



# Use Case

#002

## Leading Wealth Management for Private Banking

### Cost of Client acquisition, improved business line's strategy

Business users don't want to use complex banking platforms to collect the relevant figures themselves. Solutions for Finance is able to provide a common definition and an intuitive end-user-experience. Cédric Aeberli - Founder & CEO Integraal Solutions



## SITUATION

- Business figures **were not split** through the 'current business' and the 'new business', lack of accountability.
- AuM, Net New Money, Net New Loans, Revenues, Costs, Return On Assets, Costs Over Assets **were not available at all level of the organization**, lack of transparency.
- Direct-costs and **undirect-costs were partially allocated** to the business units, lack of completeness,
- **Rewarding the commercial units was complex** and brings some confusion, lack of recognition and motivation.
- Targets and **strategy updates** were made on a **yearly basis**, lack of innovation.



## OUR SOLUTION

- **Digitalization** of the Wealth Management Costs & Revenues Business Model.
- Figures are available at **all level of the organization**: business lines, markets, desks, RMs, EAMs, Persons, Clients, Portfolios, etc.
- Distinction between 'new business (acquired customers)' and 'current business (existing customers)' for all figures,
- A 'Revenue and Cost Allocation Engine' allows financial team to allocate the right revenues & costs to the business unit who did the job.
- **Monthly, quarterly or yearly revenues & costs** such as 'retrocessions' for 'Business Introducers, Agents, etc.' are updated on a daily basis (accruals).
- A 'Recognition' mechanism for 'Originators Persons' is available to virtually attribute revenues & costs to the right people within the group (other entities, foreign offices, business units and RMs).



## OUTCOME & BENEFITS

- **Time and costs reduction** to produce accurate figures.
- Common KPI definition within the whole company: a **common language**.
- Higher transparency to improve the **business line's strategy** and new **business models**.
- Enhanced **forecasting** capabilities.
- Increased **end-user experience** with an intuitive top-down navigation to answer the 'next question'.
- Interactive and intuitive **ready-to-use applications** to enable a complete **transparency** at all level of the organization.