

# The ingredients of a successful investment platform

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The needs of financial advisers and the trends shaping advice models in South Africa and globally remain a key driver of the business strategies of investment platforms. When linked investment platforms, or Category III Administrative Financial Services Providers, contemplate the design of these platforms, the requirements of financial advisers must be at the core of the design.

As we are building our platform of the future at Momentum Wealth, we believe that a platform must fulfil various requirements. Among other basic factors, an investment platform must at the least run efficiently and be agile enough to adapt to changing regulatory and market needs.

It must continuously innovate its solutions and services so that financial advisers can focus on what matters most: giving good financial advice and creating value for their clients. An efficient, reliable and



trusted platform is one that provides a comprehensive suite of capabilities to do just this, so that financial advisers can customise and personalise solutions for their clients' specific investment needs.

The next big ask is that platforms assist in maintaining regulatory obligations within reasonable costs. We believe that this is a key aspect of a successful platform. Due to the variety of services that a platform performs, the fee must be appropriate and fair in terms of the client and the value being added.

Increasingly, advisers look for integration with their own advice technology. This includes the tools and applications that are used in an advice practice that support the adviser; not only to give advice but also to manage their practice.

On top of these requirements, we believe financial advisers look for these specific capabilities in an investment platform:

- In the experience economy, a world-class end-to-end service experience that meets the requirements and exceeds the expectations of advisers and clients.
- In a digital world where technology supersedes the capabilities and efficiencies of humans in certain aspects, security and the protection of information are non-negotiables.
- In a complex world, simplicity is king. It must be easy to adopt digitally enabled business processes.
- In an ever-changing world, the product offering must be innovative, aligned to the advice process and be ahead of the pack.
- The pricing and fee conversation should always go hand-in-hand with a value conversation. How much value is being

added for the fee that is being charged for the range of solutions, flexibility, service, experience and reporting, which add much more value than what the eye can see.

- Data integration, as well as integration to advice technology, is crucial to enable seamless workflow and reporting between advice practices and investment platforms.

However, platform essentials such as market-leading access, seamless switching between investment components and eradicating duplication of work are no longer differentiators. When advisers decide which platforms to use and trust, they will ultimately compare them on how well they play holistically across the various parts of the industry. With us, investing is personal, and we believe a platform should be personal and personalised too – for the client and for our financial adviser partners.

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