

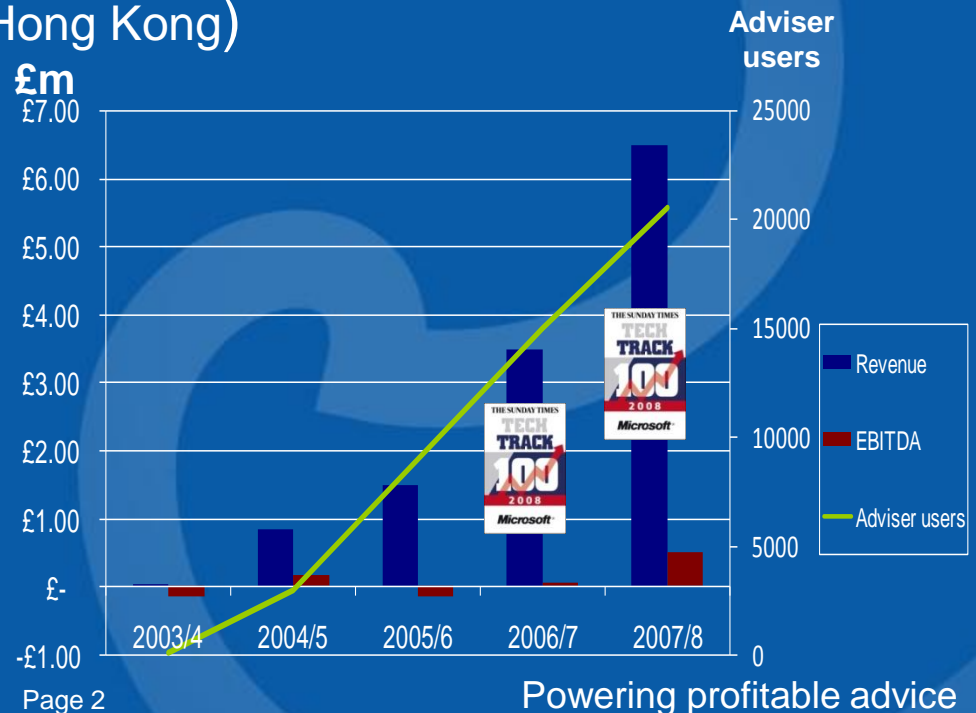
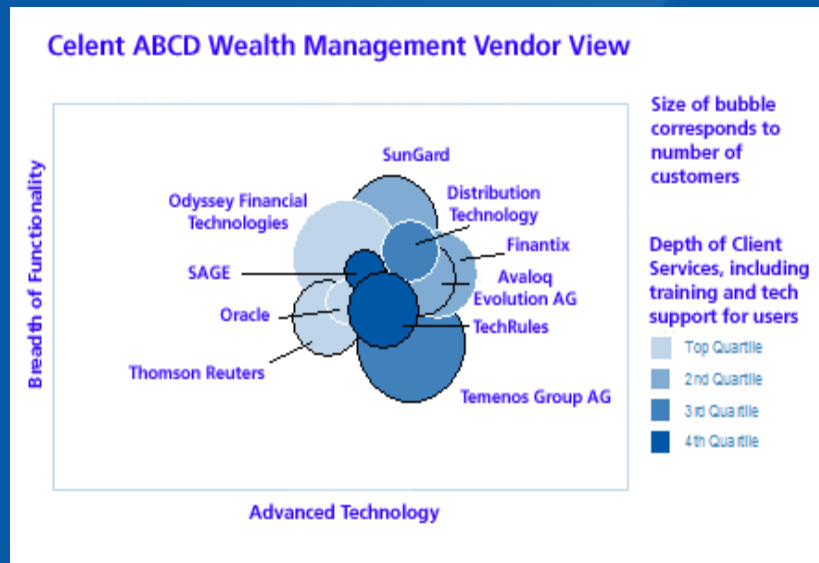


Powering profitable advice

Transforming the client-adviser relationship - the role of technology

Market leader in Financial Planning Technology

- 25+ leading banks, life & pension co's, platforms and wealth managers & distributors
- Rapidly growing, profitable with long term licence contracts
- Sunday Times, Microsoft TechTrack 100 2007 & 2008
- 95+ staff (Reading, London and Hong Kong)



Transforming the client-adviser relationship - the role of technology

1. Why does the client-adviser relationship need transforming?
2. How is technology enabling this transformation?

Why does the client-adviser relationship need transforming?

