

Suppliers Guide

AdviceTech 2020

A buyer's guide
to AdviceTech

netwealth





With change comes your chance to partner with Australia's #1 platform.

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In this rapidly changing financial advice industry, it's now more important than ever to embrace new technology. With this change comes your chance to use Netwealth's #1 ranked super and investment platform* with integrated managed accounts and automated ROAs.

Award-winning technology

Access the latest technology and innovations. We focus on ease and efficiency, which means we give you and your clients enormous capabilities without the complexity.

Integrated managed accounts

Revolutionise the way your business operates and structure client portfolios in a scalable and efficient way with managed accounts.

Offering real choice for all your clients

We have a solution for all the wealth needs of your clients. Whether they're looking for super, SMSF or investment accounts, we offer real choice that can be tailored to match individual circumstances.

Market-leading client portal

Our mobile app allows clients to monitor their super and investments on the go. Visit our website to learn more about our sophisticated tools and platform features.

Automate Records of Advice

Manage your model portfolios, re-balance them and automate the ROA process for an individual client or for many clients at once.

Partnering for shared success

No matter how big or small your business, our platform can be customised for you and your client needs. You'll receive support to make your business life easier so you can focus on what's important.

Visit netwealth.com.au to learn more.

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*Ratings based on Investment Trends May 2020 Planner Technology Report and December 2019 Platform Benchmarking Report.



Introduction

The range and sophistication of AdviceTech available to financial advice practices to support business efficiency and deliver a better client experience continues to expand. The 2020 AdviceTech Suppliers Guide details the extensive list of AdviceTech used by the industry.

It provides a description of each AdviceTech and gives details on usage, adoption and key suppliers, along with the potential benefits it brings to an advice practice.

The Suppliers Guide can be read on its own, or it can be read in tandem with the main [2020 AdviceTech Report](#) for further context.

This report highlights the usage of technology by AdviceTech Stars compared to the rest of the industry. AdviceTech Stars are the industry's role models, being both willing and successful adopters of technology and highly successful advice practices. An understanding of the AdviceTech used by these leading businesses, how they use it, and how they expect to use it in future, provides guidance for all advice practices seeking to likewise maximise the benefits for their business and their clients.

1 Client engagement AdviceTech

The role of AdviceTech is fundamental to the client experience. Technology is used every day to enhance how clients interact with businesses in other industries, and financial advice should be no different. Learn about the customer facing technologies that will have a lasting impact on the client-adviser relationship.

2 Advice and financial planning AdviceTech
























Advice and financial planning AdviceTech are the cornerstone of any advice practice, with practices relying on it for advice preparation, investment execution and more. Shifts are underway as new technologies emerge like managed accounts, cashflow/budgeting and scaled advice which need to be understood as you evolve your service offering.

3 Operations and workflow AdviceTech

With Covid-19 we have seen a greater emphasis placed on cloud-based technology to manage internal/external communications and workflows. Accessing and sharing documents from the cloud have become the norm and the requirement for disparate systems and databased to 'talk' to each other is being tested. Learn about the AdviceTech that will streamline your back office.

Technology adoption of AdviceTech in 2019 and beyond

The fourth Netwealth AdviceTech research report shines a spotlight on the technological future of the Australian advice industry and its fundamental role in customer experience.

