



# New Wrap Technology

The Old World	The New Normal
Make the planner's life easier in a sales environment	Deliver superior after tax investment returns in an advice environment
Deliver practice efficiencies to financial planners in isolation of other parties	Deliver information and business efficiencies to multiple parties – planners, accountants, asset managers & investors
Limited asset capabilities outside managed funds	Superior portfolio construction and reporting functionality for managed funds, direct equities, SMA models and direct fixed interest
Basic tax reporting	Sophisticated scenario analysis and CGT management
Cost focus on administration fees	Focus on entire value chain
Limited transparency	Full transparency
The investor comes last	The investor comes first





## New demands + new technologies change the landscape

- Increasingly informed and demanding investors
- Industry regulation ensures consumer / investor focus
- Government focused on minimising pension obligations
- Growing demand for investment technology and functionality from advice, accountant, asset management and investor markets
- Greater integration of planning, accounting and asset management roles
- New technologies lower barriers to entry and enable new business models

