

FULL ARTICLE:

http://www.ibsintelligence.com/index.php?option=com_content&view=article&id=15297:overview-crisis-what-crisis&catid=216:wealth-management&Itemid=86



Alberto Cuccu, chief operating officer of Italy-based technology vendor, ObjectWay, also believes that these tools are the answer. The financial crisis, having 'spread the gap between the winners and also-rans in the wealth management arena', will see increased effort to capture new money inflows as firms 'move from their product-selling approach to a customer-centric advisory approach'. In the European Union, Cuccu notes, this front-loaded approach has been pushed forward by the likes of MiFID regulations. 'Software can play a fundamental role in the re-shaping process,' he states. Technology can 'ease the set up of this new advisory-service model' by enabling personalised risk-based portfolio allocation, continuous portfolio monitoring, and client-oriented reporting.

'Software can play a fundamental role in the re-shaping process.' - Alberto Cuccu, ObjectWay