Technology	Currently use (%)	Intend to use in next 24 months (%)	Potential adoption by 2022 (%)	Most used suppliers
 Customer Relationship Management (CRM) System	88.8%	7.9%	96.7%	Xplan, Worksorted, AdviserLogic, Salesforce
 Cloud-Hosted Email or Internal Communication Service	76.0%	8.6%	84.5%	Microsoft Office 365, Microsoft Teams, Skype
 Investment Research Technology for Investment Selection	74.7%	10.9%	85.6%	Morningstar, Lonsec, Broker research
 Cloud-Hosted Document/File Storage and Sharing Technology	74.3%	12.5%	86.8%	Dropbox, Xplan, Microsoft OneDrive
 Website/Blog Management Tool	69.4%	Not asked	69.4%	Wordpress, Squarespace, Wix
 Emails, Newsletters and Marketing Automation Technology	64.1%	23.7%	87.8%	Mailchimp, Xplan, MS Outlook
 Commissions Management Software	60.5%	12.5%	73.0%	Commpay, Worksorted, Revex
 Project, Activity and Task Management Tool	59.2%	23.4%	82.6%	Xplan, Microsoft Excel, Microsoft Outlook/Planner
 Accounting Software	51.3%	5.3%	56.6%	Xero, MYOB, QuickBooks
 Virtual Online Meeting Tool	45.7%	34.2%	79.9%	Zoom, Skype, GoToMeeting
 Managed Accounts (SMA)	38.2%	13.8%	52.0%	Not asked
 Client Presentation Software	36.5%	35.5%	72.0%	Microsoft Powerpoint, Canva, Prezi
 Digital Dashboard/Reporting Tool	34.5%	46.4%	80.9%	CRM reporting tools, Super/Investment Platform reporting tools, PowerBI
 Digital Signature Tool	32.2%	50.3%	82.5%	DocuSign, Adobe, MyProsperity, Netwealth Integrated eSignature
 Cashflow, Budgeting and Account Aggregation Tool	31.3%	35.5%	66.8%	My Prosperity, Microsoft Excel/Google sheets, Moneysoft
 SMSF Administration Software	30.3%	7.9%	38.2%	Class Super, BGL, SuperConcepts
 Online Surveys, Reviews and Rating Tool	22.7%	44.4%	67.1%	Survey Monkey, Adviserratings.com.au, Google reviews
 Fact Find and Risk Profiling Tool	22.4%	52.0%	74.4%	Xplan, Astute Wheel, Finametrica, MyProsperity
 Client Portal Technology	22.0%	44.1%	66.1%	CRM/financial planning software, Super/Investment Platform
 Scaled Advice Technology	20.1%	46.7%	66.8%	Xplan Prime, Midwinter AdviceOS, Astute Wheel
 Social Media Management Tool	12.5%	34.5%	47.0%	Hootsuite, Buffer
 Digital Workflow and Integration Tool	12.2%	38.2%	50.4%	Zapier, Xeppo, IFTT
 Online Advertising	11.8%	20.1%	31.9%	Google paid search, Facebook paid advertising, Google display network

The AdviceTech landscape

Your guide to AdviceTech suppliers across 25 categories.



Download the 2020 AdviceTech Report to find out the four most important technology trends for the wealth industry.

1

Client Engagement Advicetech

- 08 Client portal
- 09 Customer Relationship Management (CRM) software
- 10 Digital signature tools
- 11 Email campaigns and newsletter management technology
- 12 Online and mobile advertising
- 13 Presentation software
- 14 Social media networks and social media management tools
- 15 Survey and client feedback tools
- 16 Virtual online meeting tools
- 17 Website management and blog tools

Introduction

The role of AdviceTech is fundamental to the client experience. Technology is used every day to enhance how clients interact with businesses in other industries, and financial advice should be no different.

It is alarming however that more than a quarter (27.0 per cent) of practices say that technology is not a part (or is only a very small part) of their client engagement experience. Meanwhile, fewer than one in 10 (8.9 per cent) see technology as pervasive in all client engagement interactions.

AdviceTech Stars are performing better than the industry overall, although there is still room for improvement, as only around one in five (21.4 per cent) say technology is pervasive in all client engagement interactions.

The majority will spend more next financial year

Investment in client engagement remains more or less on par with the previous year, with almost eight in 10 (78.9 per cent) firms planning to invest more on this technology compared to the previous financial year.

Are you going to spend and invest more on client engagement AdviceTech in the financial year ending June 30, 2020 (compared to the financial year ended June 30, 2019)?