- A perfect storm hitting distributors
- Consumer confidence at all time low
- Volatile investment markets
- Restricted mortgage credit
- Reliance on indemnity commission
- Competition for transfer business
- RDR

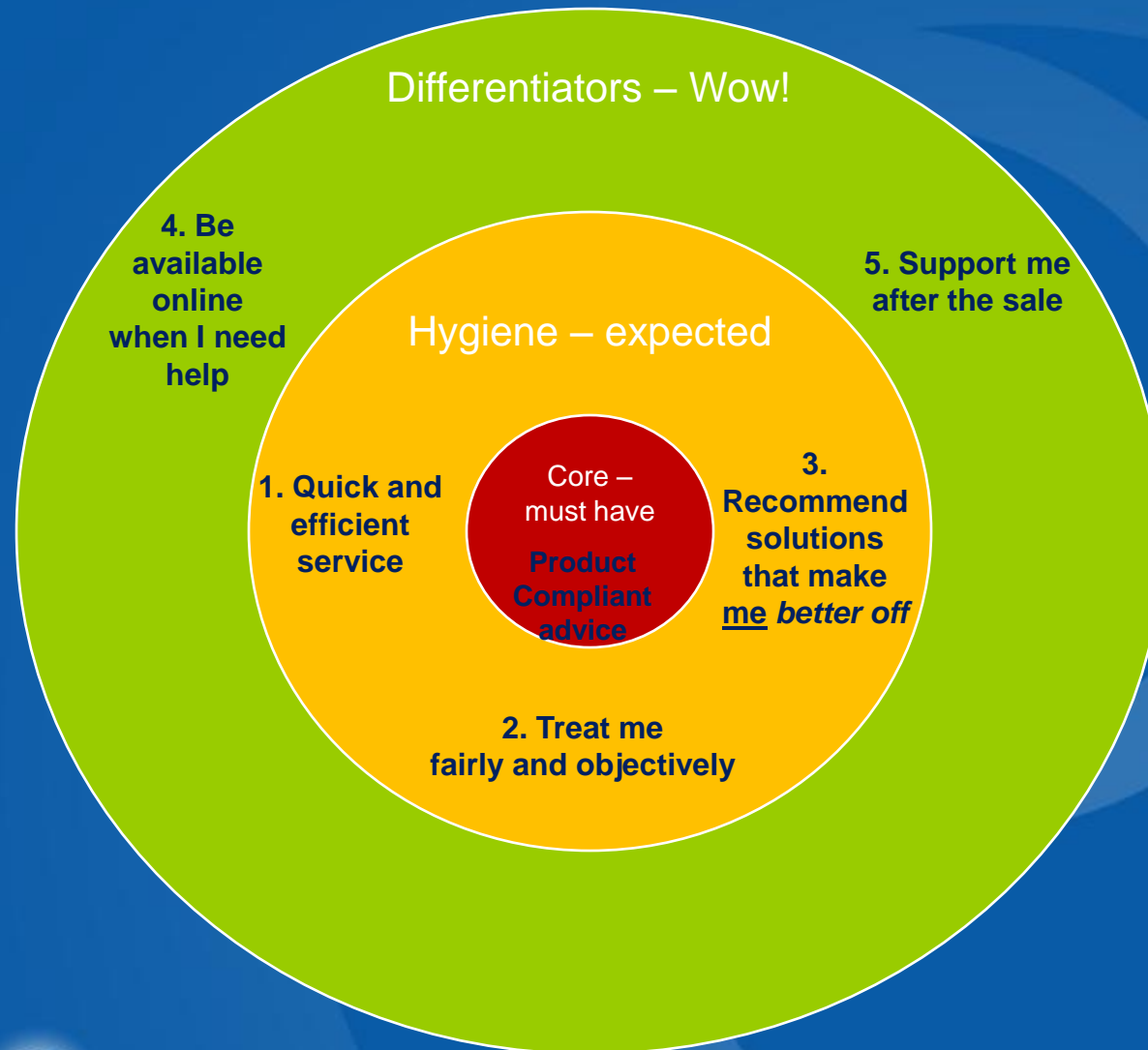


Why does the client-adviser relationship need transforming?



- Clients need advice. Now more than ever:
 - Who should I trust with my money?
 - How do I generate an income?
 - My property/business was my pension?
 - How do I protect my family?
 - What are realistic goals for me now?

