it. XPLAN (48%), Dropbox (47%) were the clear favourites by advisers who use this technology

Cloud hosted email is also mainstream at 73%, with Microsoft being the clear dominant player in email (81% of users use this).

Cloud technology: does your advice business use the following?



## 13. Back office efficiency technologies have a mixed take up

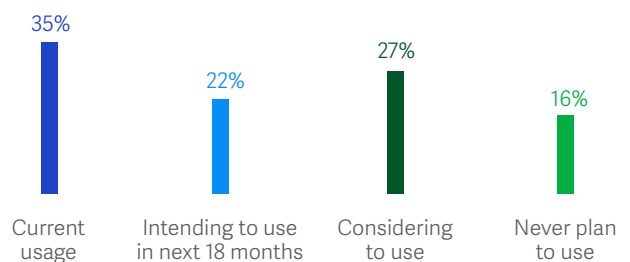
Certain technologies identified to give back-office efficiencies have had low adoption rates, and in some cases, there is no indication they will become mainstream.

These include scaled advice tools, which are currently used by 28% of advice business, online self-service tools to capture client (or prospect) information, including their risk profile (23%), technologies to transcribe recorded conversations (19%), Know Your Customer technologies (17%) and robo investment technologies (3%).

Moreover, digital workflow tools to improve back-office processes or to integrate disparate systems with each other are only used by 32% of advisers, with almost half who don't use them (49%) not looking at them in the next 18 months.

However, with managed accounts, there is clear indication they will become mainstream, with 35% already using, 22% intending to use MA in next 18 months, and 27% considering them.

Managed accounts to hit the mainstream

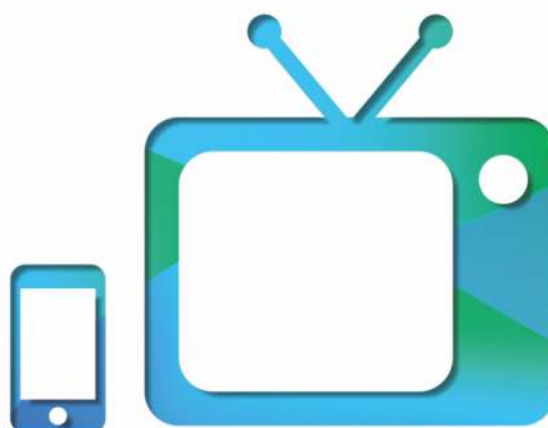


## 14. Generation of the client base does not typically influence technology usage

For most technologies, the age or generation of the client does not impact the technology adoption by the advice practice, as we identified earlier the main indicator of adoption is the adviser's technology adoption attitude.

That said, there were some technologies used more often by advisers with Gen X/Y clients compared to advisers whose clients are Baby Boomer and older. Virtual online meeting tools (Gen X/Y 56% compared to 48%), digital signature tools (Gen X/Y 45% compared to 26%) and cash flow budgeting tools (Gen X/Y 49% compared to 40%).

Technologies that are used more often by advisers with Baby Boomer and older clients compared to advisers whose clients are Gen X/Y included Investment research tools (Baby Boomers 82% compared to 71%) and digital transcription services (Baby Boomers 21% compared to 15%).



### Comparison between Gen X/Y and Baby Boomers – Selected technology usage

	Current Use Gen X and Y (age 22-52)	Current Use Baby Boomers + (age 53-92)
Virtual online meeting tools	56%	48%
Digital signature tools	45%	26%
Email, newsletter and campaign automation	74%	69%
Cash flow, budgeting and account aggregation tools	49%	40%
Cloud-hosted email tools	79%	68%
Digital workflow tools	36%	29%

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## 15. Not mainstream now, but will be in 2019

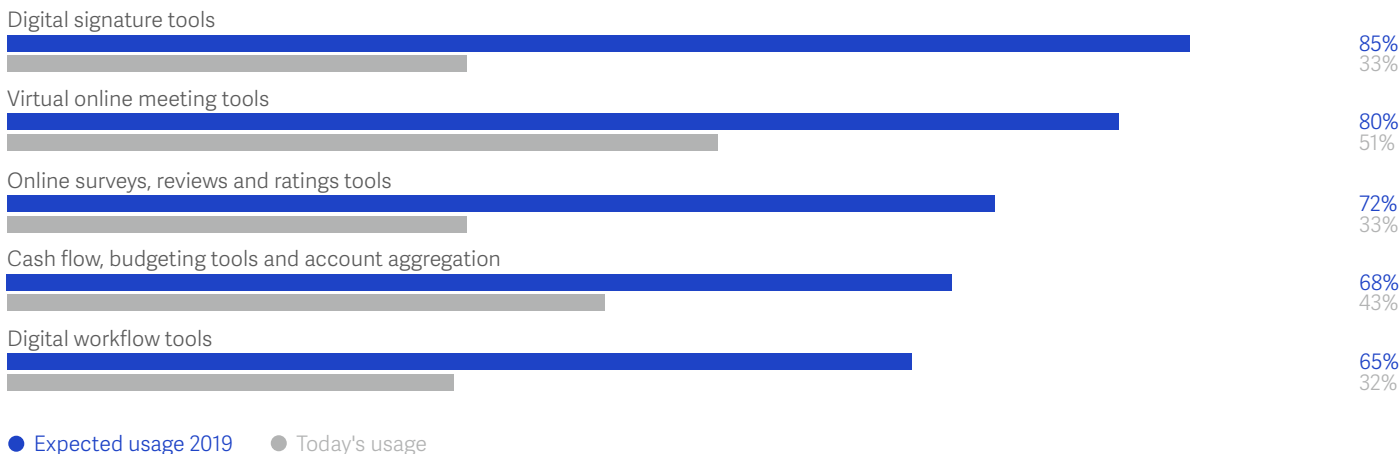
Digital signature tools and virtual online meeting tools are set to be the big winners by 2019, with both technologies identified by practices as technologies they intend to start using in the next 18 months.

In fact, current usage levels of digital signature tools are expected to increase by a staggering 52% by practices by 2019. Online surveys, reviews and rating tools are also set to have the biggest leap in usage by 2019, with a weighty 39% increase.

Digital signature tools offer advice practices authentication, non-repudiation and integrity benefits, and are used in industries such as software distribution and financial transactions to detect forgery or tampering.



Technologies set to be very widely adopted by 2019:



## 16. AI and blockchain not on practices' horizon

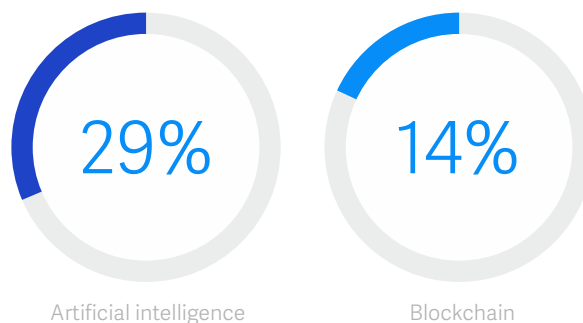
Despite the predictions of futurists and technologists around the dominance of artificial intelligence and machine learning (AI) and blockchain and distributed ledger technologies in the next 5-10 years, the survey findings demonstrate that both are not widely understood by advice businesses.

Only a small percentage of practices considered AI (29%) and blockchain (14%) as having the greatest impact to financial advice practices in the next five years.

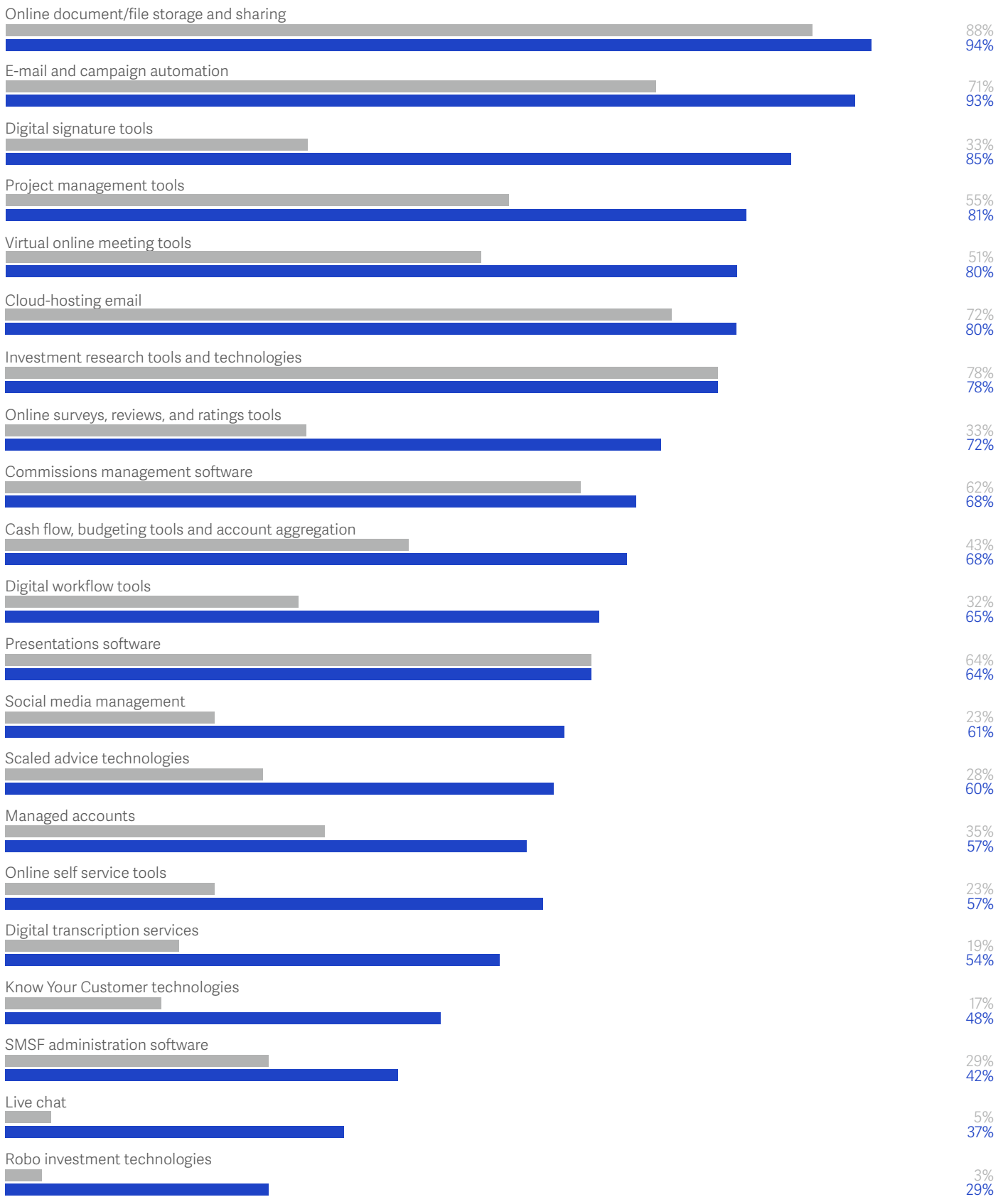
This is at odds with predictions that AI and blockchain could be regarded as the fourth industrial revolution causing job displacement and the creation of new roles.

In this regard, the advice industry is somewhat out of step with mainstream thinking on the future of technology, its benefits and its impact.

Greatest impact to financial advice in next 5 years?



# Current usage vs 2019 Anticipated usage



● Current usage    ● 2019 anticipated usage

# What will advice look like in 2025?

From AdviceTechs



"In 2025 advice will be scaled, very niche with advisers needing to find a specialty, like in medicine, where they will move away from being a GP to a specialist."

– Angus Woods, Adviserratings



"I think that in 2025 there will be a hybrid robo-advice model with robo-advice managing approximately 10% of global investable wealth. I don't think it will extend beyond a small percentage for a while as we still have an ageing market and people in general will take time to adapt to this new method."

– Sean Ickowicz, TipRanks



"I love the term 'the bionic adviser – We look at 2025 – advisers will be equipped with fantastic tools that help them do their jobs and they actually will be so more able to focus on customer engagement, client coaching, adding the human component to the advice relationship, that technology is going to make them really efficient."

– Ian Dunbar – SuiteBox



"More machines, less human but greater human impact when its needed. If you look at the point at which humans are embedded in advice right now, a lot of those admin tasks will be replaced and automated through technology. Greater collection of engines, organistaions come together to be able to create that seamless experience."

– Peter Malekas – Moneysoft



"A question I don't know the answer to is how much service delivery to clients can be automated and how far disintermediation can go where consumers online can find tailored portfolios and investments without needing an intermediary adviser to give them guidance. That's the question and unless advisers continue to enhance the value they provide, then they risk being disrupted through more direct distribution and more automated robo advice services."

– Sean Simmons – ZipID



"It's still going to be needed. I still think you're going to find 15-20% of Australians having face to face advice. It's going to be democratized. Ultimately, advice should be available to everyone. We go to work for two reasons – a bit of intellectual stimulation and money. Given that money is a major driver for it I think there is a moral obligation for companies to actually assist their employees with their financial wellbeing."

– Paul Feeney – Map my plan



"I think it will be far more competitive. The 80's and 90's were all about the fund managers. The 2000's were all about platforms, 2010-2020 is about advice and from now through to 2025 it will be how the technology allows the fund managers to talk to the platforms, the platforms to talk to the advisers and the advisers to talk to the clients, and that whole integrated solution that we will have."

– Julian Plummer – Midwinter



"I think you might find robo morphs into holistic [advice] as a client gets more advanced. The tolerance of people will push them probably more to robo help if it really goes where it should. I think the overall advice scene will probably be that advisers will continue to escape from the institutions and large dealers and start to create their own environment."

– John Brabender – Revex



"I think there will be aspects of financial planning that will disappear. If you think you're an investment adviser now, in 2025 investments will just be outsourced. You will just decide what's the risk profile and your whole value proposition will be about strategy rather than product placement."

– Hans Egger – Astute Wheel



# Role of technology in provision of advice 2025?

From Advisers



"Technology will introduce advice to a much broader audience than those who use adviser services now. A lot of people who don't get advice, will."