Business benefits in the last 24 months

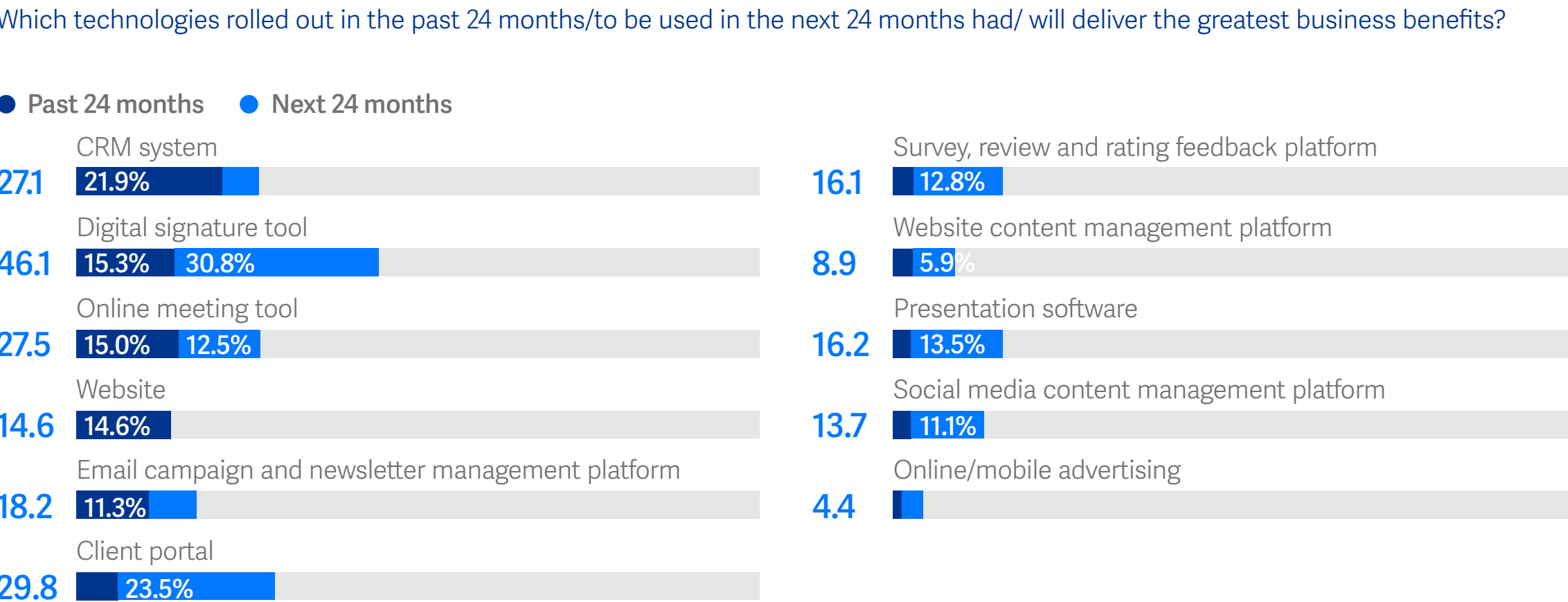
In the past 24 months, the three client-engagement AdviceTechs that provided the greatest benefit were:

- 01 A CRM system (21.9 per cent of all advice firms received a benefit)
- 02 Digital signature tools (15.3 per cent)
- 03 Online meeting technology (15.0 per cent).

Business benefits in the next 24 months

Looking forward, the client engagement AdviceTech set to provide the biggest benefits in the next 24 months are:

- 01 Digital signature tools (30.8 per cent of advice firms believe this)
- 02 Client portals (23.5 per cent)
- 03 Presentation software (13.5 per cent).



*Selected results

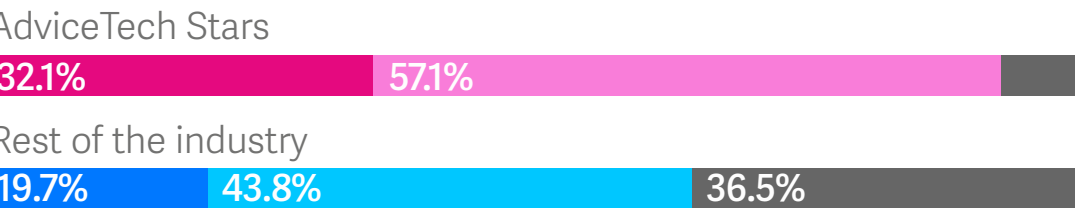
Client portal

Adoption

Around three in 10 (32.1 per cent) AdviceTech Stars and two in 10 (19.7 per cent) of the rest of the industry use client portals to help improve client engagement. Many practices recognise the benefits, with almost three in five (57.1 per cent) AdviceTech Stars and two in five (43.8 per cent) of the rest of the industry looking to implement client portals in the next 24 months.