5 key elements to the ideal client – adviser relationship



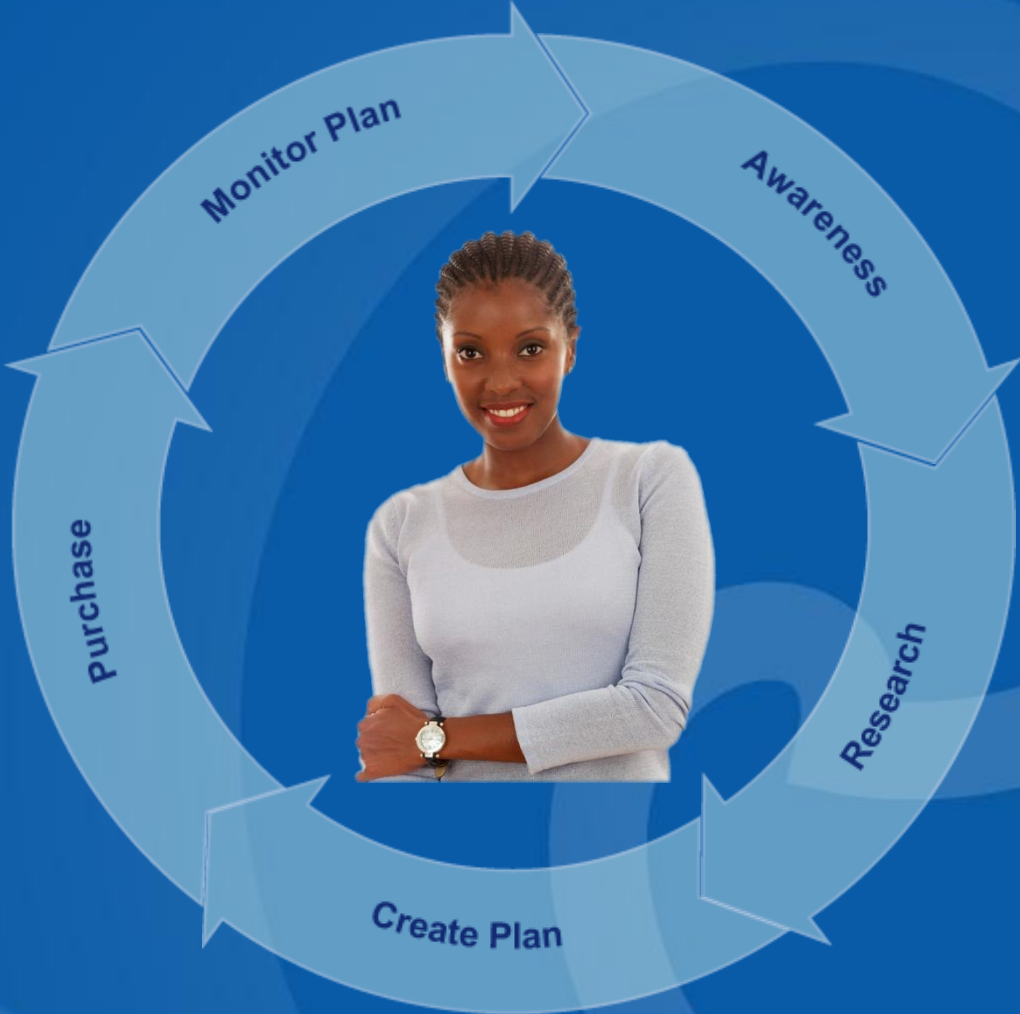
The relationship will of course differ by segment

- Amount of face to face time
- Packaged products v bespoke solutions
- Product centric v plan centric
- Simple v complex processes
- Tax
- Reporting



1. Quick and efficient service

While the client is looking for a seamless journey...



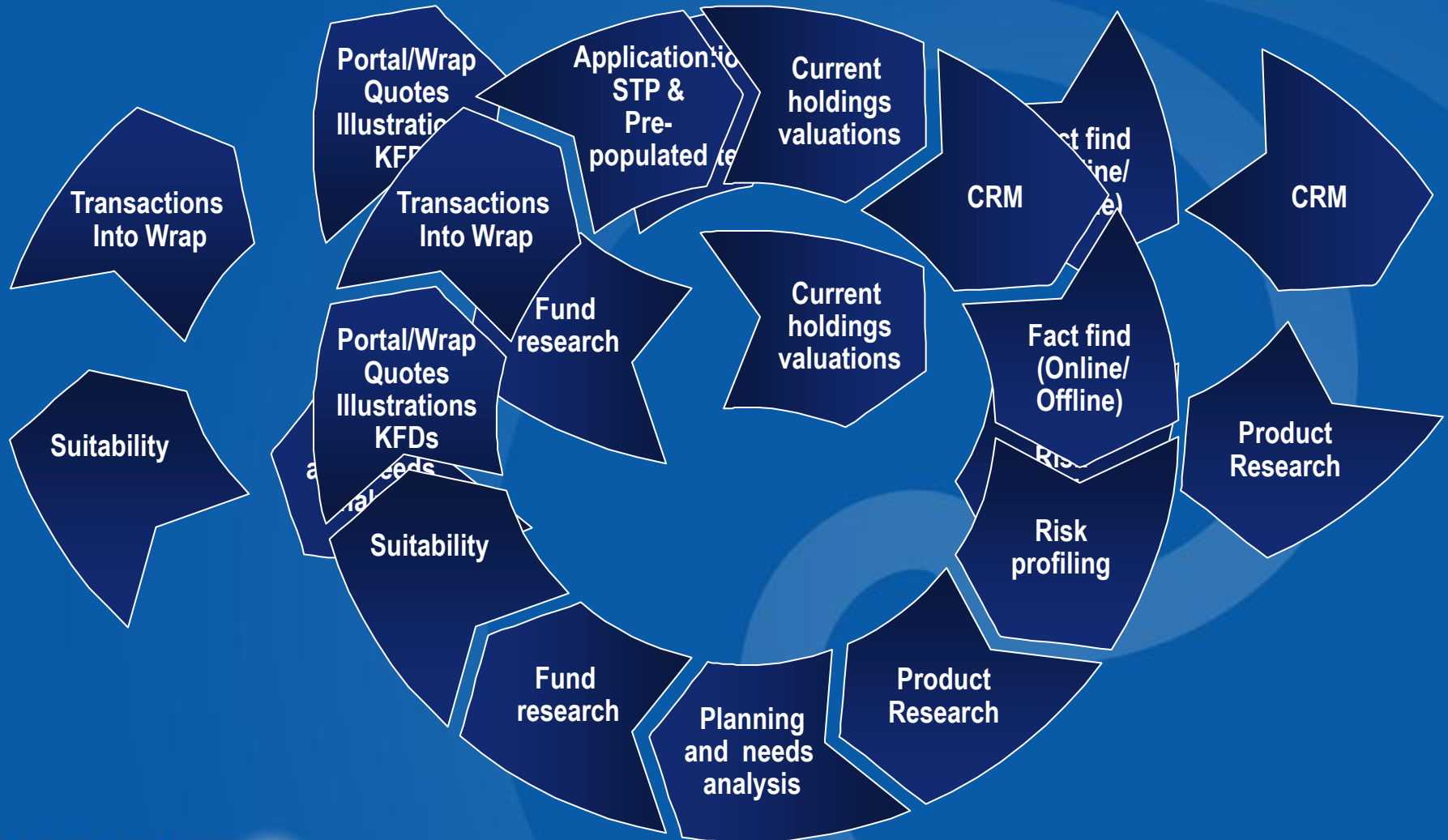
...The process of delivering advised sales is heavily manual and fragmented