– Ben Peck – Australian Unity Personal Financial Services



"I am a massive believer that technology is heading towards artificial intelligence. At the moment it's about what people trust with technology. By 2025, advisers will take up technology and the ones who take it up quickly will win, so automation is in the background. By 2025 I don't think we have enough of the populous, for people to trust computers outright so most clients probably still want to see a person."

– John Forwood – Forwood Financial Planning



"I think we are going to be more relationship managers than strategic planners, so more of that front end. I am not worried about robo advice taking over. I don't think robo advice will ever actually fill the need that a financial adviser does, maybe with the smaller clients."

– Tim Foster – APL



"Technology will probably change the way advice is given. From a structural side of things, I think technology will take over from the adviser and you will plug in your name, your numbers and what you want to achieve from a financial perspective, and it will spit out a direction in terms of what you need to be doing. I think technology will get to the point it will be able to recognise your goals and objectives and work out the best way to get there."

– Kristopher Meuwissen – Ability Financial Planning



"I think it will play a major role in 2025. At the end of the day, I think you look at things like scaled advice, robo advice, Map my plan, all great pieces of technology. There are a lot of people in this country who don't get advice or can't afford advice. This is a way to interact with these people."

– Cameron Cogle - Bridgeport



"I do believe there is always value in advice to clients from a "person" and not a computer. That said the younger generation are happier to conduct these meetings via SuiteBox Videos, Skype or Go To Meetings. Low end or transactional advice may be provided by robo but the true value of a financial planner is in helping clients with structure, strategy and ongoing coaching. In 2025 this will be done with a planner but using technology to make it efficient."

– Philippa Sheehan – MyPlanner



"We will be more like a counsellor and internal financial controllers. Technology will make communication more efficient. Practices themselves will be quite mobile, flexible and advisers will work from home."

– Sebastian Mazza - Wealth Depot



"Looking to the future we'll be using conference calls, iPad type presentations and being less reliant on printing."

– Rob Schultz – Byron Capital Private Investors



"Ultimately, I would like to think AI would be able to complete many back office and administrative tasks. For example, "Hey Siri, withdraw \$1,200 from Mr Johnson's account and label it JJ's wedding fund." I believe that this should be achievable by 2025 but providers will have to come a long way to allow for this."

– Shaun Clements – North of River Financial

# Integrate and assimilate are technology must-dos

With Cameron Cogle, General Manager - Bridgeport Financial Services

Cameron Cogle has been part of the financial services industry for over 25 years with roles at ClearView, BT/Westpac, St George and CBA across divisions such as financial planning, lending, business development, sales and more.

He is now the General Manager of Bridgeport Financial Services, a national advisory firm servicing more than 5,000 clients with more than \$500 million in funds under advice. The average client is worth \$250,000 and half of their client base are retirees, 1,800 are fee-for-service and the remainder are referred to as 'maintenance clients' who are ideally positioned for potential engagement opportunities.

Cameron says he has always remained open to trying new technology and believes that with regards to the advice industry "you need to move with the times" to evolve and grow with the ever-changing landscape.

Cameron also has a positive outlook when it comes to what technology can do. "Recently I was shown Airtasker (an outsourcing platform) and decided to give it a go. I managed to get my lawn mowed and backyard cleaned. Had I never been open to trying it out, I never would've known how good it was."

Likewise, in his career he readily adopts change. He recently transitioned to Microsoft Office 365 an online cloud-version of the popular software to access emails, files and other important elements with ease when he travels for work, and he is very happy with it.

Cameron believes that the successful integration of technology into businesses relies on several factors, not least of which is culture.

"A business needs more than just clarity and education about what a piece of technology does and how best to apply it. A business also needs to have a team culture that supports innovation via technology and encourages the learning and testing of different applications and outcomes. At Bridgeport, we're lucky to be surrounded by individuals who are open to trying new technology. This willingness to explore, test and learn is integral to the successful use of new technology."

According to Cameron, Bridgeport are already benefitting from their use of tech solutions such as XPLAN, Skype and SuiteBox as advisers are now able to conduct meetings from their office, saving them travel time and they can perform admin or advice related duties more easily with the relevant tech pieces.

However, similar to the sentiment expressed by others, Cameron sees the need for further integration.

"Having seen what's available in the US AdviceTech space, it makes it clear that there is a need for further integration here. We're still balancing different AdviceTech offerings in an attempt to create a feasible plug'n'play solution, whereas they have progressed much further down the integrated path. We need to strive to make all the bits and piece tie into one."

In terms of Cameron's favourite tech piece he cannot go past XPLAN as it supports the delivery of cost-effective and efficient financial advice. He also believes that a customer relationship management (CRM) is vital as it enables advisers to communicate in a meaningful manner with clients.

Cameron says, "With a CRM if you put rubbish in, you get rubbish out. The more we get to know our clients, the more relevant is the data entered, the more meaningful our communication becomes. We are then able to deliver tailored content about educational or promotional initiatives."

According to Cameron, the biggest challenge for advisers around adopting technology is integration.

"There is so much out there and it looks great, but the reality is that when advisers return to their office they haven't gained a real understanding of how a piece of technology will integrate, or how to best utilise it and then before you know it's a case of doing 'business as usual'.

He is also very optimistic about the possibilities and breakthroughs which technology can help the advice industry bring.

"I believe that technology will play a major role. Looking at things like robo-advice and client enhancement tools, there's no doubt there are great pieces of technology. I also think that efficiencies gained via technology will make advice accessible to more Australians who at the moment, don't or can't afford to seek advice. Technology will also help to raise financial literacy levels as there will be increased online avenues for education. Amongst all this technology I believe the adviser-client relationship will remain central. It's the expertise and support that Australians will seek, especially at significant life stages such as when they are nearing or at retirement. The rest is secondary to that."

**According to Cameron, the biggest challenge for advisers around adopting technology is integration.**

# An age old theory updated with technology

With Peter Malekas, Founder and Managing Director, Moneysoft

Prior to his Moneysoft days, Peter Malekas worked as an accountant and financial planner. Throughout his career, he was (and still is) passionate about finding ways to improve processes and enhance the client experience.

Following many successful years as an adviser, Peter Malekas reached a crossroads and asked himself, 'Do I sit here and continue to live comfortably in this adviser space or should I leave my comfort level behind and create the change that I'm passionate about?'

And so, Peter started working on his goal to help advisers and individuals at a mass level via Moneysoft.

"Moneysoft is a start up with a clear mission: to empower Australians to take more control of their finances, in particular their cash flow. We want to improve financial literacy levels by teaching money management, cash flow and budgeting.

And what about advisers? "Moneysoft helps them deliver enhanced services, meet regulatory compliance requirements, automate the advice process and build long-term client relationships by fostering open communication, trust and shared responsibility," explains Peter.

Moneysoft works on a multitude of levels. By helping to improve financial literacy levels, it essentially helps to increase client engagement levels with advisers as they feel more involved with and less overwhelmed by financial decisions.

## Innovation makes the old new again

Peter considers Moneysoft innovative as it has taken an age-old theory (cash flow) and developed the application of it via technology so businesses can embed it and apply the relevant methodologies when talking to clients.

"Basically, Moneysoft makes the old new and accessible. It's educating hundreds of thousands on age old money management principles in a dynamic and tech-based manner."

Having worked as an accountant, adviser and now in the AdviceTech space, Peter says the things he loves about technology is the ability to create and

deliver change to the industry as well as improve the financial literacy of hundreds of thousands of Australians who would otherwise be apathetic or overwhelmed when thinking about their financial future.

"Technology can not only empower advisers and investors alike but can also turn what can be a mundane topic into something more interesting."

The challenge he says with technology is the misconception that technology is unlimited in what it can do.

"It simply cannot do everything for everyone."

## Know your purpose and mission

Peter says when advisers are looking to technology for a solution, they should ask themselves: 'what am I trying to achieve and does technology help?'

He believes chances are, technology will not be the whole answer. "Technology is here to create, innovate and support but it can't overcome internal issues, especially if they are process or people centric."

With Peter's lengthy career across the accounting, adviser and AdviceTech space, it's safe to assume that he has seen how advisers can make the most of technology.

"It's clear through working with advisers that the most successful ones are those who make the commitment to technology. They take the time to dismantle their current approach and look at how they can rebuild it with the inclusion of technology to create a better solution. Commitment and time are key."

Continued next page...





### Advisers are looking for answers

"AdviceTech providers are looking at the industry overall and asking how can we collectively improve efficiencies and create better business outcomes for all, dismantling the way things have traditionally been done."

He adds: "And as we dismantle we are then aggressing and moving forward toward greater innovation that will create a new advice landscape."

It is this dismantling and unfolding that will then see closed companies open their borders. According to Peter, groups of AdviceTech providers will then come together to create interlinked solutions. These interlinked or integrated solutions will benefit the industry and create change on a larger scale than would be possible otherwise.

"Given the pace of change, I foresee a different advice space in 2025, one that will have more machine based processes but greater human impact where it's needed. Advisers will be more customer focused and less product-driven as many admin or portfolio related tasks will become automated due to technology. AdviceTech providers will also work together more to deliver integrated solutions for advice businesses and acquire more market share."

# Technology not the holy grail

With Sean Ickowicz, Head of Asia Pacific - TipRanks

With an avid interest in technology and exploring how it can help industries and clients, Sean Ickowicz has always been involved in the tech sector.

His first job out of university saw him working at online retail outlet dstore. Like Amazon in nature, it was a concept delivered well before its time; subsequently he held roles at SEEK Ltd and the REA group ([www.realestate.com.au](http://www.realestate.com.au)) before becoming involved with TipRanks.

Now Sean is TipRanks' Head of the Asia Pacific Region, working closely with the Israel-based co-founders to ensure TipRanks continues to deliver innovation and value to the market.

"TipRanks is in essence a startup that has been running for approximately five years. It is a platform that evaluates public stock recommendations made by financial analysts or financial bloggers and then ranks those experts based on their accuracy and performance.

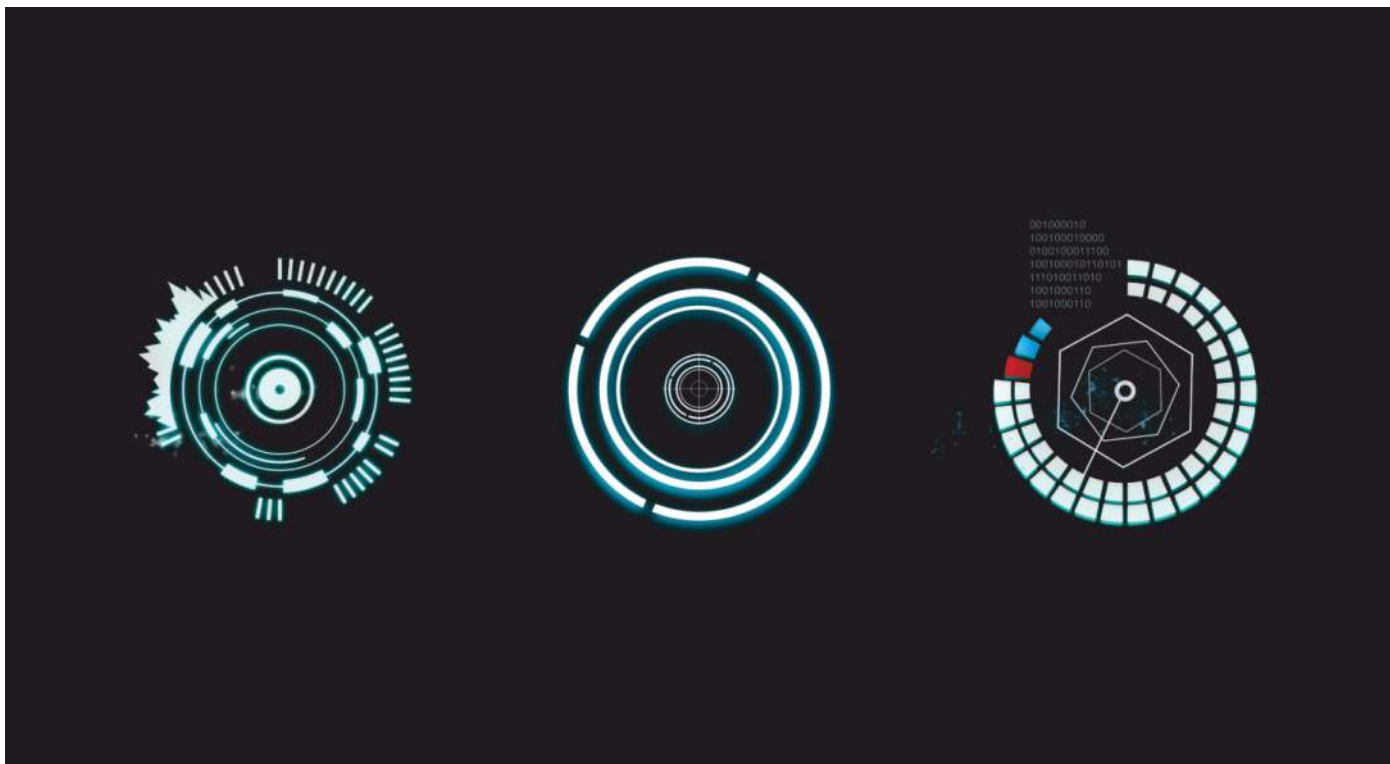
He adds: "Our primary mission is to deliver the most accurate and accountable financial advice to the public, empowering them with unbiased information whilst simultaneously creating a level playing field for investors."

Sean considers TipRanks to be innovative because it continues to be a unique offering in the market and no one else, at a global level, is yet to deliver the same functionality and services as TipRanks.

"Our technology applies machine learning and natural language processing to analyse unstructured financial data (especially in online environments such as blogs, forums or stock picks) by stripping the information of any bias and providing transparency, to help investors make better decisions. We are the only AdviceTech providers who do this, within Australia or internationally."

Working in the AdviceTech space, Sean encounters the various highs and lows of technology. He considers the fast pace, efficiency and ability to cause disruption as great traits of AdviceTech.

