

FinTech – A Fast moving trend

According to the recent [Capgemini and Efma's world banking report](#) based on a global survey of retail banking customers in 32 countries an interesting finding is that "46% of banks plan to collaborate with FinTechs, but only 13% believe their core systems can handle the technical demands of partnerships. Many in the financial services industry believe partnering with FinTechs is the best way to avoid disruption."



In addition, in [IBS journal](#) a summary by Alex Hamilton on Chris Skinner's speech delivered at a financial services conference stated that "The reason FinTech is "so hot" is down to the fact that it is moving financial operations from the boardroom to the internet. Banks have time to adapt but that time is running low. Customers don't want to go to 100 different companies to get their lending, investments and payments controlled. They want to come to a name and an institution they know and recognise. Banks have to act to utilise that brand recognition."

Reading through all these reports and reviews on the FinTech evolution and Digital Banking trend, it is becoming apparent that the financial services industry is moving to a new era, which started and successfully evolved with the P2P and marketplace lending. Moving online marketplaces to the next level, the Financial Services industry was "disrupted" with the challenger and online banks and to the new "digital bank" environment that can deliver one-stop service from retail and crowdfunding, corporate banking, wealth management to loan management, naming a few. Active parts of this challenging environment are Regulators and their efforts to support digital banking and FinTech evolution.

The key words for successful development of this trend include technology and user experience, as this is also apparent in the report's findings. It is a collaborative effort of the financial institutions, FinTech providers, banking platforms and client service tools in a uniquely delivered environment to achieve maximum return and security over any channel, thus making 'banking' easy!

Combining the above with the recent research results from ComPeer that was conducted in UK wealth management firms showed that new technologies utilization in the investment management domain is expected to increase. For example some of the research findings include the following:

- Business strategy is implemented via organic growth
- Organisations using Outsourcing (hosting services included) claim that it allows them to focus on core competencies
- Cloud and web-based platforms are to become the norm as they simplify the client experience and relationship
- CRM and Investment management platforms need to enable breakdown of clients by revenue and profitability so as to add value to the firm's operations
- Firms believe there is going to be a definite appetite for greater levels of mobile interaction
- 87% foresee change in the way relationship managers communicate with their clients outside of meetings as a result of the technological advancements & changing client demand
- Software Integration is an important factor for firms when selecting a software provider
- Regulations are driving the changes in the systems and the market

As the market is growing, the trends are changing and for the businesses to remain competitive they would need to adjust their products and services to reach various locations, with new technology and a new approach to younger

age investors while complying with the regulatory regime and offering comprehensive reporting. This is a trend that was anticipated by the Profile Software team that has early enough developed platforms for alternative finance and banking.



Profile Software is successfully addressing the ever-evolving market requirements not only through its investment in developing innovative platforms but also through its people, a team of subject matter experts who understands the evolution of the finance marketplace. The Alternative Finance platform developed competitively incorporates both banking and investment management functionality while offering unique flexibility to meet the needs of startup firms as well as established ones that want to diversify in this industry meeting the competition challenges. In addition, Profile Software invests in new technologies such as mobile and cloud to offer a suite of uniquely

positioned banking and investment management solutions.