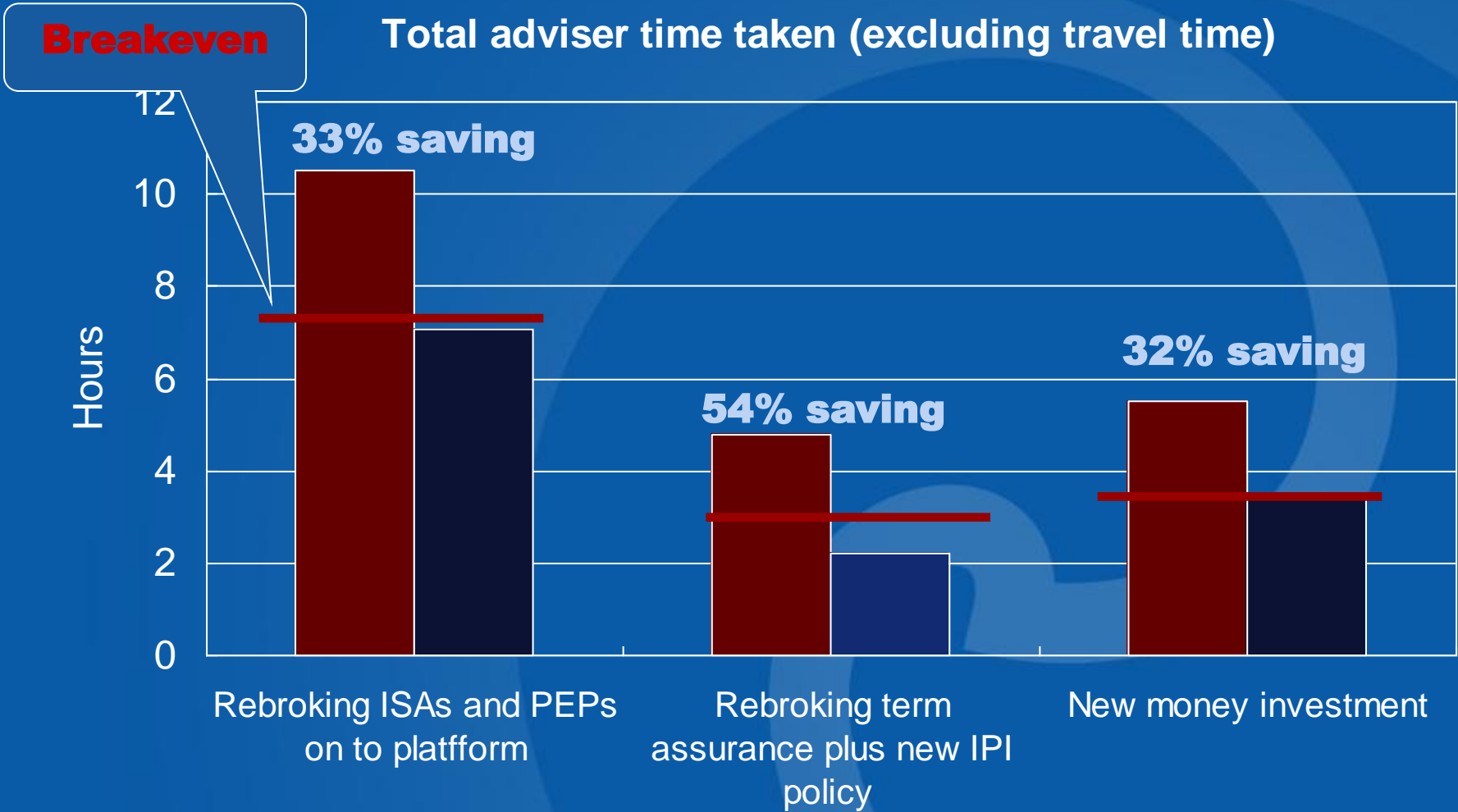
- 5 – 10 hours of adviser time for each successful sale
- Double this if only counting successful sales
- Up to 67% of advice delivery time NOT client facing but in the office