"The agility of the AdviceTech space enables us to develop, continually improve and adapt to ensure we are giving the market



the tools they need. However, on the flipside, the low is the overwhelming expectation from advisers and investors that technology is the 'holy grail' that can solve any issue or objective. Whilst technology is part of an overall answer, advisers and investors need to look at technology as the lever to success, not as the sole tool in the toolkit," said Sean.

#### Is technology always the best business solution?

According to Sean, technology is not always the best solution and similarly, to the lows of technology, people often have unrealistic expectations that technology can fix all. But it is simply one part of an overall solution puzzle.

With Sean's extensive experience in the AdviceTech and tech space overall, it's safe to say he has seen how advisers can make the most of technology for both their business and clients.

"In my time in the AdviceTech space I have seen that the most successful applications of technology are made by advisers who are truly keen to try out and adopt new technologies. However, at the same time, it's vital for them to know what differentiates them from their competitors. It's this point of differentiation that will enable them to reach their market; the technology is simply the lever to assist," said Sean.

#### Innovation in the AdviceTech space

According to Sean, the current level of innovation in the AdviceTech space can be summed up as compelling, with innovation happening at a rapid pace and momentum building quickly. "For example, two years ago an advice firm invested on average around \$80,000 into technology whereas now it's around \$100,000. This is a sign that people are increasingly moving with the times and adapting to change," says Sean.

It is this increasing pace that will drive the future of innovation and what it looks like. Sean envisions the future of innovation as one in which robo-advice and aggregation dominate, with robo-advice used to manage fixed model algorithm and aggregation employed to help advisers and investors cut through online noise and find the information they want.

**With compelling levels of innovation, increasing numbers of advisers adopting new technologies and robo-advice and aggregation trending upwards, Sean predicts the advice space in 2025 will be a hybrid robo-advice model.**

For example, investors won't have to go searching for annual reports, media releases and company announcements to evaluate the investment potential of a business – they will be able to go to one site or app and extract all the information they need efficiently.

With compelling levels of innovation, increasing numbers of advisers adopting new technologies and robo-advice and aggregation trending upwards, Sean predicts the advice space in 2025 will be a hybrid robo-advice model.

"I think that in 2025 there will be a hybrid robo-advice model with robo-advice managing approximately 10% of global investable wealth. I don't think it will extend beyond a small percentage for a while as we still have an ageing market and people in general will take time to adapt to this new method. I also think technology will be used to do tasks that require complex algorithms such as creating actively managed portfolios."

# Tips when working with emerging technologies

From AdviceTechs

1

To succeed in this industry advisers need to grow and adapt to change. Technology is the key to moving forward and improving your business.

– Moneysoft, Peter's tip

5

Embrace technology but remain optimistically cautious. See how different solutions can integrate to help you. You need to have either a willingness to learn or a level of tech awareness before choosing technology.

– SuiteBox, Ian's tip

2

Transparency and the willingness to give it a go with your tech provider will deliver results for your business.

– Moneysoft, Peter's tip

6

Be realistic. Technology isn't always the answer. It is only part of the puzzle. You still need to uphold responsibility for processes within.

– SuiteBox, Ian's tip

3

Be open with your tech provider so you can work together to test new user and investor opportunities, which are ultimately designed to benefit you.

– TipRanks, Sean's tip

7

It's time to immerse yourself. Really learn about it and try it, you'll be amazed at the benefits and wonder how you ever managed without it.

– Astute Wheel, Han's tip

4


Technology is here to enhance and improve, not replace. You can't simply add this to your product or service mix without ensuring you have not neglected any stage of the advice process.

– TipRanks, Sean's tip

8

Provide both positive and constructive feedback to your tech providers. We are always looking at ways to better your experience and business and welcome it.

– Astute Wheel, Han's tip

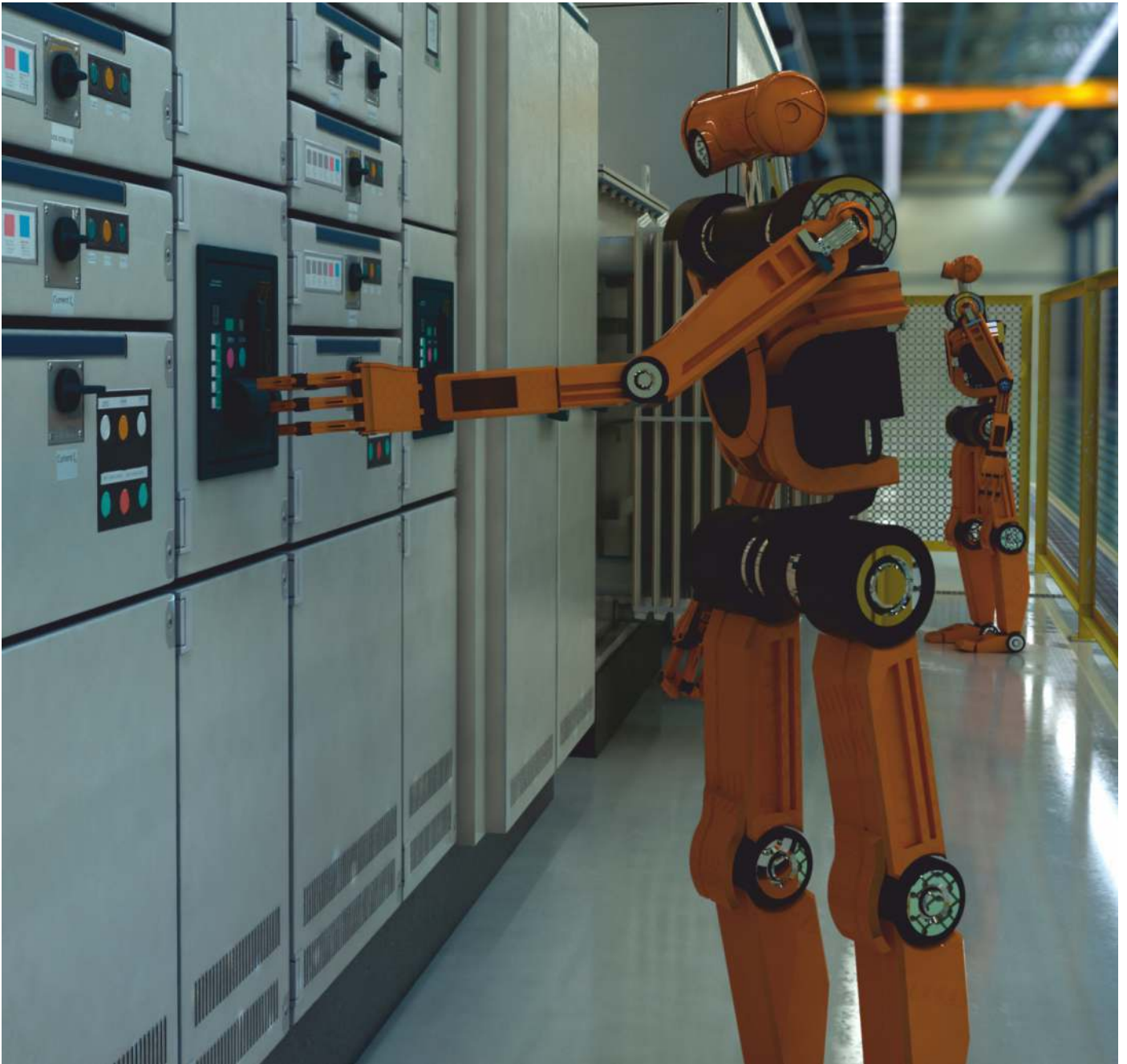
I GIVE MY  
PARENTS  
MONEY  
ADVICE,  
I'M A   
BANQER  
KID



BANQER

Championed by

netwealth



# Innovate and keep doing so

With Ian Dunbar, CEO SuiteBox Solutions

With an interest in technology that has spanned over 15 years of his financial services career, Ian Dunbar has always been looking for ways to create and implement transformational technology.



**“I like the phrase ‘bionic is binder.’ What do I mean by this? Simply that I believe the technology will give advisers the tools they need in order to outsource processes so they have the time to focus purely on the client via advice, coaching and support.”**

During his time at UBS, he built and ran their business investment platform. This project developed a real thirst to be even more involved in the development of cutting edge and transformational technology, which saw Ian become the CEO of SuiteBox.

SuiteBox is a digital workspace for advisers that not only supports the delivery of advice but also helps advisers increase their revenue and protect their businesses. All this is achieved through smart technology combined with video and document collaboration.

“SuiteBox helps drive efficiencies, sales, engagement and access to advice. Originally considered a start up, I think we are now beyond this stage largely due to the substantial growth experienced over the past 12 months and new relationships with several blue-chip corporations.”

When discussing the innovative nature of SuiteBox, Ian says: “I consider SuiteBox as innovative, without a doubt. We are always looking at ways to push the envelope further for our customers. For example, our cutting edge technology brings together secure video meetings with collaborative tools that help accelerate sales and grow businesses faster whilst managing regulation, compliance and more. We’re constantly creating a new level of deliverable technology and can honestly say that no one, on a global basis, is delivering some of the components SuiteBox does.”

#### Highs and lows of technology

With ample experience in the AdviceTech space, Ian is in an optimal position to identify the main highs and lows of technology. According to Ian the ability to work with clients to deliver true needs-based solutions is a definite high point.

“We can evaluate requirements and act nimbly to deliver a solution with speed so they can keep moving their business forward.”

He adds: “However the flipside is that when it comes to technology everything takes twice as long, is twice as expensive and is twice as complicated as you envision it to be. Sometimes I am more ambitious and excited than the reality of what the technology can actually deliver.”

To Ian, technology is only ever part of the solution. This is because in financial services it’s a combination of three things that create a powerful outcome – people (their skills and ability), processes (in the business) and technology.

With regards to the people element, Ian believes there is a large portion of the industry yet to understand what change really means.

“Currently there is a low level of tech awareness and this is an impediment to change. Here the onus is on providers such as ourselves to educate the wider market on how technology can benefit their business and clients. I also feel strongly that dealer groups need to proactively support their advisers when it comes to technology. They need to educate, help them explore options and show them what’s available to assist their business and clients.”

#### Innovation on steroids

According to Ian, the current level of innovation in the AdviceTech space is frenetic.

“The level of innovation in the AdviceTech space has exploded over the past 2.5 years. Just a few years back robo-advice was a really basic concept and now we have over 200 companies operating in the AdviceTech space and this is continuing to grow at a rapid pace.”

Ian anticipates that in the future this frenetic pace will evolve to see the emergence of connective technology that will create an adviser ecosystem. In this ecosystem, numerous AdviceTech providers will work together to deliver integrated solutions which will be curated solutions and fit for purpose. They will then deliver a holistic tech solution for advisers, which is more efficient and manageable than them handpicking each element.

“Looking forward to the advice space in 2025, I think that the more manually algorithmic processes in the industry such as portfolio construction, risk assessment and SOA construction will be automated through the refinement of technology. But the adviser role will remain crucial. I like the phrase ‘bionic is binder.’ What do I mean by this? Simply that I believe the technology will give advisers the tools they need in order to outsource processes so they have the time to focus purely on the client via advice, coaching and support.”





# AdviceTech – toys or tools?

With Sebastian Mazza, Director - Wealth Depot

Passionate about providing innovative and strategic wealth management solutions and creating sustainable relationships with clients, Sebastian Mazza founded Wealth Depot in Stones Corner, Brisbane in 2012.

Wealth Depot is a multi-disciplinary practice that delivers financial planning, accounting, taxation and legal advice. Their holistic approach helps them discover opportunities, investments and strategies to help clients make educated and informed decisions about their wealth and assist them in developing a strategic approach to wealth creation and management.

From day one of Wealth Depot's conception, technology was key, with the creation of a cloud-based business and more. Sebastian says central to this is his no fear approach when it comes to technology.

"Even in my younger years, technology was of interest. My first piece of technology was a digital camera, and I enjoyed playing FIFA 98 on my very first Playstation. Technology was always existent in my personal life."

With regards to his career, Sebastian also recognised the value of technology early and knew it was here to stay.

He says: "In terms of my professional life, working and living overseas where I was surrounded by IT people, it made me realise at quite an early stage of my career, that technology was going to be intertwined with business. Working with IT-minded individuals, following their journey and watching them deliver solutions with responsiveness and agility made me realise that technology was not just a fad, it was here to stay."

According to Sebastian there are many AdviceTech solutions that can be successfully applied in a business and he ensures when he adopts and integrates each, they work well for his business, team and clients.

One of the technologies he has more recently adopted is myprosperity. Sebastian says he wanted to better connect with clients and to reduce the pain points of data collection. Providing clients with a tangible tool to help them manage cash flow and assets was another benefit.

"It is a bit expensive and this does cause resistance from existing clients. We are now including the service to new clients as part of our fee for service."

Wealth Depot has also started using Practice Ignition as a client on boarding tool. This means his business can send its engagement proposal to clients electronically and they can e-sign to accept. It also handles payments and integrates to Xero.

While these are the businesses new AdviceTech toys, Sebastian says it's hard to play favourites. "I use a myriad of tech-based solutions, all which provide a multitude of benefits for the business.



"I believe that the relationship between advisers and technology is a predominantly positive one, but is yet to develop to its full potential. Most advisers have a handle on something whether it is planning or modelling software. And there is plenty of software out there to help you do things faster."

Some of the ones we use include Mailchimp, Survey Monkey, Online booking and virtual meetings. However, we don't use robo. We use IMAs, which I think is the go between because they create more efficiency when managing client portfolios. In addition, I believe that Know Your Customer (KYC) technology is hard. We use MyPlanner for electronic fact finds, but clients don't seem to respond."

According to Sebastian, the relationship between advisers and technology is one that is overall positive, but still developing as the market is yet to fully immerse itself and adopt the many adviser tech solutions available.

"I believe that the relationship between advisers and technology is a predominantly positive one, but is yet to develop to its full potential. Most advisers have a handle on something whether it is

planning or modelling software. And there is plenty of software out there to help you do things faster. However, a lot of advisers are still relying on programs like Microsoft Excel," said Sebastian.

