

PORTFOLIO MANAGEMENT – AUTOMATED AND INTEGRATED IN THIS AREA OF ROBO-ADVISERS

Adrian Williamson, of ERI's Singapore office tells Tom Burroughes from *WealthBriefingAsia* why ERI keeps winning awards in the Portfolio Management category.

ERI specialises in the design, development, implementation and support of an integrated, real-time banking software package: the OLYMPIC Banking System which has the largest installed international private banking client base of any vendor. Therefore ERI has offices in many of the key wealth management centres, including Singapore. With an extremely experienced workforce, ERI is able to ensure that the OLYMPIC Banking System is at the leading edge of change in the wealth management sphere, while also providing support to customers in over 50 countries.

Having been voted best in class in the Portfolio Management category in both Singapore and Hong Kong illustrates our company development and the investment we continue to make year-on-year in the product.

What set you apart from your peers this year?

We won the award in the Portfolio Management category four times in a row this year (Switzerland, Europe, Hong Kong and Singapore). We believe the jury recognised the significant level of development that has been invested in our portfolio management module which provides an extensive functional coverage in this area. This is the result of continuous and on-going investment by ERI in the system's capabilities.

In addition historically, most of ERI's original clients were private banks and wealth/asset managers and OLYMPIC Banking System became best known as a system for private banking and wealth/investment/asset management. Capabilities have evolved to provide a wide range of integrated processing well beyond its original capabilities, and now encompass most sectors of core banking, including retail, commercial, corporate, universal, and wholesale banking. We believe that our specific expertise across the full range of wealth management products and services continues to remain an asset and provides significant added-value to our customers.

How have your colleagues contributed to the success of your organisation?

The award is undoubtedly a result both of the esteem in which the industry holds the OLYMPIC Banking System, and the investment that ERI has continued to make in the application. Both these are the fruits of a strong collaborative team effort. As a company with a consequent number of skilled professionals exclusively dedicated to the development and

support of the OLYMPIC Banking System, the award recognises the dedicated work of colleagues and the continuing support of our clients.

What will you do to keep to the standard of an award-winner and push ahead in the future?

ERI has been recognised in winning awards several years running, which is clearly an indication of the on-going commitment to our clients and the product. We will be continuing to enhance the product and our overall offering over this next year. We are also working on extending our geographical coverage even further, which in itself will also bring further functionality to the product as well as enhancing the experience of our teams in servicing additional locations.

What have been the challenges in obtaining excellence?

ERI has always been dedicated to only one thing: the OLYMPIC Banking System. As such all our energies go into developing and supporting the one application, rather than maintaining a stable of products. We are convinced that this dedication to quality and consistency has been important in enabling us to show continuing excellence. Excellence however does not come about without the right mindset in the team, and a continuing, consistent, effort to ensure quality and cost-effectiveness.

In which areas are you improving and developing?

ERI has a road-map for the product which runs over the next few years. This is vision and planning is something which is absolutely necessary to show to our customer base, and the industry as a whole, that not only are we firmly committed to continuing to invest in the product, but that the investment and development of the various facets of the application is something which will continue going forward. It is very important to give customers the reassurance that the product will continue to keep up not only with changes in the business models you see in the industry, but also with changes in technology. This ensures that any customer's investment in the product continues to be relevant, and at the same time provide maximum effectiveness and cost-efficiency. Areas we are continuing to invest in include portfolio management, investment advisory services, client on-boarding and the impact of

further digitalisation on the industry in general.

Whom do you look up to for inspiration and examples to emulate and compare yourself against, either inside or outside the wealth management industry?

There are a number of people and companies that inspire us. It's very important to keep a close eye on what is happening in the industry and amongst our customers in particular. However, it's also essential to look outside the sector and see what is happening not only in other sectors of the financial services industry but also in technology, and to a degree other sectors such as retail. Inspiration and ideas can come from a variety of sources, and it's important to be continuing monitoring developments to see what could be inspirational or even just useful in the sectors we serve. As a company and an application we serve a number of sectors in the financial services sector, which helps us monitor news ideas and concepts.

What do you hope will be the main consequence of achieving this accolade?

There are multiple consequences from winning these prestigious awards. They provide a basis for encouraging and motivating our teams to continue to persevere in serving our customers and in developing the product. They also serve to reaffirm to our customers that they have made the right choice in investing and using the application in their businesses. Even though customers are able to see, every day, the benefits that the application brings to their business, they also find it reassuring when their peers confirm, by the awards, that they have made the right choice in deciding to use our product. Finally the awards also indicate to the wider industry that the application is, and continues to be, a leader in its field and that it is recognised as such by many of the leading institutions and personalities in our sector.

How will you use the award to raise profile in the industry and among clients?

We have already communicated widely how proud we are to have received, for yet another year, these symbols of recognition of excellence, and we will continue doing so over the coming months. We also expect to continue to work with *WealthBriefingAsia*, amongst others, to communicate with, and receive feedback from, the industry as a whole. ■