Source: DT Benchmark Research. Private client businesses

An integrated front office delivers much greater productivity and a more client friendly service



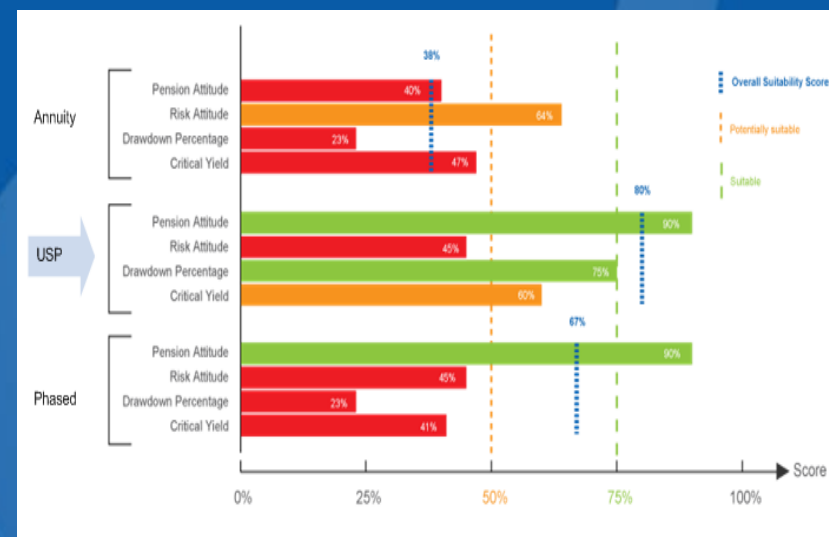
The result is faster and more profitable business



Source: DT Benchmark Research. Private client businesses

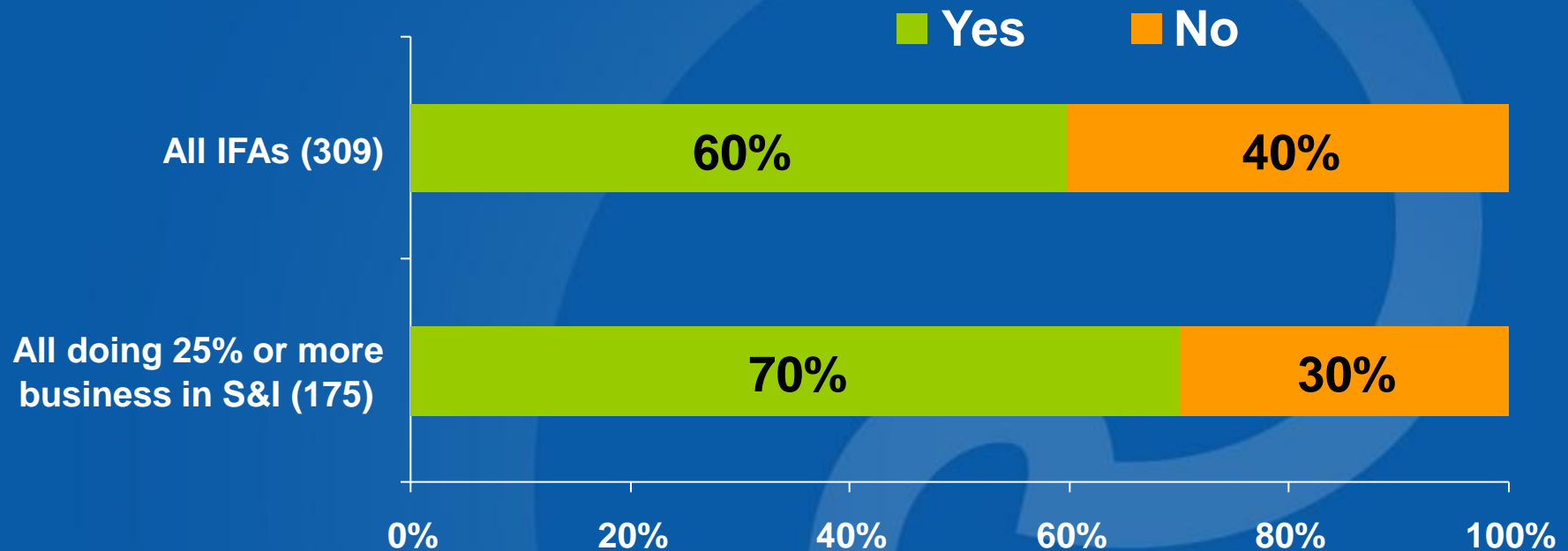
2. Treat me fairly and objectively

- Transparency of process and analysis critical
- Risk profiling and asset allocation codifies objectivity into client solutions
- Graphics to illustrate merits of different options increase transparency



Over the last 5 years, the majority of advisers have now adopted some aspects of this technology

Use of Asset Allocation, Risk Profiling or Modelling tools



Distributors now looking to adopt consistent approach across all advisers

Advisers are responding to compliance needs through the adoption of appropriate technology

Has your ability to do the following improved ?