Does your business use a client portal to improve client engagement?

- Yes
- No, but plan to in the next 24 months
- No, and don't plan to in the next 24 months



Description

Provides secure online access for clients (or members) to engage and manage their super, investment and/or banking accounts via desktop or mobile. Key features include aggregation of accounts for reporting from multiple financial institutions, two-way messaging, fact-find and goal setting, cash flow and budget tracking, document vault, and investment consent and execution.

Benefits

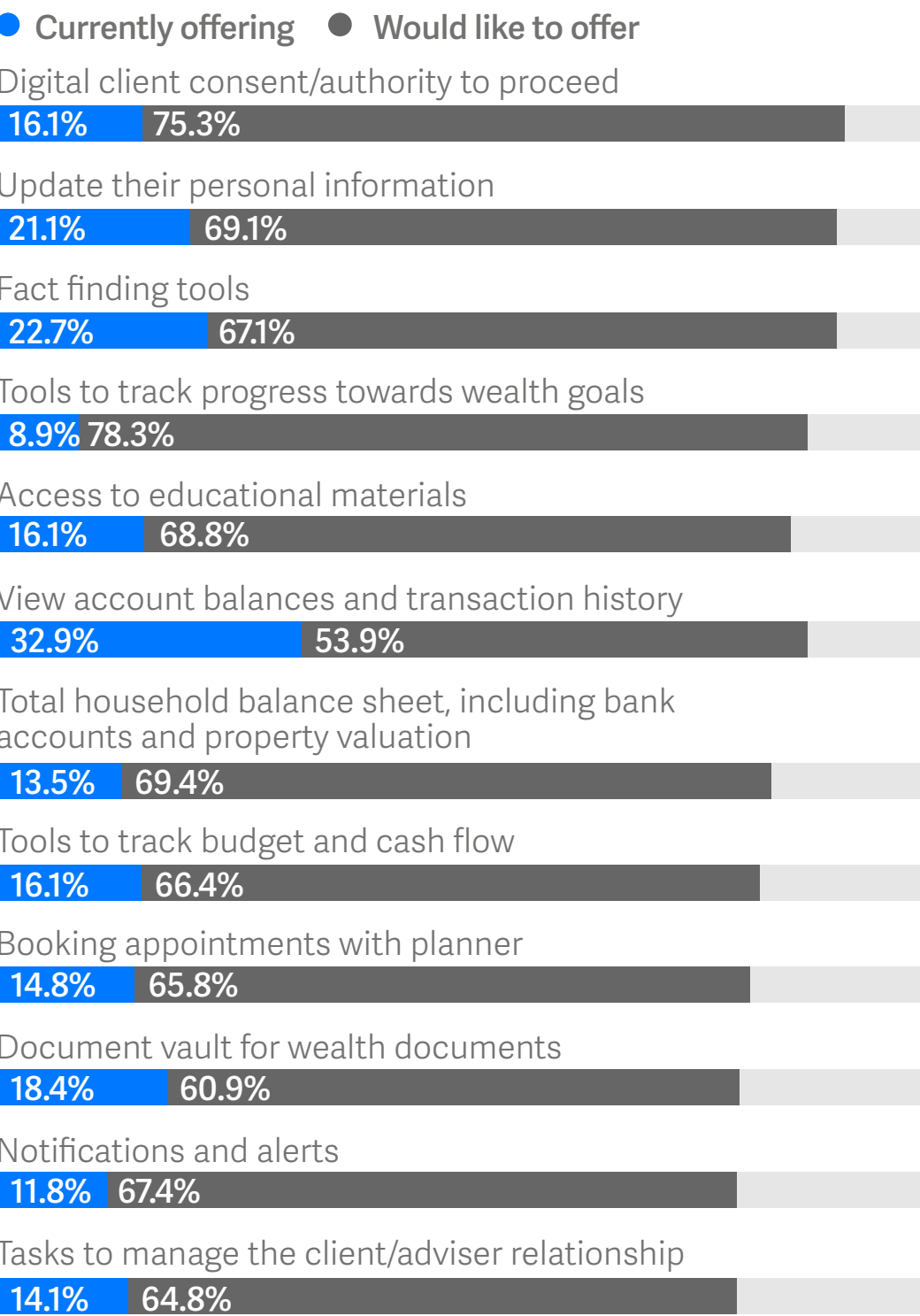
Central point of information for clients; improves client engagement; improves transparency; aids compliance; improves security; and provides access on-the-go via mobile devices.