When contemplating what the future of advice will look in 2025, Sebastian believes that as the relationship between adviser and technology develops and evolves, so too will the industry.

"To date, it's been all about the advice piece in my business. However looking into the future, I believe technology will be even more about the advice piece. We, the advisers, will be more like a counsellor or internal financial controller, with technology the component that will make communication more efficient. In regards to how we work, I'm certain that practices themselves will be quite mobile and flexible, giving advisers the capability to work from home."

# Remote but super connected

With Shaun Clements, North of River Financial

Shaun Clements has been working across financial services since 1997. Having seen many different styles of business, Shaun established North of River Financial in Joondalup, Western Australia to specialise in risk protection and superannuation for young professionals, mainly in the medical field.



Shaun implements cutting edge technology into his processes and practice to help keep in touch with clients and assist them in their establishment and attainment of their lifestyle and financial goals.

He identifies himself as an early adopter of technology and the values the benefits it can bring. According to Shaun, he recognised the sheer influence and magnitude that technology would have at all levels (both personal and professional) from one simple yet astute observation he had when Apple launched its products into the mainstream.

He says: "I knew technology was the way forward when I saw everyone holding an iPhone or iPad. The fact that these smartphones and portable devices, with all their capabilities were always in my hands, and those of others, made it clear to me that technology was it."

It was and applying this logic to an advice business that lead to the establishment of his business.

"I established North of River with the goal to provide an effective financial planning solution to people who need expert advice and a flexible and efficient means to access it. We use the latest technology to deliver an industry leading client engagement process. Something we plan to develop to deal with the constant changes in the financial system and our client's needs."

Shaun invests and integrates various pieces of technology into his business to not only deliver cost, process and time efficiencies for him, but to also better serve his clients. According to Shaun his core market is predominantly professional 25-45 year olds who are time poor who value and expect to be able to view their portfolio and financial information in their own time, from their desired location.

From advisers –

## First piece of technology you owned:

- Shaun Clements – North of River Financial: [Game Boy Nintendo](#) – played Tetris
- John Forwood – Forwood Financial Planning: [Commodore Omega 500](#) – played Boulder Dash
- Tim Foster – APL: [Desktop PIC 1989 Monochrome](#)
- Kristopher Meuwissen – Ability Financial Planning: [Playstation 1](#) – played Star Wars Phantom Menace game
- Cameron Cogle – Bridgeport: [Commodore 64](#) – Need for speed
- Sebastian Mazza – Wealth Depot: [Digital camera](#)
- Philippa Sheehan – MyPlanner: [Does a new stereo in my first mustard coloured Toyota Corolla station wagon count!](#)
- Rob Schultz – Byron Capital Private Investors: [Mobile phone](#)
- Ben Peck – Australian Unity Personal Financial: [Donkey Kong Game and Watch](#)



**“Technology will manage processes such as fact finding, but I don’t think it will ever reach the point where it understands the nuances of a client situation. This is where I believe advisers will deliver real value – in understanding a client’s situation and communicating clearly about finances and providing support along the way.”**

“My clients have time-constraints which means they need efficient access to their data anytime, anywhere, without needing to pick up the phone and call me, which is why they value the client portal and I consider myprosperity my must-have piece of technology,” said Shaun.

myprosperity provides his clients with a holistic online portal which provides 24/7 access to their information and gives them the ability to manage budgeting and cashflow, access the latest data, receive live feeds, perform wealth checks and much more, ultimately delivering an engaging and interactive financial tool to their fingertips.

Whilst Shaun uses an array of tech tools, from self-service tools, to cloud hosting, Acorns and more, his favourite is online document storage. He says, ‘the security is great as it eliminates the risk of server attacks or issues, plus the ability to access your files from anywhere means you can work whenever, wherever you want (subject to an internet connection).’

According to Shaun, the dynamic between advisers and technology is wildly varied as the rate of adoption differs at both macro (business) and micro (individual) levels. And in his time, he has seen the full spectrum; “I’ve seen businesses where the partner would print emails in order to write a reply in response, through to extremely tech-oriented businesses that have a scattered approach to the integration of technology,” he said.

Shaun himself likes to combine traditional with high-tech approaches. Whilst very tech-focused when it comes to processes and systems, paper remains paramount as the potential to lose time due to a disruption in internet connectivity or flat battery during a client consultation costs too much in terms of lost time and engagement.

So, what will the future of advice look like in 2025 in Shaun’s opinion?

“I believe that open APIs will become more common. This means that more AdviceTech solutions will be able to ‘talk to each other’ creating better integration and more holistic solutions for adviser businesses. In terms of the role of technology I envisage it will manage processes such as fact finding but realistically, I don’t think it will ever reach the point where technology understands the nuances of a client situation. This is where I believe advisers will deliver real value – in understanding a client’s situation and communicating clearly about finances and providing support along the way.”

# Purpose built business with technology

With John Forwood, Financial Strategist - Forwood Financial Planning

John Forwood has worked extensively across financial services at organisations such as BT, Westpac and Macquarie Bank.

With his decade plus of experience in product management, and further roles in business development and general management, John has spoken to hundreds of advisers and acquired an in-depth understanding of what advice businesses need to succeed.

This combined with his leap into the adviser space gives him a unique insight on AdviceTech.

"I established my financial planning business Forwood Planning in January 2016. My client base is predominantly wealth accumulators who work in professional services or are business owners. As is the case with most advisers, my client base mostly falls around my age range, so they are mostly in their 30s and 40s and chiefly female."

According to John, he's always had awareness about the importance of technology when discussing how to optimise the business processes of an advice business in his roles in product and management. He applied these learnings when starting Forward Planning in Fortitude Valley in Brisbane.

"As I built my business I wanted to make the most of the technology available and use it to its full ability. I knew I didn't want staff yet so technology was the key to creating the efficiencies needed to successfully operate as a sole practitioner."

Now, John does it all, from social media across multiple channels through to email, admin and more. He uses a Livescribe Smartpen instead of a iPad in client meetings.

"I find this more effective than using an iPad when talking to clients. Whilst the iPad worked in a business-to-business environment, I found it was too obtrusive and impersonal when working with clients. For me, the Livescribe pen has successfully replaced the iPad and the bonus is with automatic transcription you don't need to manually re-enter the data onto your computer."

His other favourite tech piece includes PDF Element Pro as it provides him with the ability to create any fillable PDF. This delivers efficiencies as it enables John to pre-populate forms prior to client

meetings, reduce paperwork and eliminate the need to re-enter data as it can be transferred from the PDF onto his computer.

According to John, the relationship between advisers and technology is divided between two main camps. One mostly consists of older advisers who are resistant to change and are metaphorically being dragged 'kicking and screaming' into the new world of AdviceTech. The other younger group has embraced technology as a whole and could not imagine success without it.

When contemplating what the future of advice will look in 2025, John believes we are heading to a space where Artificial Intelligence (AI) will play a large part in advice.

"At the moment computers are only able to perform mathematical equations and spit out the answers. They cannot provide the wisdom or context that an adviser can. Nor can they interrogate clients the right way in order to get to the core root of a client's concerns but I believe the ability of AI to do this is on its way. However, its take up will be determined by how much people trust this form of advice and interaction.

John also envisions the continual need for advisers. He says, "Most of us want to be able to see and speak to someone and know that they can knock on their adviser's door if something changes or goes wrong."

According to John, whether the AdviceTech space truly succeeds will rely on one essential component: data.

"Looking at the future of advice, if AdviceTech is to truly succeed I think the more mainstream licensees and product providers (especially banks) need to accept that they have to relinquish some data so that there is a sharing of information between systems. This will enable the industry overall to deliver better outcomes for advisers and clients."

**"I find this more effective than using an iPad when talking to clients. Whilst the iPad worked in a business-to-business environment, I found it was too obtrusive and impersonal when working with clients. For me, the Livescribe pen has successfully replaced the iPad and the bonus is with automatic transcription you don't need to manually re-enter the data onto your computer."**

# Know it, value it but tread carefully

With Kristopher Meuwissen, Financial Adviser - Ability Financial Planning

Kristopher Meuwissen has worked in financial services for over seven years and is driven to provide financial guidance and education to everyday hardworking Australians.

His enthusiasm for securing the financial futures of as many Australians as possible via holistic financial planning and lifestyle goals development has seen him join Ability Financial Planning in Melbourne, a bespoke financial planning firm as a financial adviser.

At Ability Financial Planning, their fundamental philosophy is to help clients achieve financial independence and to serve clients seeking more than the standard 'off the shelf' services.

Kristopher considers the smartphone his must-have piece of technology. "Whether it's personal or professional a smartphone is a necessity. With it you have a wealth of knowledge, endless contact information, apps and more at your fingertips. It's a small yet powerful weapon in the technological arsenal."

The value and power of technology crystallised for Kristopher when colleagues showed him how they were using technology to educate and work with advice clients.

"Being exposed to what our colleagues were doing, whether it was online or via certain pieces of technology was a real eye-opener. It made a lot more sense in terms of efficiency and cost and definitely looked like a better approach than the paper-based one we were using."

Seeing the light encouraged him to embrace technology and leverage it in order to deliver efficiencies in the business and better client service and outcomes.

Kristopher considers Ability Financial Planning to be a very tech-driven business. "As active portfolio managers for our clients, we're constantly using mobile phones, computers and other devices to acquire relevant pricing information, access the latest sharemarket news, place orders and conduct transactions on a daily basis."

His favourite piece of technology is the financial planning software, Astute Wheel.

"It enables us to do more than just tell the clients what we do. It lets us show them. With Astute Wheel we can walk them through, on a step-by-step basis, how the financial decisions they make and the actions they take impact their retirement or investment portfolio and overall financial goals. It truly is a 'what will happen if' tool that resonates with clients."

However outside of Astute Wheel Kristopher has veered away from adopting too many tech solutions as without clarity around the benefits, or an action plan for integration into the business, he's hesitant about applying a 'trial and error' approach to technology.

According to Kristopher, the relationship between advisers and technology can be classified as tentative, with uncertainty around how advisers can select the right piece of technology for themselves and their business.

"With the sheer amount of AdviceTech offerings available, it's difficult to know

which option is best for your business. Compounding the issue of selecting the right solution is understanding the rules and regulations around its use. With these compliance requirements changing annually it's difficult to stay compliant while simultaneously trying to run a business."

Whilst AdviceTech is making a lot of noise in the market, it appears that a lot of it is not connecting with advisers. "There's a lot of technology talk – about how these big AdviceTech 'beasts' will revolutionise everything we do, how robo-advice will change the landscape, but it's difficult to make heads or tails of what's out there or see how it works," said Kristopher.

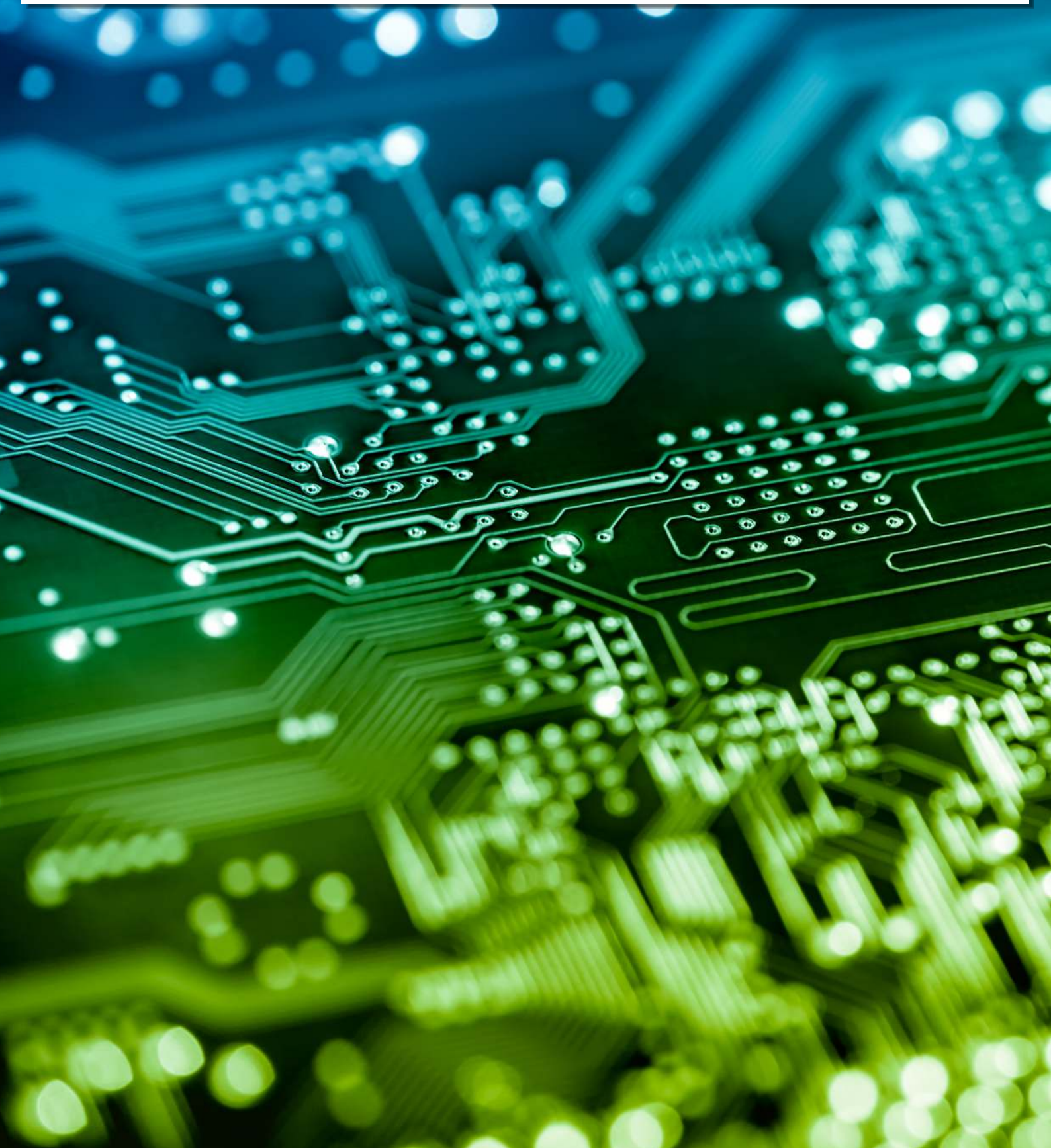
According to Kristopher, at the end of the day what this means is that outside of what we're already doing or without having to change our entire business model there doesn't seem to be technology that can help at a fundamental level.