Source: DT Adviser User Survey, May 2008

3. Recommend solutions that make me better off

IF...



+



=



THEN...



+



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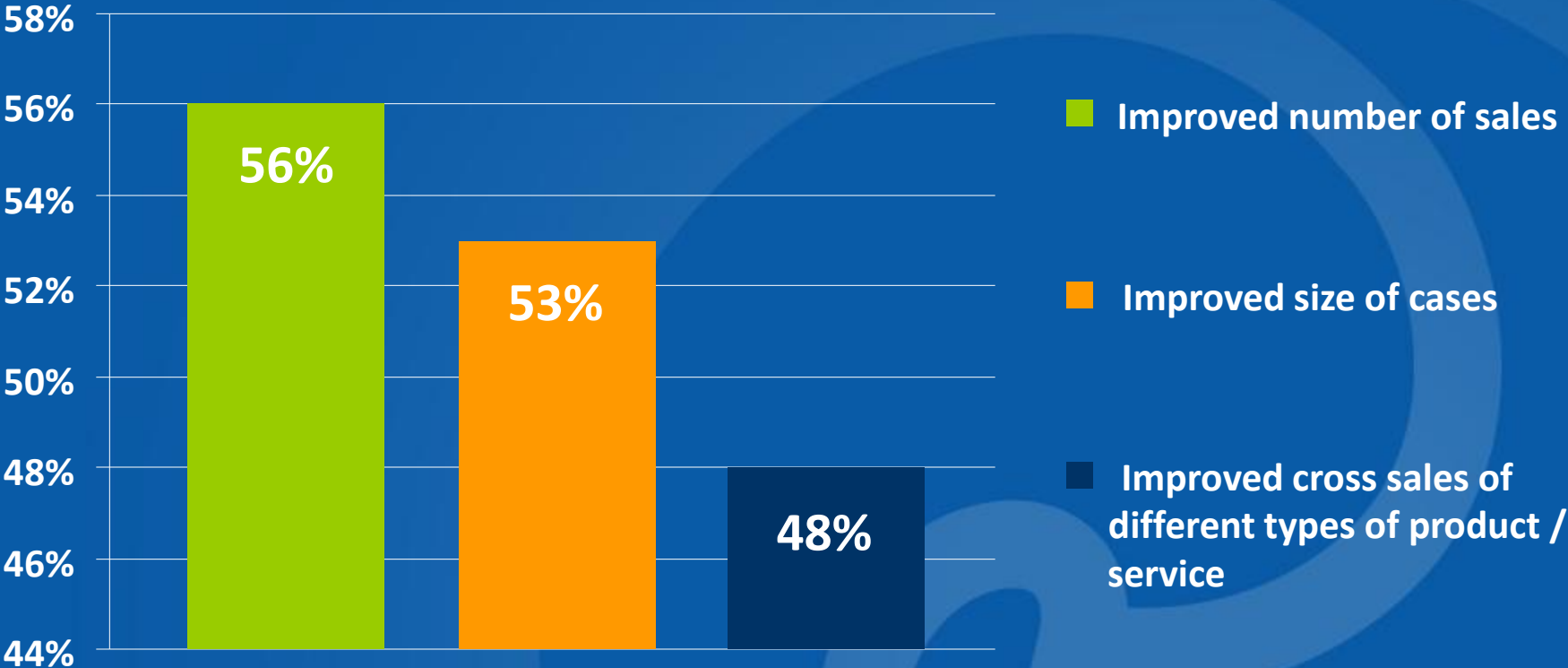
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3. Recommend solutions that make me better off

- A financial plan helps broaden the client relationship and sell across multiple needs
- Connectivity through cash and asset flows is key
- (and likely to reveal more of the client's portfolio)
- Can be proactive through regular automated analysis