Suppliers

The most popular suppliers are an advice firm's own CRM (37.3 per cent of advice businesses who offer client portals) and MyProsperity (26.9 per cent).

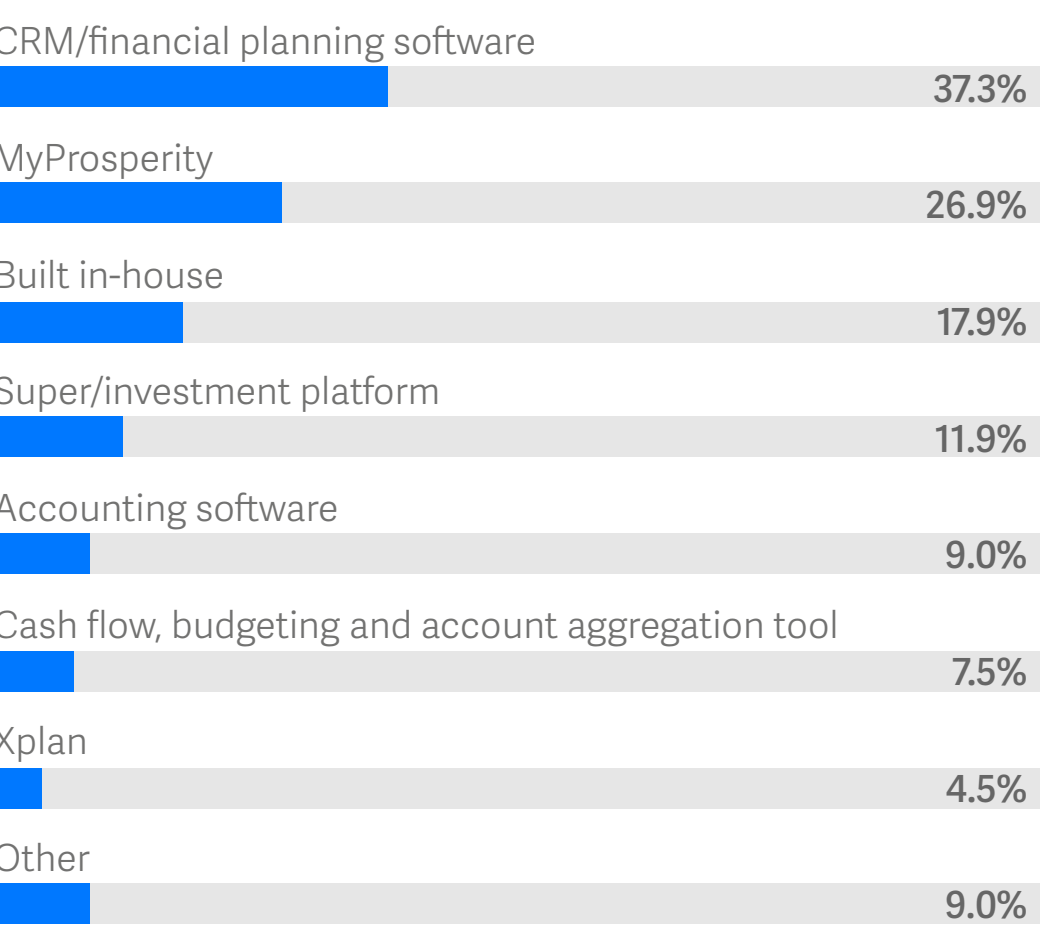
Most popular features

Advice businesses who use a client portal



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed

Customer Relationship Management (CRM) software

Adoption

Almost nine in 10 (88.8 per cent) practices use a CRM system in their business to manage client information, and almost all of them use it daily in their working routine (AdviceTech Stars 96.3 per cent versus 94.9 per cent rest of the industry).

Satisfaction with CRM systems has dropped slightly from the previous year, to 3.2 out of five (from 3.5). This could potentially be driven by increasing needs from practices, or an underutilisation of key features, such as analytics/reporting and prospect management.