Reservations aside, Kristopher does believe technology holds a large role in the future of advice.

**I think that advice in 2025 will see technology operate at a functional level that supports the role of advisers. Technology will take over processes such as setting financial objectives and the subsequent financial action plan whilst advisers will assist clients in making these tech-driven decisions, providing their support and expertise as they do so.**

# AdviceTech at a glance

Insights from the 2017 AdviceTech survey





# Services to conduct virtual online meetings

## Providers include

Skype, GoToMeeting, SuiteBox, Microsoft Office, Google documents, Webex, Join.me, Voxer, Google hangouts, Bonjoro

## Key stat

80% adoption potentially by 2019. 52% of advisers currently use, 29% intend to use in next 18 months.

## Description of technology

Virtual online meeting tools provide a virtual meeting between adviser and client via a PC or mobile device.

## Features of technology

Instant messaging, voice/video streaming live, sharing of documents and files, recording of meeting.

## Benefits of technology

Quicker and supports more timely meetings, appeals to younger generation and time poor clients, meetings are easily stored for compliance.

## Adviser says

I do believe there is always value in advice to clients from a "person" and not a computer. That said the younger generation are happier to conduct these meetings via SuiteBox Videos, Skype or GoToMeeting.

– Philippa Sheehan, MyPlanner

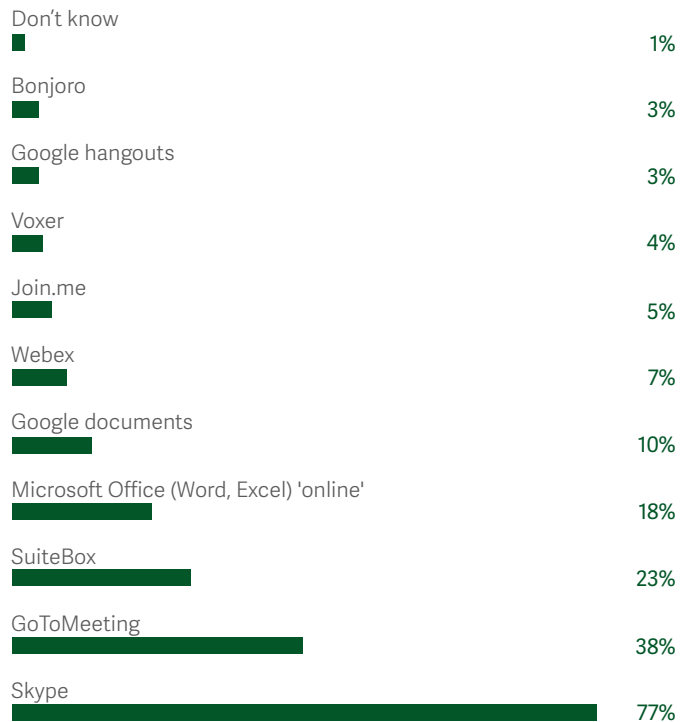
## AdviceTech says

The key for connecting the customer to the adviser was smart technology and video and document collaboration. And I thought of SuiteBox, ah, that's the technology that can still deliver human advice to clients but actually really drive efficient scale and engagement and enable more people to get advice.

– Ian Dunbar, SuiteBox

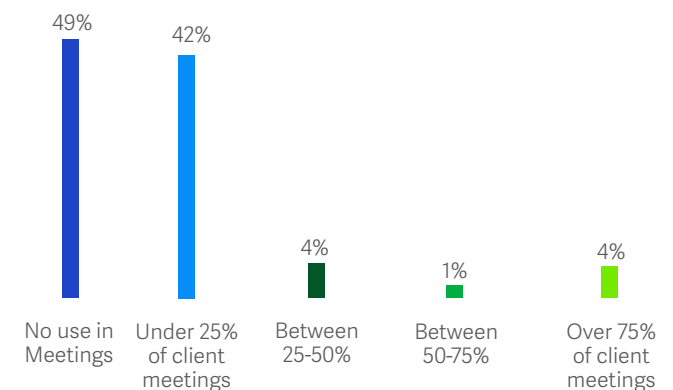
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=109

## Use of virtual online meeting technology today



Source: Netwealth 2017 AdviceTech survey, n=206

# Digital signature tools

## Providers include

DocuSign, Adobe, Netwealth integrated eSignature, SuiteBox, myprosperity, Practice Ignition

## Key stat

85% adoption potentially by 2019. 34% of advisers currently use, 52% intend to use in next 18 months.

## Description of technology

The ability to capture signatures online via a computer or mobile device, to support the document signing process.

## Features of technology

Supports multiple file formats (e.g. Microsoft Word, PDF), mobile and desktop signatures, document status and audit trail, cloud based, APIs and integrations into existing workflows and documents, secure connection and storage.

## Benefits of technology

Streamline transactions, improve the speed of completing applications and getting SOA and ROA accepted, improve administration efficiency.

## Adviser says

Practice Ignition allows me to send our engagement proposal to clients electronically, they can e-sign to accept and it handles payments and integrates to Xero. This tool helps to reduce paper with onboarding clients, is more transparent and speeds up the engagement process.

– Sebastian Mazza, Wealth Depot

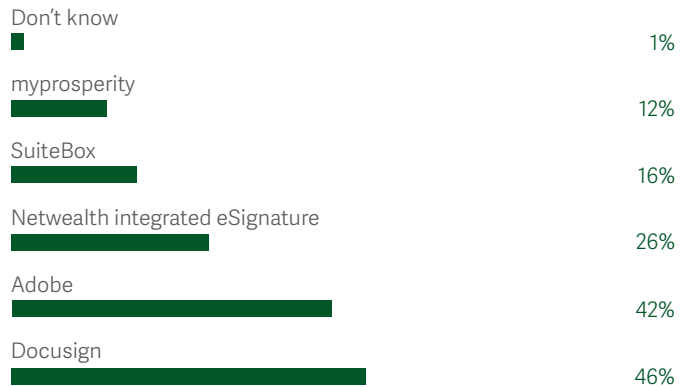
## AdviceTech says

Digital signatures will transform the way that business is transacted. Digital signatures drive security, legal validity and records management. Advances, such as the incorporation of video, images and biometrics into digital signing will put to bed any concerns that may linger around whether a higher level of verification is provided compared to a written signature.

– Ian Dunbar, SuiteBox

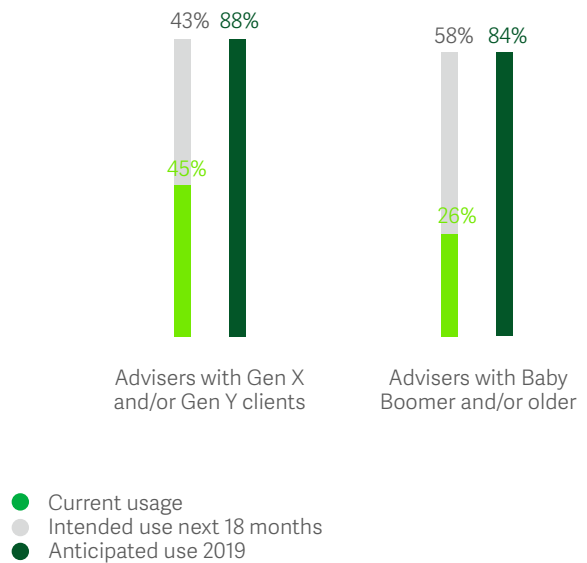
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=69

Current, intended and anticipated usage.



Source: Netwealth 2017 AdviceTech survey, n=206

# Customer Relationship Management (CRM) systems

## 🌐 Providers include

XPLAN, Excel, AdviserLogic, Midwinter, Salesforce, Coin, SugarCRM, Zoho, HubSpot, Provisio

## 📊 Key stat

3.1 out of 5 average satisfaction rating with current provider.

## 📖 Description of technology

A system that helps in collecting, organising, managing and analysing customer information, interactions and data throughout the customer lifecycle.

## 🔧 Features of technology

Contact management, sales lead and opportunity management, reports, analytics and dashboards, mobile access, email and calendar integration, file and knowledge base.

## 🌟 Benefits of technology

Improved sales efficiency and overall sales through more effective pipeline management, improved relationships with customers through a single view of their information facilitating better communication and service.

## 👤 Adviser says

The investment in Salesforce as an open API CRM has been fundamental to our business into the future. Data management across business is essential when you are a small one planner practice to a large institution.

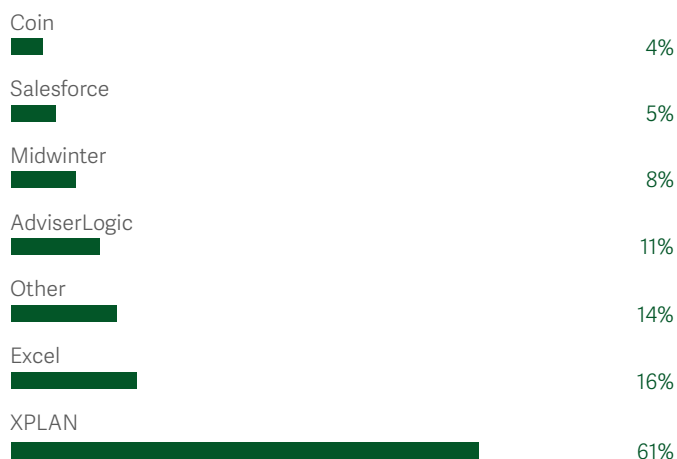
– Philippa Sheehan, MyPlanner

## 👤 AdviceTech says

A good CRM will replace manual processes with efficient workflows – allowing the practice to manage their marketing, sales, SOA production and compliance requirements from within the CRM. Additionally, a good CRM will increase collaboration within the practice, enable advisers to understand things about their clients that wouldn't be possible otherwise and improve their customer's experience using tools like client portals.

– Julian Plummer, Midwinter

## Which technologies do you use?



Source: Netwealth 2017 AdviceTech survey, n=206



Average CRM satisfaction rating



Average financial strategy and modelling technology satisfaction rating

# Emails, newsletters and marketing automation technology

## Providers include

Mailchimp, XPLAN, MS Outlook, Avant Plus, Active campaign, Campaign monitor, Infusionsoft, Feedly, Salesforce Pardot, Bonjoro, Constant contact, HubSpot, Marketo, Redmarker (Artemis)

## Key stat

93% adoption potentially by 2019. 71% of advisers currently use, 22% intend to use in next 18 months.

## Description of technology

Assists the creation and automation of electronic communications, typically email and newsletters but extends to text and in-app messaging and social media.

## Features of technology

Email templates and drag-and-drop editing, email scheduling, triggered email campaigns, email personalisation, manage email subscribers and create segmented lists, tracking, reporting and analytics.

## Benefits of technology

Automation of repetitive tasks in the creation of emails, personalisation of messages to email recipients to improve marketing outcomes, easier to analyse email marketing performance.

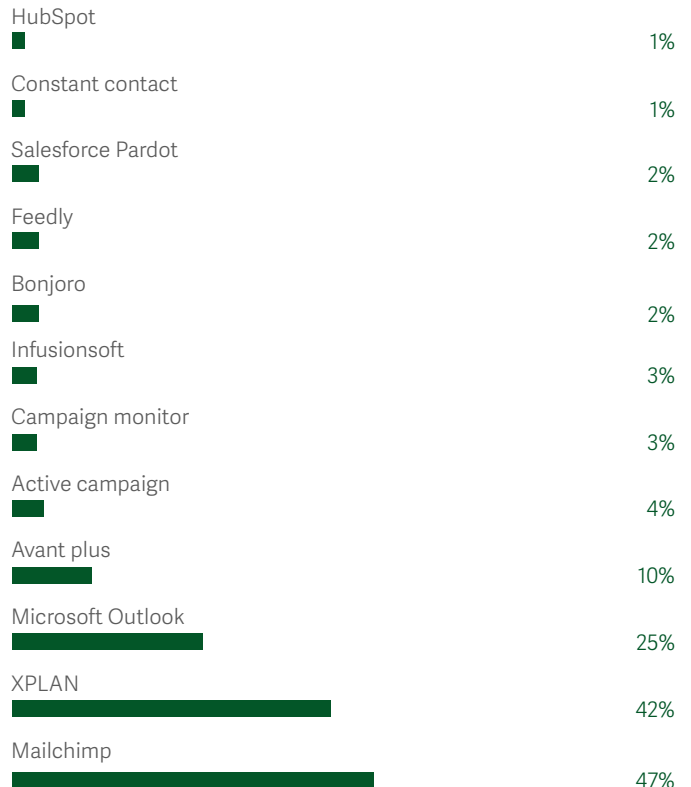
## Adviser says

The use of emails to contact our clients with information and newsletters is fast and efficient. The benefit to our clients is that they have access to us more quickly.

– Cameron Cogle, Bridgeport

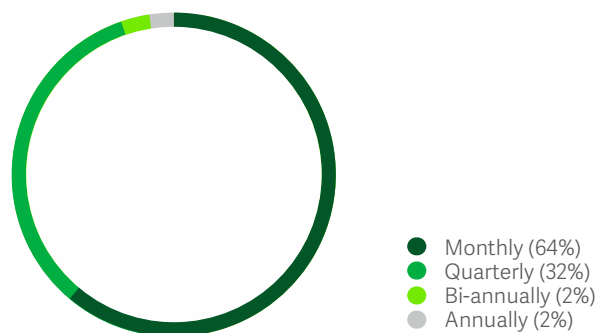
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=146

How frequently does your business send email newsletters of educational or informational nature to its clients (of advisers who answered yes to using this technology)?



Source: Netwealth 2017 AdviceTech survey, n=146

# Live chat technologies

## 🌐 Providers include

LiveChat, Zendesk, Intercom.io, Freshdesk

## 📊 Key stat

37% adoption potentially by 2019. 5% of advisers currently use, 33% intend to use in next 18 months.

