

## Fact Sheet : BITA Wealth Profiler

### Investor Profiling & Proposal Generation

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# When done properly, investor onboarding drives growth.

The award-winning BITA Wealth Profiler considers the multiple aspects of an investor's needs and builds an investment profile that combines risk, suitability and ESG preferences. Delivering client segmentation and reporting across different regions, client types, and business units, BITA Wealth Profiler systematically maps client profiles across a firm's investment offering, via both direct and intermediary business channels.

Supporting growth through high-quality proposal generation and automated annual review reporting, BITA Wealth Profiler helps deliver consistent client outcomes through an efficient, transparent process whilst retaining advisor autonomy.

## BITA Wealth Profiler Supports:

Enterprise-wide client segmentation and branching

Multi-faceted investor profiling, systematically mapped across a firm's investment offering

Complex family and portfolio structures

KYC / Fact find

Investment restrictions

Integrated approval processes, management information and trend analysis

High-quality annual review reports and investment proposals

Risk, suitability and ESG factors

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Quickly integrate with  
your existing  
infrastructure to deliver  
an efficient, scalable, and  
consistent onboarding  
process.



# Overview.

Whether a firm wishes to bring automation and efficiency to an existing process or enhance their capabilities across investor profiling, BITA Wealth Profiler provides a solid foundation for growth. Avoiding the unknowns of black-box processes, it ensures a transparent, auditable profile and investment mapping process.

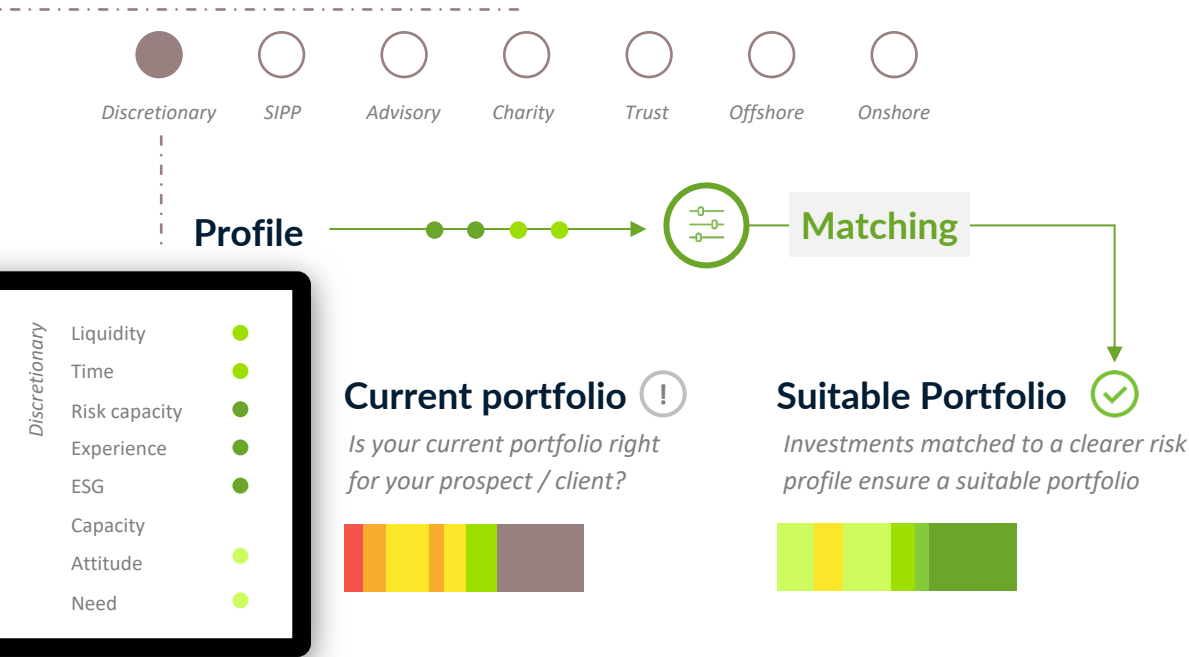
Understanding that ‘risk’ is more than how an investor feels at any given point in time, BITA Wealth Profiler takes a multi-faceted approach to building the investor profile, taking the client from questionnaire to profile analysis, matching to investment proposition, portfolio building through to a high-quality full investment proposal that compares the characteristics of the current and proposed portfolios to the investor.

This ensures investment suitability and consistent client outcomes across an enterprise, via both direct and intermediary business channels.

## Robust risk profiling.

*The dynamic questionnaire set follows different branches depending on the business unit, client segment or investors previous answers. This ensures that a firm can segment clients consistently across multiple service offerings.*

### Investor Segmentation



# A proven approach to risk profiling.

Our key principles:

## 1 Understand

Understand investor preferences, and their knowledge and experience, demonstrating the risk return trade-off through the questionnaire process.