Description

A system that collects, organises and analyses customer information, interactions and data throughout the customer life cycle.

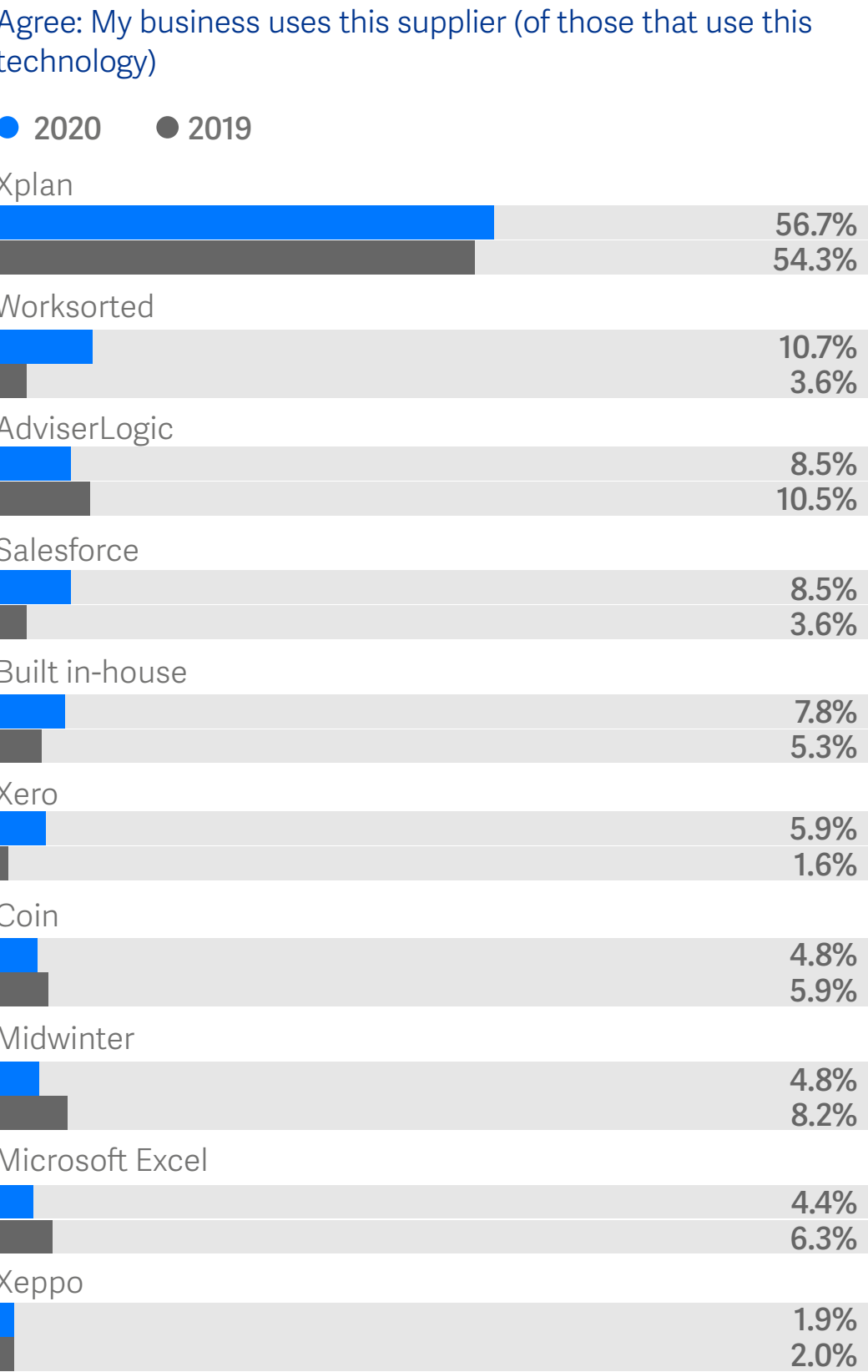
Benefits

Improves efficiency through effective pipeline management, and improves relationships with customers by facilitating better communication and service. It also helps the back-office manage and coordinate client activities.