## 📖 Description of technology

Tools that allows businesses to communicate, or chat, in real time with visitors to their website.

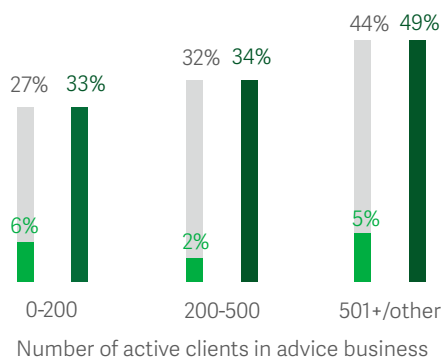
## 🔧 Features of technology

File sharing, chat transcriptions and archives, statistics and reporting, Wordpress integration, multiple agents, out of work time messaging, canned responses, custom design, mobile SMS to chat.

## 🌟 Benefits of technology

Improved customer relationships through immediate customer support and information that assist in the buying process or as a response to a service enquiry.

Current, intended and anticipated usage



- Currently using these tools
- Intend to use these tools in next 18 months
- Anticipated Usage 2019

Source: Netwealth 2017 AdviceTech survey, n=206

# Website management and/or blog tools

## 🌐 Providers include

Wordpress, Wix, My CMS, 1&1, Strikingly, Weebly

## 📊 Key stat

41% advisers add or modify their website content monthly, 18% quarterly, 11% annually and 30% never do.

## 📖 Description of technology

Tools to assist in the creation and modification of a web page, blog or online store.

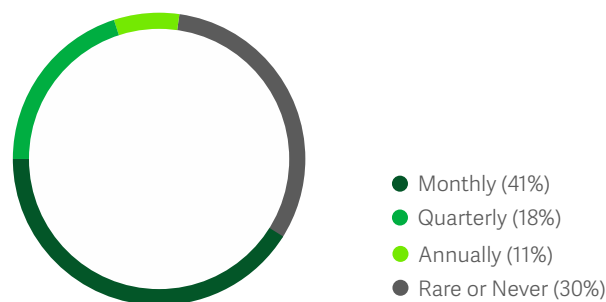
## 🔧 Features of technology

HTML templates, WYSIWIG drag-and-drop content editing, online store management including ecommerce capabilities, web hosting and domain names, search engine optimisation (SEO) support, web tracking and reporting, creation/approval workflow, landing page personalisation.

## 🌟 Benefits of technology

Keeps the website fresh to create the right impression with prospect clients, improve website performance and conversion, attract more visitors to the website via improved SEO performance.

How often does your business add or modify content on your website, including your blog?



Source: Netwealth 2017 AdviceTech survey, n=206

# Social media management tools

## Providers include

Hootsuite, Buffer, Sprout Social, Contentstudio.io, Missingletr.com

## Key stat

61% adoption potentially by 2019. 23% of advisers currently use, 38% intend to use in next 18 months.

## Description of technology

These tools offer a platform for managing social media, sharing content and growing a social media presence across platforms like Facebook, LinkedIn, Twitter, Instagram and YouTube.

## Features of technology

Write once and publish to multiple social networks, analytics and reporting, ability to manage multiple social media accounts, supports edit/approval workflows, integration with CRM and email marketing system.

## Benefits of technology

Automation of repetitive tasks in the creation of social media posts, easier to analyse social media performance.

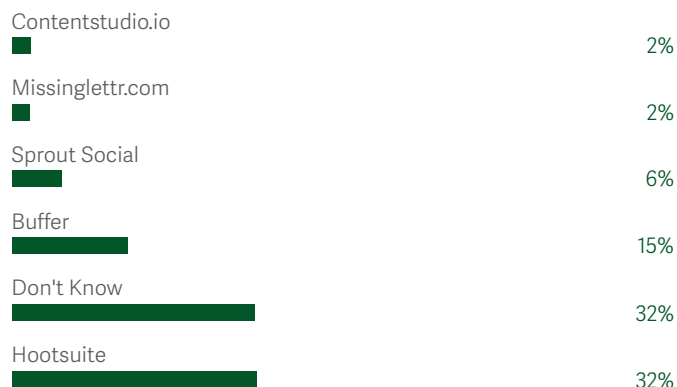
## AdviceTech says

We are seeing demand from advisers to integrate CRM with their client's social media accounts. The benefit of this for advisers is to give insight into what is happening in their clients lives, and makes it easier for advisers to become a trusted cash flow coach with important milestones in their lives (holidays, retirement, buying a new house and so on).

– Julian Plummer, Midwinter

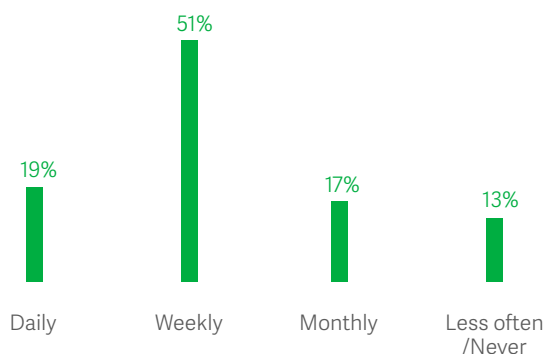
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=47

How regularly are you posting to social media networks, e.g. Twitter, LinkedIn, Facebook, Instagram (of advisers who answered yes to using this technology)?



Source: Netwealth 2017 AdviceTech survey, n=47

# Online surveys, reviews and rating tools

## 🌐 Providers include

Survey Monkey, Adviserratings.com.au, Facebook ratings, Google reviews, Typeform, Google forms, womo.com.au, Yelp, wufoo

## 📊 Key stat

72% adoption potentially by 2019. 33% of advisers currently use, 39% intend to use in next 18 months.

## 📖 Description of technology

This suite of technologies provides advisers with tools to capture customer feedback whether through the development of their own surveys and feedback forms or via online websites where customers share their experiences and rate their service with stars and descriptions.

## ⚙️ Features of technology

Creation of online surveys through drag and drop interfaces, survey templates, ratings/review websites that provide a source of referrals.

## 🌟 Benefits of technology

A better understanding of clients through profiling and satisfaction scores/ratings, the ability to benchmark service levels against other providers, the ability to identify areas of the business that need further improvement.

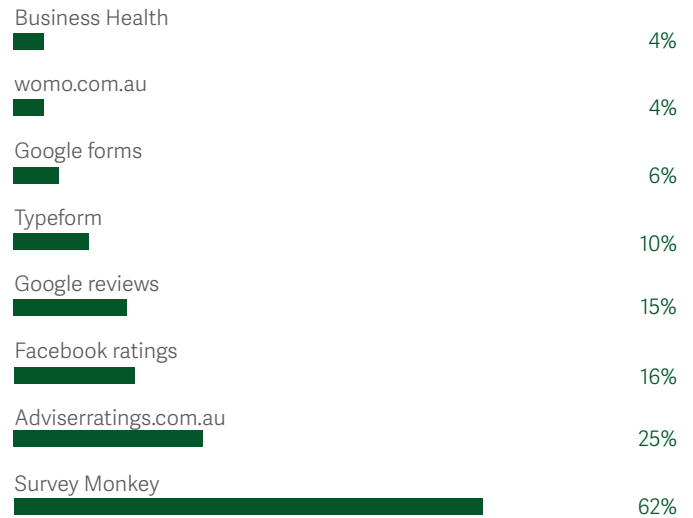
## 👤 AdviceTech says

In the past two years we have reached 20-25% take up in the advice landscape, with 11,000 reviews. The last couple of months we have been accelerating a lot quicker with Google recognising us as an independent platform.

– Angus Woods, Adviser Ratings

## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=68

# Software to create client presentations

## Providers include

Microsoft Powerpoint, Prezi, Canva, Google Slides, Apple Keynote, Haiku Deck, Zoho Show, Astute Wheel

## Key stat

63% currently use.

## Description of technology

Tools that support the creation and customisation of client presentation slides.

## Features of technology

Presentation templates, collaborate and share when creating, add all types of content formats including video and animations, online cloud-based creation, access via mobile devices.

## Benefits of technology

Visual communication tool supporting face to face meetings and presentations, more professional, easier to communicate complex ideas through charts and images.

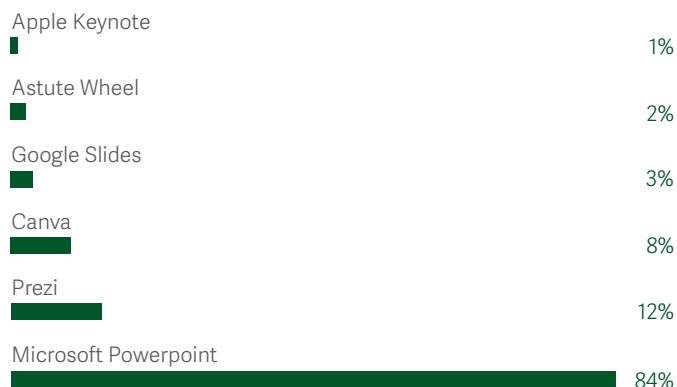
## Adviser says

Looking to the future we'll be using conference calls, iPad type presentations and being less reliant on printing.

– Cameron Cogle, Bridgeport

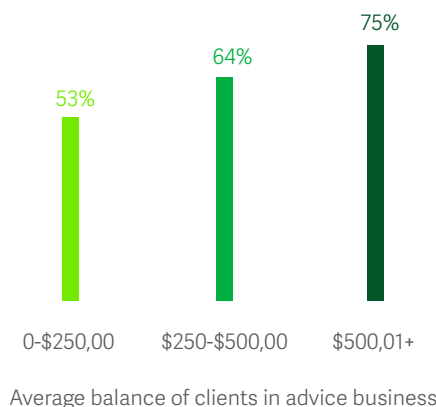
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=131

## Percent of advice businesses who use software to create presentations to clients



Source: Netwealth 2017 AdviceTech survey, n=131



# Fact find and risk profiling tools

## Providers include

XPLAN, Astute Wheel, Excel, AdviserLogic, Finametrica, Midwinter, Typeform, precisefp.com

## Key stat

Of all advisers, 52% use XPLAN whilst 19% have developed their own in-house.

## Description of technology

Tools to capture information about the client during the fact find process, including the analysis of their risk profile.

## Features of technology

Online (short) fact-find, integration with CRM and advice/modelling technology, risk profiling algorithms, financial calculators, customisations.

## Benefits of technology

Streamlines initial meetings and fact find process, improved customer experience, quickens up SOA and ROA process.

## Adviser says

Astute Wheel is fantastic from a client engagement perspective. In fact I'd consider it the best fact finding tool available.

– Kristopher Meuwissen, Ability Financial Planning

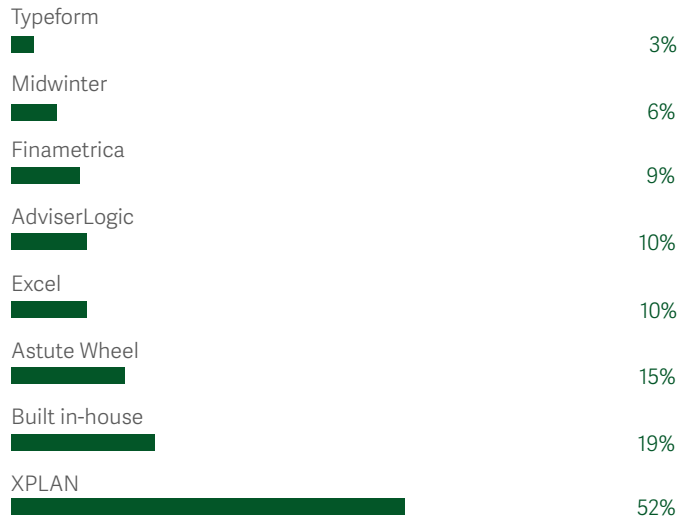
## AdviceTech says

A risk profiling tool will be developed that most will adopt while client facing modelling calculators will be used by advisers to explain their strategies and the information will flow to a paraplanner database to make an SOA or ROA.

– Hans Egger, Astute Wheel

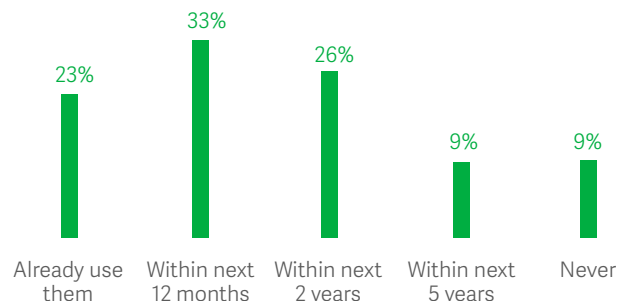
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=206

When will your business start using online self-service tools to capture client (or prospect) information, including their risk profile?



Source: Netwealth 2017 AdviceTech survey, n=206

# Tools to help model, develop and manage financial plans

## Providers include

XPLAN, Excel, AdviserLogic, Midwinter, Coin, Adviser Intelligence, Provisio

## Key stat

3.1 out of 5 average satisfaction rating with current provider.

## Description of technology

Scenario creation and strategy optimisation tools for clients.

## Benefits of technology

Improve planning process efficiency, improve engagement with clients, assist in meeting compliance obligations, integrations with website and CRM, client portal, workflows and apps.

## Adviser says

It supports the delivery of cost-effective and efficient financial advice.

– Cameron Cogle, Bridgeport

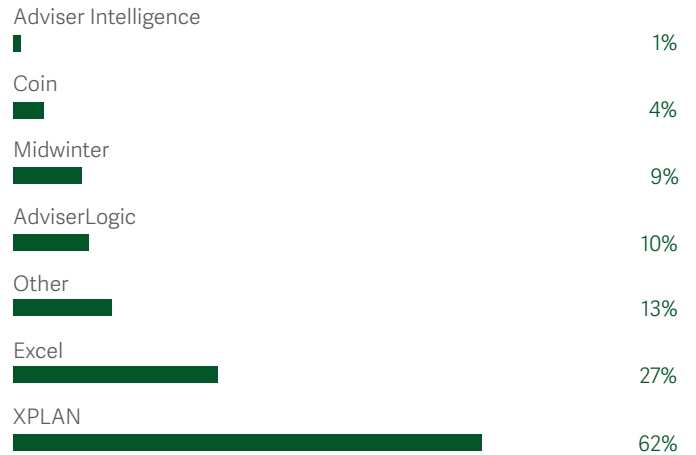
## AdviceTech says

Innovation is probably directed at facilitating holistic advice at a reasonable price point and one way to do that is technology and have the client participate in the process.