## 2 Segment

Segment investors across a firm's investment offering, dependent upon key investor characteristics, jurisdictions, business units and reporting languages.

## 3 Build

Investor profile parameters cover factors such as investment goals, attitude to risk, capacity for loss, time horizon and liquidity. These can be considered independently and in the context of wider KYC data to arrive at the suitable risk profile for the client.

## 4 Resolve

Identify, report upon, and resolve any inconsistencies across responses or any aspect of the investor profile.

## 5 Apply

Link the results of the client profile directly to investment selection, portfolio build (if required) and investment proposal/IPS generation.

## 6 Scale

Consistently apply the process across individuals, Trusts, Charities, and corporate bodies.

## 7 Report

Generate high quality Investment Proposals and Annual Review reports.



# Match

From liquidity requirements to ESG preferences, deliver a consistent, multi-faceted risk profiling and suitability process - rolled out across an enterprise with ease.

## Advantages

Improve investor relations & retention

Deliver process automation and consistency

Deliver scalability and growth

Deliver demonstrable best practice

# Retain

Build high-quality proposals, automate for scale, deliver suitable investment offerings, and demonstrate best-practice, personalised directly for investors.



# Key features:

## Advanced questionnaire

Questionnaire covers factors such as investment goals, capacity for loss, time horizon, knowledge & experience, goal, objectives and ESG preferences. Questionnaire branches depending on the client segment and question answers.

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## Know Your Customer

Optional KYC & Fact Find data can be captured in a structured, efficient and repeatable manner.

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## Profile management

Detailed profile analysis supports manager/adviser decisions on investor profile and the suitability of available investments, with fully documented profile adjustment process. Proposed portfolio builder includes prospect's external portfolio for comparison.

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## Investment matching

Combination of questionnaire branching, and multi-parameter profiling allow matching to many different investment proposition sets on a consistent basis. Transparent questionnaire mapping avoids the unknown of black box processes.

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## Proposal generation

Rapid, detailed IPS/ investor proposal generation with full risk analytic illustrations and playback of key investor data.

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## Reports & Audit

Full audit trail, high-quality automated investment proposals and annual review reports are generated at the touch of a button, with enterprise oversight delivered through MI and trend analytics.



# Agile solutions for a new age.

BITA Risk® delivers innovative, award-winning software to high and ultra-high net worth wealth managers. The BITA Wealth® application provides investment teams, advisors / managers, and governance divisions the tools they need to develop and grow their businesses in a consistent and controlled way. It brings valuable oversight, insight and transparency to the investment process, transforming the efficiency of your business and raising your game.

Unlike the rigid solutions of old, BITA Wealth modules can be taken independently, or can be combined to meet a firm's business needs across investor risk profiling, portfolio analytics, ESG management and enterprise level portfolio monitoring. Easily integrated within a firm's existing infrastructure, BITA Wealth delivers efficient, agile and cost-effective solutions to wealth management firms.

## MODULES

**BITA Wealth Profiler:** Investor profiling & proposal generation

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**BITA Wealth Portfolio Analytics:** Portfolio, risk and model management

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**BITA Wealth ESG Manager:** A practical approach to sustainable investment

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**BITA Wealth Monitor:** Enterprise oversight & control - daily, automated portfolio monitoring

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**BITA Wealth REG-9:** Automated REG-9 reporting

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For more information, our factsheets are available for all BITA Wealth modules at:

<http://www.corfinancialgroup/bitarisk>





## Contact us

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## about corfinancial

corfinancial provides software solutions and advisory services to banking and financial services organisations worldwide. The firm has offices in London, New York and Boston.

There are five key problem areas corfinancial looks to solve through its primary software and service offerings:

**BITA Risk** provides Investor Profiling, Portfolio Analytics, ESG Management and Portfolio Monitoring solutions to

wealth managers through the BITA Wealth application. Available as individual modules or as an end-to-end solution.

**SureVu** empowers buy- and sell-side firms to efficiently monitor and track security trades throughout the settlement lifecycle, enabling users to proactively manage and oversee settlement exposure.

**salerio** is a post-trade processing solution that enables asset managers, hedge fund managers and

securities/fund services firms to automate the flow of securities and treasury trades from matching through settlement.

**Costars** is an investment administration platform for third party administrators, fund supermarkets and wealth management companies.

**paragon** is a comprehensive front-to-back office fixed income portfolio accounting, processing and reporting solution for banks.

## Other solutions from

# corfinancial.

London | New York | Boston

## salerio.

Automates the flow of securities and treasury trades from matching through to settlement.

## SureVu.

Tracks security trades throughout the settlement lifecycle to manage and oversee settlement exposure.

## paragon.

Fixed-income accounting hub delivers front to back-office portfolio accounting and processing solutions.


## costars.

Retail fund/transfer agency solution providing end-to-end administration for collective investments.

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