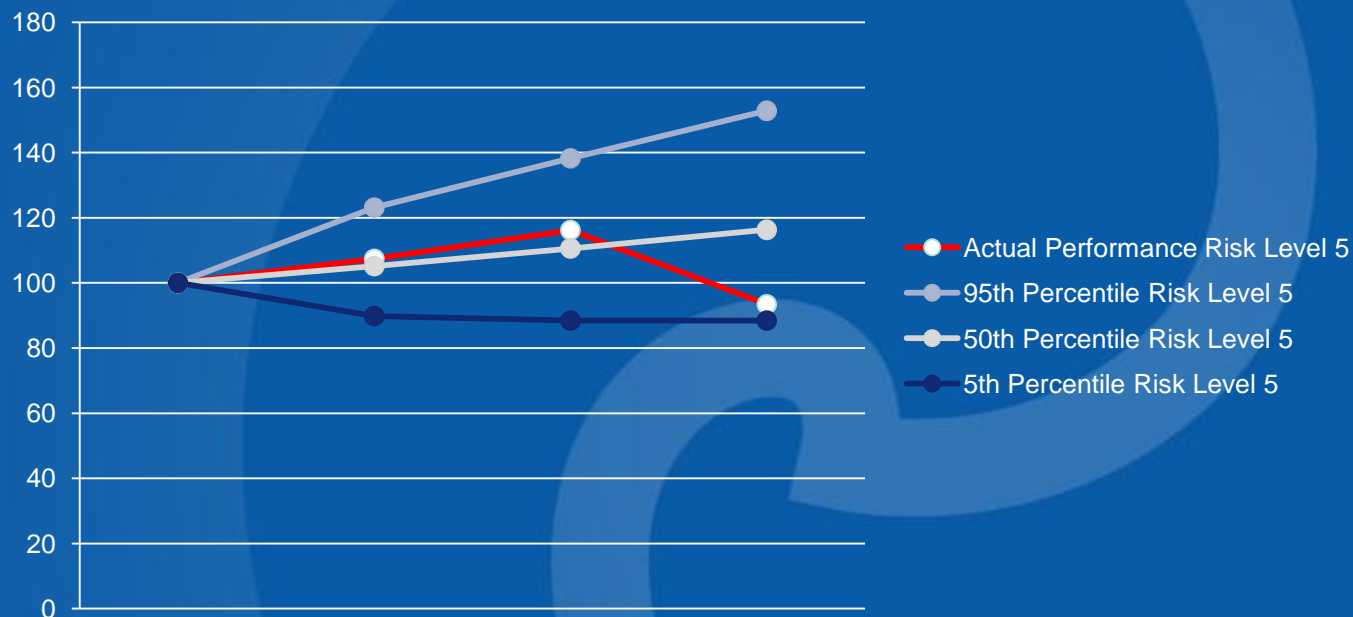
Significant productivity improvements are already being seen using holistic planning technology



Source: DT Adviser User Survey, May 2008

3. Recommend solutions that make me better off

- What clients really want are solutions that do what they say on the tin
- Understanding the client's risk profile and constructing an appropriate solution is critical



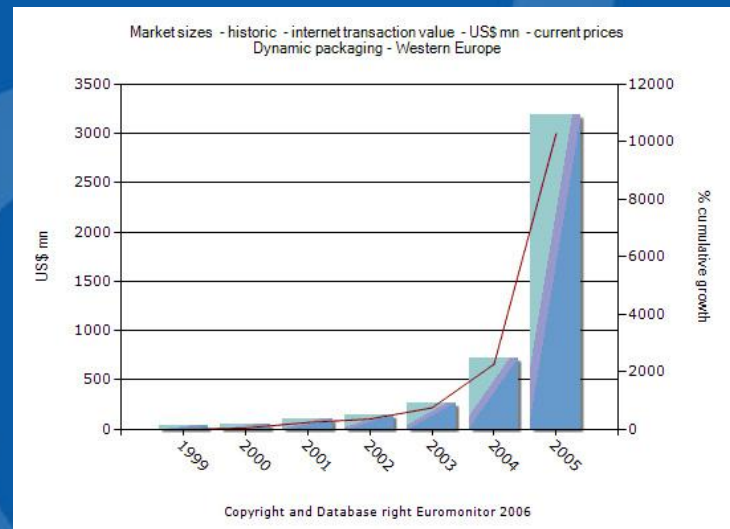
Source: DT long term asset modelling portfolio performance study, March, 2009

4. Be available online when I need help

- Spectrum:
 - Generic information and help
 - Product comparison
 - Personal guidance and advice
- Sort Ltd. delivered regulated advice to 1,000+ clients per day
- Separate low value sales from high value relationships
- Not a zero sum game
- Work place – huge opportunity

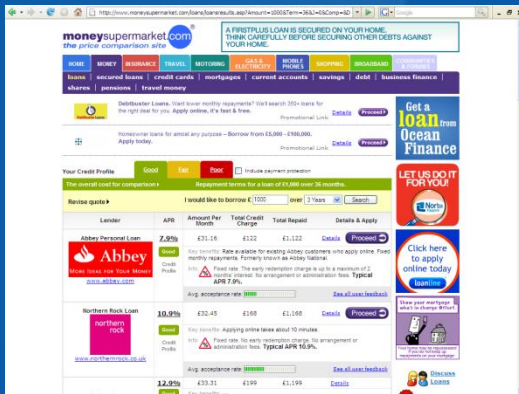
The screenshot shows the Prudential website's retirement calculator. The interface is divided into several sections: 'Review your options' with input fields for retirement age (65), goal income (£8000), and various pension and savings options; 'Revised income at retirement' and 'Estimated income at retirement' shown as bar charts; and 'Revised assets' and 'Estimated assets at retirement' shown as tables. A 'Recalculate' button is visible at the bottom right of the calculator area.