– John Brabender, Revex

## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=206

# Robo investment technologies

## 🌐 Providers include

Acorns, Clover, Sixpark, Ignition Direct, Quitegrowth

## 📊 Key stat

29% adoption potentially by 2019. 3% of advisers currently use, 26% intend to use in next 18 months.

## 📖 Description of technology

Tools that provide online portfolio investment recommendations using algorithms and in some cases artificial intelligence which relies less on human intervention.

## 🧠 Features of technology

Online risk profiling, automatic rebalancing, automatic investing, client or adviser driven, low-cost (in some instances), white label for advisers.

## 🌟 Benefits of technology

Improve back office efficiency, expand client base by catering for the needs for a different client base, including low balance clients.

## 👤 Adviser says

Robo advice is a bit of a wait and see. It is not near where it should be. At the moment its just flogging product.

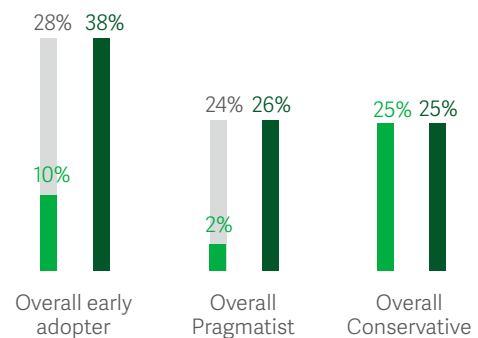
– Shaun Clements, North of River Financial

## 🗣️ Industry says

It's becoming more common for traditional financial planning practices to 'white label' robo-advisor platforms for their clients. This takes the cumbersome task of choosing assets out of their hands so that the financial advisor may spend more time with their clients addressing individual tax, estate, and financial planning issues.

– Pros & Cons of Using a Robo-Advisor by Barbara Friedberg, <http://www.investopedia.com/articles/personal-finance/010616/pros-cons-using-roboadvisor.asp>

## Current, intended and anticipated usage



Technology adoption attitude of adviser

- Currently using these tools
- Intend to use these tools in next 18 months
- Anticipated Usage 2019

Source: Netwealth 2017 AdviceTech survey, n=206

# Scaled advice technologies

## Providers include

XPLAN Prime, Astute Wheel, Midwinter AdviceOS, Decimal, SuperED

## Key stat

60% adoption potentially by 2019. 28% of advisers currently use, 31% intend to use in next 18 months.

## Description of technology

Personal advice that is limited in scope or piece-by-piece advice rather than holistic or comprehensive advice, often provided over the phone or the internet rather than in person at a fraction of the cost of holistic advice.

## Features of technology

Guidance advice based on objectives or specific goals, provided in real time, supports face to face telephone and online channels, CRM, risk and advice modelling tools.

## Industry says

The Financial Planning Association (FPA) chief executive, Dante De Gori, said scaled advice should be given in stages throughout a client's life but over time this meant the client would have received comprehensive advice. "Consumers only want what's relevant to them," he said, noting that scaled advice is affordable, appropriate for clients, and would help clients achieve their immediate needs.

– Movers and shakers in scaled advice, Money Management April 2016, <http://www.moneymanagement.com.au/features/movers-and-shakers-scaled-advice>

## Industry says

"What's really important to recognise is that almost everyone who gets scaled advice (80 percent) are open to getting comprehensive advice as well. It could be later on, or it could be immediately," Recep Peker said

– Movers and shakers in scaled advice, Money Management April 2016, <http://www.moneymanagement.com.au/features/movers-and-shakers-scaled-advice>

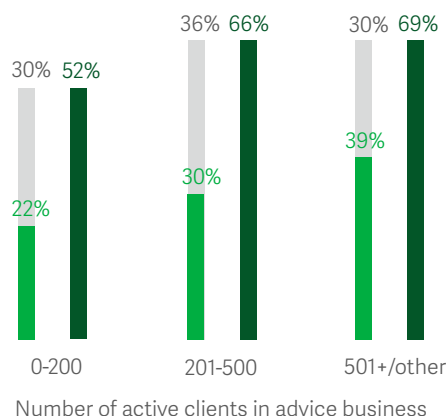
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=68

## Current, intended and anticipated usage



- Currently using these tools
- Intend to use these tools in next 18 months
- Anticipated Usage 2019

Source: Netwealth 2017 AdviceTech survey, n=206

# Investment research tools and technology for investment selection

## 👥 Providers include

Morningstar, Lonsec, Zenith, Broker research, Netwealth Compare Managed Funds, Bloomberg, Thompson Reuters, Factset, Fincast, Macrovue, Selfwealth, Simply Wall Street, TipRanks

## 📊 Key stat

78% currently use.

## 📖 Description of technology

Research, ratings and commentary on investment products. Often reliant on a mix of qualitative research and quantitative analysis using big data, algorithms and eventually artificial intelligence.

## ⚙️ Features of technology

Company background, investment analysis/commentary, statistics including performance, online access, ability to compare/contrast assets, big data, visualisation tools.

## 🌟 Benefits of technology

Supports internal investment decision making and portfolio construction, useful in educating and engaging with clients, provides new investment ideas.

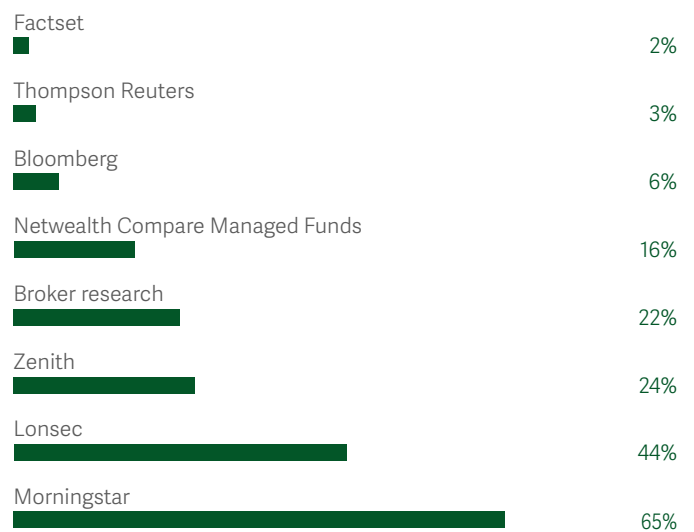
## 👤 AdviceTech says

My aha moment for launching the business was an attempt to level the playing field. To provide transparent and unbiased technology and the aggregation of big data.

– Sean Ickowicz, TipRanks

## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=160

# Cash flow, budgeting and account aggregation tools

## Providers include

Moneysoft, Xero, myprosperity, Yodlee

## Key stat

68% adoption potentially by 2019. 43% of advisers currently use, 25% intend to use in next 18 months.

## Description of technology

Amalgamates bank, super and investment accounts into a single online interface for the tracking and management of money, investments, cashflow, budgeting, goal-savings.

## Features of technology

Real-time data feeds from hundreds of financial institutions, bank account transaction listings and categorisation, reporting and visualisation tools to assist budgeting and savings, account alerts on triggered account events, document vault, white-label adviser portal, reports including 'health checks'.

## Benefits of technology

New service offering for many advisers, helps clients keep savings on track, helps advisers to get a better understand of a client's position, better client engagement.

## Adviser says

myprosperity helps to provide real time data that we can use to monitor and then model cash flow and asset net values.

– Sebasitan Mazza, Wealth Depot

## AdviceTech says

A lot of administration tasks are being replaced with Moneysoft's capabilities. We are creating that ability to take personal financial management tools, create solutions for the advice industry, financial professionals, to help their clients.

– Peter Malekas, Moneysoft

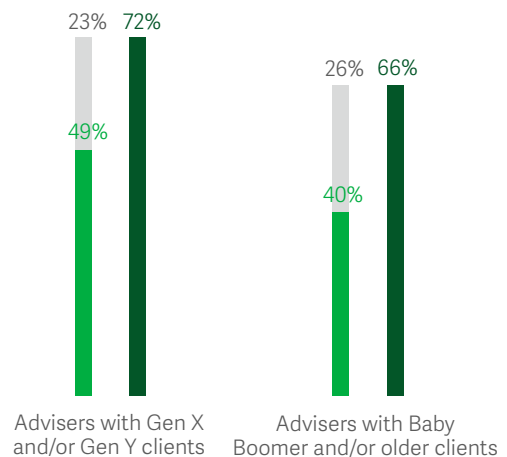
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=89

## Current, intended and anticipated usage



- Currently using these tools
- Intend to use these tools in next 18 months
- Anticipated Usage 2019

Source: Netwealth 2017 AdviceTech survey, n=206

# Tools to manage projects

## Providers include

Microsoft Excel, Trello, Slack, Evernote, Asana, Microsoft Project, Dapulse

## Key stat

81% adoption potentially by 2019. 55% of advisers currently use, 26% intend to use in next 18 months.

## Description of technology

A platform which allows people to collaborate, communicate and coordinate projects, helping them manage the tasks, processes, and workflows of projects of any size.

## Features of technology

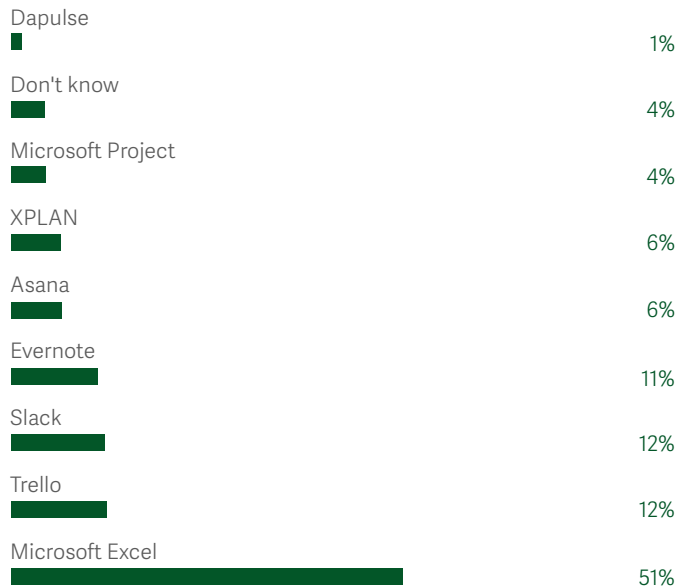
Visual charts and timelines, task lists and boards, checklists, file management, alerts, collaboration with multiple project members, online and mobile access, reports and analytics, support for different project methodologies like PRINCE and Agile.

## Benefits of technology

Better project planning, more effective team communication and collaboration, greater transparency as to progress, ability to optimise resource allocation and delegate tasks, standardises project delivery process, centralises project reporting.

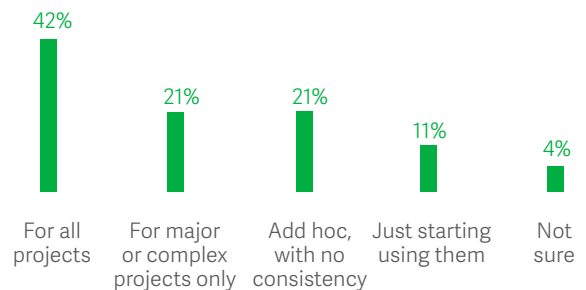
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=113

How frequently do you use project management technologies (of advisers who answered yes to using them)?



Source: Netwealth 2017 AdviceTech survey, n=113

# Commissions management software

## Providers include

Commpay, Easy Dealer, Revex, Excel

## Key stat

69% adoption potentially by 2019. 62% of advisers currently use, 6% intend to use in next 18 months.

## Description of technology

Rules-based revenue, commission payment and remuneration management system.

## Features of technology

Automatically create statements in PDF and other formats, personalisation, file import, integration with XPLAN and other CRMs, reporting on underlying data, supports complex payment structures like licensee splits and referral partner payments, cloud-based.

## Benefits of technology

Improve back office efficiency, including data input, when creating consolidating and distributing payments or statements to clients and other stakeholders (such as fund managers).

## AdviceTech says

We offer technology or outsourcing depending on what people want. We are providing mitigation of risk for licensees who have scaleable costs and don't have the staff to manage them.

– John Brabender, Revex

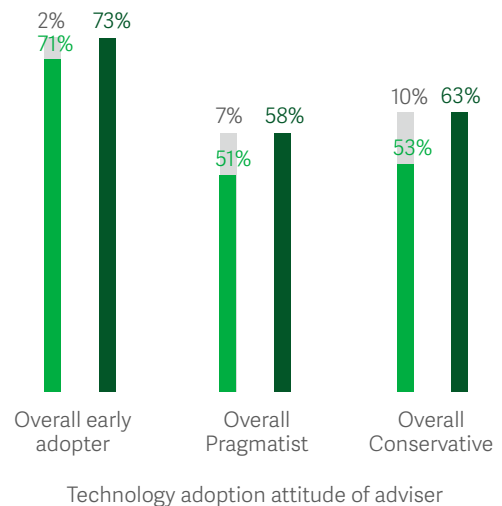
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=128

## Current, intended and anticipated usage



- Currently using these tools
- Intend to use these tools in next 18 months
- Anticipated Usage 2019

Source: Netwealth 2017 AdviceTech survey, n=206



# Digital services to transcribe conversations

## Providers include

Dragon Dictate, Rev.com, waywithwords, Livescribe Smartpen, Trint

## Key stat

54% adoption potentially by 2019. 19% of advisers currently use, 35% intend to use in next 18 months.

## Description of technology

Online services that convert audio and video recording to text.

## Features of technology

Additional services include: translations, add captions and subtitles to videos, stitch and synchronise audio and video together.

