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## **“Best in Show”: Advisers look for simplicity, efficiency and security in fintechs**

- Wealthify, InterGen Data, Moneyinfo and Origo/Beyond Encryption voted ‘Best In Show’ by advisers at Empowering Advice Through Technology 2020
- Presentations of all 12 fintechs including winners now available at [advisersoftware.com](http://advisersoftware.com)

Twelve leading adviser software firms competing for the ‘Best In Show’ title demonstrated cutting-edge technology to over 250 advisers who gathered at the second Empowering Advice Through Technology (EATT) conference hosted by Financial Technology Research Centre (FTRC), in association with The Personal Finance Society.

The firms showcased their latest technology propositions during the “disturbance demos” aimed at demonstrating how their offering could transform and strengthen the adviser’s business. Some of the key features included unique elements such as machine learning and AI-enabled predictive cash flow forecasting, GDPR compliant encrypted communication system and simple self-service investment for smaller clients.

Following the demonstrations, the advisers voted for the four most innovative propositions which also incorporated simplicity, easy integration, security and seamless user experience. These included:

- **InterGen Data** – showcasing DAVID (Digital Advice via Demographics), an artificial intelligence program providing users with a predictive cash flow forecast to show the impact of upcoming life events on their financial situation.
- **Moneyinfo** - showcasing how their adviser-branded client portal and apps support the advice process through delivering secure communications and an aggregated view of the client’s entire financial life.



- **Origo/Beyond Encryption** - showcasing their Unipass Maillock – and industry-transforming GDPR-compliant email encryption solution for financial advisers.
- **Wealthify** - showcasing their dynamic investment platform designed to assist advisers in servicing smaller clients.

Other participants in the disturbance demos were 7iM, Advisorstream, Focus Solutions, i4C, Intelliflo, iPipeline, Nuance Communications and Praemium.

**Jas Ahuja, Director at London Financial Consultants, commented:** “It was by far the best [event] I’ve ever attended... I will be making some revolutionary changes to our thinking and technology.”

The demonstration videos are available for advisers to access as part of a wide package of adviser resources available for free at <https://www.advisersoftware.com/empowering-advice-through-technology/>

**Jon Barham of Bankhall said:** “It reinforced my views that financial services needs to embrace the range of AI/software to help their businesses and deliver better client experiences.”

**Ian McKenna, Director at FTRC, said:** ““The Best in Show results demonstrate the issues that advisers are currently most focused on; delivering better information to clients, cyber security and harnessing the power of artificial intelligence. All winners have exceptional propositions that can really help adviser firms.”

In addition to the demonstration videos advisers can also access independent analysis on a range of adviser systems propositions from across financial services at [advisersoftware.com](https://www.advisersoftware.com) for free.

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**For further information or comment, contact:**

<b>Matthew Morris</b> Carr Consulting & Communications <a href="mailto:matthew@carrcandc.co.uk">matthew@carrcandc.co.uk</a> T: 07717 420693	<b>Kevin Carr</b> Carr Consulting & Communications <a href="mailto:kevin@carrcandc.co.uk">kevin@carrcandc.co.uk</a> T: 07887 838811	<b>Ian McKenna</b> FTRC <a href="mailto:Ian.mckenna@ftrc.co.uk">Ian.mckenna@ftrc.co.uk</a> T: 020 3740 0000
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**About FTRC**

Established in 1995, the Finance Technology Research Centre (FTRC) is a specialist research consultancy.

The company has four key areas of activity:

- Facilitating industry collaboration in the life assurance and long-term savings industries via a range of forums which bring together leading players from manufacturing, distribution and support services to identify where working together can achieve better outcomes for consumers and the industry.
- Research and benchmarking through the delivery of software and ratings to help financial advisers compare the quality of financial products, available at [www.qualityanalyser.com](http://www.qualityanalyser.com)
- Insight reports which focus on key strategic issues such as the future of financial advice and how organisations can enhance the quality of their services to consumers.
- Bespoke consultancy on any of the above.