Category	Value
Revised assets	
Value of property	£373,950
Value of savings and investments	£25,851
Estimated assets at retirement	
Value of property	£373,950
Value of savings and investments	£25,851



4. Be available online when I need help

- Online research increasing
- Opportunity to interact early in the client journey
- Rise in social networks e.g. Wesabe.com where answers gained from people like me





Call today
0800 587 3057
Lines Open 9am-8pm Monday-Friday and 9am-4pm Saturday

Straightforward financial check-up

- 1 About you 2 About your finances 3 **Your financial report**

That's it! You can review the outcomes of the Financial Check-Up below. If required, you can proceed to find out more or get advice for the need areas identified. Any products recommended will be from the LV= range of products. You can also download the summary to keep.

Your Financial Check-Up Summary

AREA	STATUS	SUMMARY	ACTION
Budget	No Action Required	<ul style="list-style-type: none"> Draw up a household budget and review on a regular basis. 	→ Find out more
Protection	Urgent Action Required	<ul style="list-style-type: none"> You may have a need for life cover. You may have a need for Critical Illness cover. You may have a need for Income Replacement cover. 	→ Get advice
Mortgage	No Action Required	<ul style="list-style-type: none"> Consider re-mortgaging to save money on your mortgage payments. Provided you have sufficient reserves consider using any extra savings to reduce the size of your mortgage. Look at making extra payments on your mortgage to pay it off earlier. 	→ Find out more



Take a Tour | FAQ | Our Story | Not A Member Yet? [Join Here, it's Free!](#)



Your Money. Your Community.
The Wesabe blog

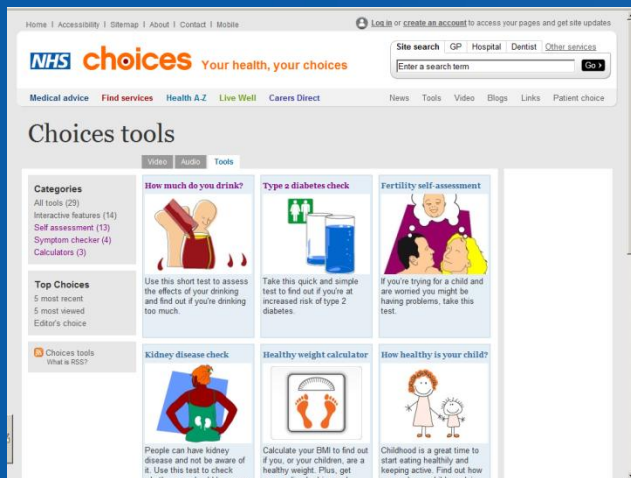
« A better model for retirement savings?
Wesabe partners with Watchon to help quantify and reduce your personal energy consumption »

Introducing investment account tracking in Wesabe Labs

Yup, you read that right – you can now add your investment accounts to Wesabe. We've posted a bell- and whistle-free version of account tracking in Wesabe Labs, and would love to get your feedback. While we've got some great visualization tools in the works that we'll add prior to the general launch, our focus right now is connectivity. We've automated many of the major brokerages and investment houses (including Schwab, Vanguard, Ameritrade) and offer manual upload or our Firefox Uploader for others that let you download your files in an CSV format. You can help us make this feature better by sending an email to support@wesabe.com letting us know what works for you, what doesn't, and any other thoughts you have.

USAA - Checking	\$6,918.40	February 6th
USAA - Isabelle's College Savings	\$1,373.77	February 6th
USAA - Savings	\$27,712.97	February 6th

NHS Choices (www.nhs.uk) supports complex client needs alongside a profession



- Tools, self assessment, symptom checker, calculators etc
- Expert content
- Online community
- Multi media content and 'looks like me' case studies
- Encourages patient education before visiting professional
- 1.5m visits per month before promotion

In the future a more 'data aware' generation will generate significant opportunities for the industry



5. Support me after the sale and help me meet my goals

- Regular reviews
 - Systematic
 - Event driven
- Online access to view my arrangements
- Online switching
- Rebalancing alerts
- Texts – ‘your plan is now online’ / your portfolio value
- Remote collaboration – early days for online but phone ideal

“68% of advisers stated that Dynamic Planner enabled them to undertake regular financial planning reviews.”

DT Adviser Survey May, 2008

Use this form to select the period and review type. When you are happy with the information press the Save button below. If you wish to cancel without saving any changes you have made then press the Cancel button.

Please note that creating a Rebalance alert will cancel any that already exist for this client.

Review details	
When?	<input type="radio"/> In 3 months <input checked="" type="radio"/> In 6 months <input type="radio"/> In 9 months <input type="radio"/> In 12 months <input type="radio"/> Select a date
Diary entry?	<input checked="" type="checkbox"/>
Rebalance alert?	<input checked="" type="checkbox"/>
Tolerance	<input type="text" value="10%"/>
Notification email?	<input checked="" type="checkbox"/>
Email address	<input type="text" value="bengoss@distribution-technology.com"/> <input type="checkbox"/> Set this email as your default

In summary

5 key elements critical to transforming the client-adviser relationship:

1. Quick and efficient service
 2. Treat me fairly and objectively
 3. Recommend solutions that make me better off
 4. Be available online when I need help
 5. Support me after the sale
- The latest generation of financial planning and sales technology is enabling much of this change

Thank you

bengoss@distribution-technology.com