## Benefits of technology

Face-to-face and online meetings can be recorded and transcribed providing a record for compliance and/or internal process efficiencies.

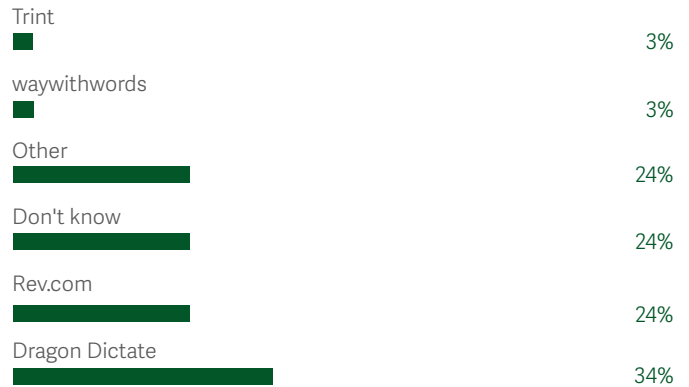
## Adviser says

Whilst the iPad worked in a business-to-business environment, I found it was too obtrusive and impersonal when working with clients. The iPad was an acceptable tool to use when I was a BDM, but I don't feel it builds a connection as an adviser. The Livescribe pen records what you write and records interviews.

– John Forwood, Forwood Planning

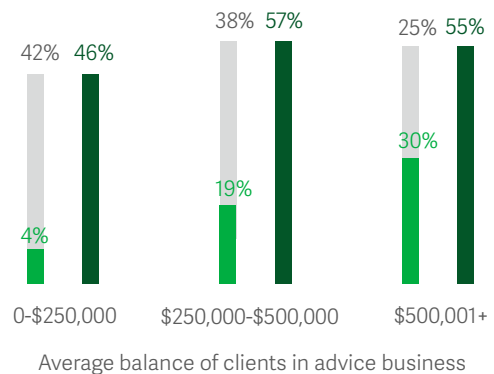
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=38

## Current, intended and anticipated usage



- Currently using these tools
- Intend to use these tools in next 18 months
- Anticipated Usage 2019

Source: Netwealth 2017 AdviceTech survey, n=206

# Know Your Customer (KYC) technologies

## Providers include

ZipID, GreenID

## Key stat

49% adoption potentially by 2019. 17% of advisers currently use, 32% intend to use in next 18 months.

## Description of technology

Technology that helps a business in identifying and verifying the identity of people using external data matching sources including Australian Passport and Drivers Licence data.

## Features of technology

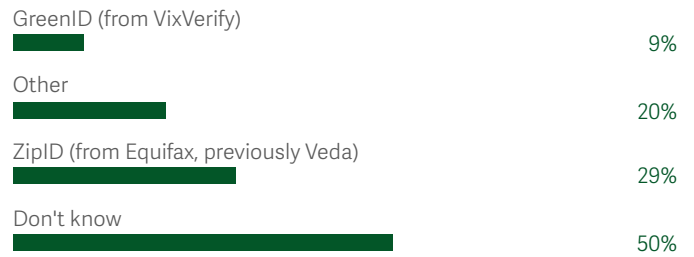
Data matching with major Australian government ID sources, ability for customers to add missing data and upload documents, approval management workflows, online and mobile phone verification.

## Benefits of technology

Quicker onboarding process saving time for clients by only capturing fields that are needed, cloud-based.

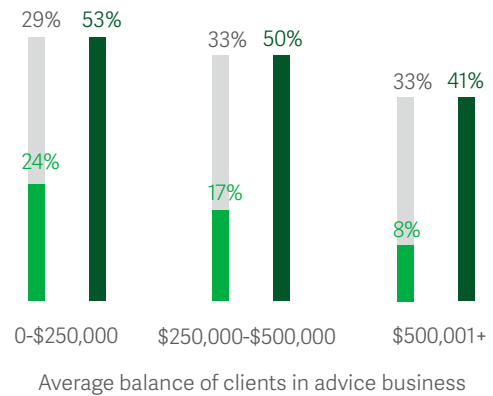
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=34

## Current, intended and anticipated usage



- Currently using these tools
- Intend to use these tools in next 18 months
- Anticipated Usage 2019

Source: Netwealth 2017 AdviceTech survey, n=206

# Online document/file storage and sharing technologies

## 🌐 Providers include

XPLAN, Dropbox, Microsoft One Drive, Google docs, Evernote, ezidox, Sharefile

## 📊 Key stat

94% adoption potentially by 2019. 88% of advisers currently use, 6% intend to use in next 18 months.

## 📖 Description of technology

Cloud based storage of documents, images, presentations and other file formats which can be shared to people so they can access them online or download to their computer or mobile device.

## 🔧 Features of technology

Upload document of any kind to the cloud, share with one or multiple people, allow read only or edit status, add comments to file, track and report on downloads and usage, file and version recovery, permission management, third-party app integrations, clear files from lost or stolen devices.

## ⌚ Benefits of technology

Ability to work on files from anywhere, simplifies document sharing and collaboration, a method to back-up files, preview files you don't have software for, e.g. Adobe Illustrator.

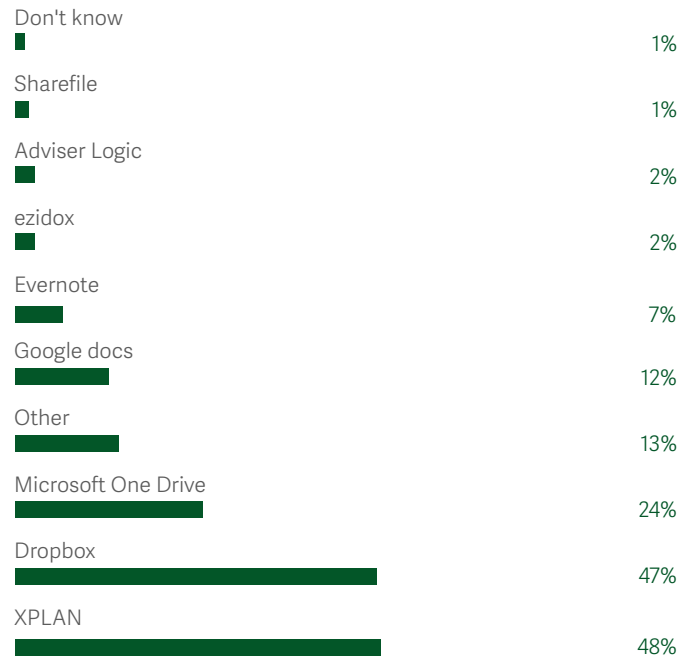
## 👤 Adviser says

The security is great as it eliminates the risk of server attacks or issues, plus the ability to access your files from anywhere means you can work whenever, wherever you want.

– Shaun Clements, North of River Financial

## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=180

# Cloud-hosted email management services

## Providers include

Microsoft Office 365, Gmail (Google Apps)

## Key stat

80% adoption potentially by 2019. 73% of advisers currently use, 7% intend to use in next 18 months.

## Description of technology

Online access to office emails and calendars.

## Features of technology

Full-featured email tools, business email for your domain, multiple email addresses, mobile app, link with messaging and video conferencing tools, shared calendars, spam filters, no advertising, cloud based.

## Benefits of technology

Secure, easy IT administration, work from anywhere, mobile access, subscription pricing plans.

## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=149

# Managed accounts (SMA)

## Key stat

57% adoption potentially by 2019. 35% of advisers currently use, 22% intend to use in next 18 months.

## Description of technology

Managed accounts provide advisers with an alternative structure than managed funds and other portfolio solutions to access professional portfolio management for their clients. Using the transparent, tax efficient and customisable structures of managed accounts, where changes to certain portfolios by an investment manager occur they can be implemented across some or all clients as frequently as required, without the need for individual ROAs or SOAs.

## Features of technology

Efficient investment trading, integration with non-managed account investments, customisation with rules and exceptions, a broad variety of investment models, the ability to establish private label models.

## Benefits of technology

The ability to create a consistent investment process, easier to demonstrate a clear investment value proposition, potential to reduce implementation leakage and improve efficiency/reduce adviser work.

## AdviceTech says

In Australia conversations around managed accounts have traditionally focused on their utility as an investment product. But it's worth exploring how their broader utility can also increase back-office efficiency.

Within a managed account structure advisers can provide clients with access to a diversified range of assets, including access to international equities. Advisers can integrate and blend any number of different strategies to suit a client's diversification needs and risk appetite without many of the traditional administration headaches associated with monitoring and updating the portfolio over time.

– Matt Heine, Netwealth

# Digital workflow and integration tools

## Providers include

Zapier, Evernote, Typeform, IFTT, Scribe, Formstack, Fusedocs, PowerBI, Tableau

## Key stat

65% adoption potentially by 2019. 32% of advisers currently use, 33% intend to use in next 18 months.

## Description of technology

An array of online services to enhance document flow, data integration, reporting and general process improvement, including user friendly forms, linking of independent web apps to pass information between popular cloud based apps/software systems, online business intelligence reporting and note taking tools.

## Features of technology

Rule-based linkages between popular cloud-based applications (e.g. adding new CRM contacts to your email marketing system), visual interface to create rules, task automators, online drag-and-drop form creation, report builders and data visualisation tools.

## Benefits of technology

Link disparate systems together to improve workflow efficiencies, report and analyse on disparate data sets, capture notes/ideas on any device.

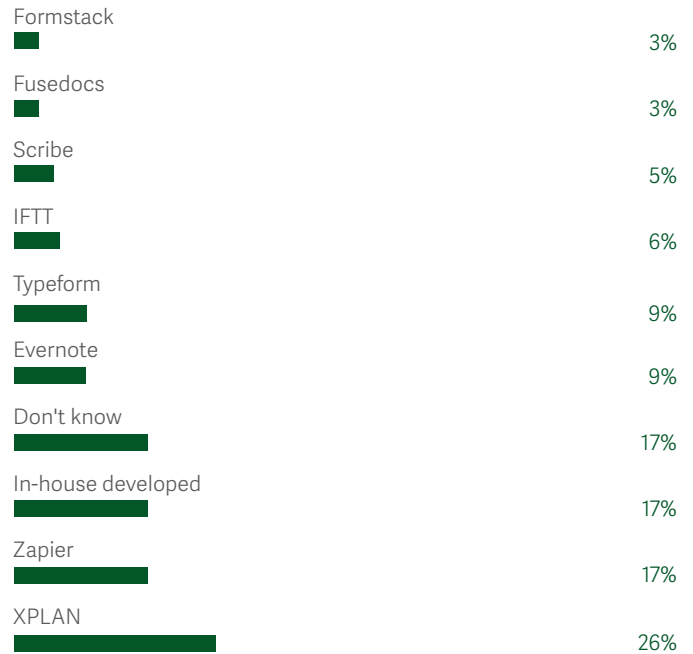
## Adviser says

Our licensee is moving away from traditional CRM to Salesforce for its workflows and ability to be tailored and the connections it offers. It can set up forms and have a feed from what client sent us to our CRM.

– John Forwood, Forwood Financial

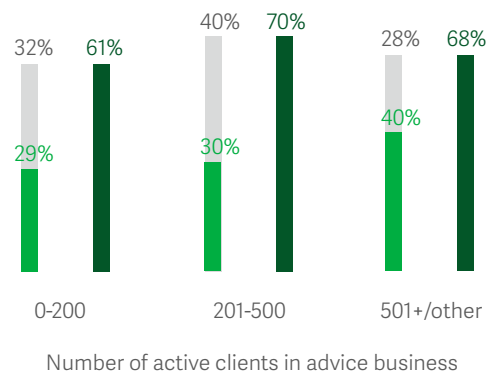
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=66

## Current, intended and anticipated usage



- Currently using these tools
- Intend to use these tools in next 18 months
- Anticipated Usage 2019

Source: Netwealth 2017 AdviceTech survey, n=206

# SMSF administration software

## Providers include

Class Super, BGL, eSuper

## Key stat

42% adoption potentially by 2019. 29% of advisers currently use, 13% intend to use in next 18 months.

## Description of technology

Cloud-based self-managed super fund (SMSF) software to assist in the administration and compliance of SMSFs by trustees and their advisers.

## Features of technology

Bank, super and investment account data feeds, corporate action notification, reporting/dashboards on SMSF related items (e.g. contributions and pensions), integrations into some accounting packages and wrap platforms, journals and narrations, cloud-based.

## Benefits of technology

Effective SMSF compliance, streamlined SMSF administration, enhanced reporting, improve speed of tax return completion.

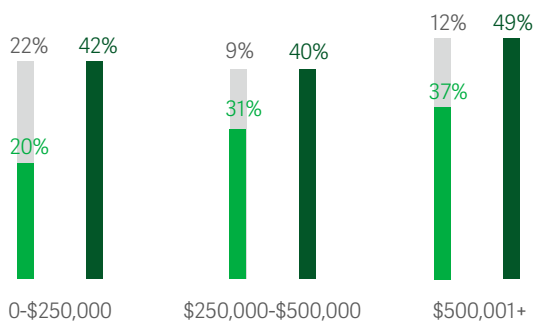
## Which technologies do you use?

By advisers who answered yes to using them.



Source: Netwealth 2017 AdviceTech survey, n=60

## Current, intended and anticipated usage



Average balance of clients in advice business

- Currently using these tools
- Intend to use these tools in next 18 months
- Anticipated Usage 2019

Source: Netwealth 2017 AdviceTech survey, n=206

the 1990s, the number of people in the world who are under 15 years of age is expected to increase from 1.1 billion to 1.5 billion.

There are a number of reasons why the world's population is growing so rapidly. One of the main reasons is that the number of children born to each woman has increased. This is due to a number of factors, including the fact that women are now having children at a younger age, and that there are more children surviving to adulthood.

Another reason why the world's population is growing so rapidly is that the number of people who are surviving to old age has increased. This is due to a number of factors, including the fact that people are now living longer, and that there are more people surviving to old age.

There are a number of other reasons why the world's population is growing so rapidly. One of the main reasons is that the number of people who are migrating to other parts of the world has increased. This is due to a number of factors, including the fact that there are more people who are seeking better opportunities elsewhere.

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