Suppliers

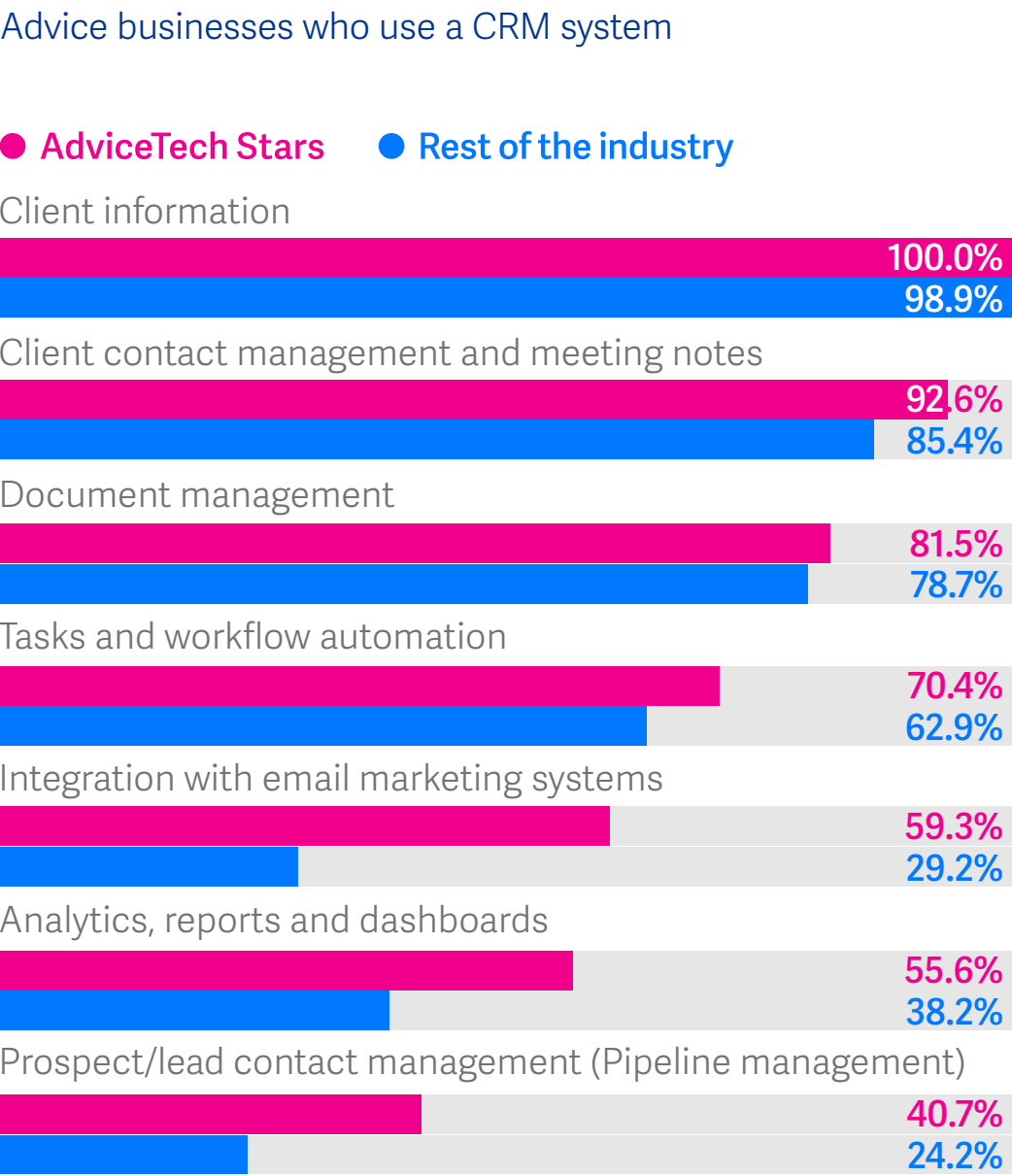
The most popular supplier is Xplan (56.7 per cent of advice businesses who use CRMs).

Most popular suppliers



*Multiple answers allowed / Top 10 answers only

Most popular CRM features



Digital signature tools

Adoption

Around a third (32.2 per cent) of practices use digital signature tools, while half (50.3 per cent) are looking to implement this AdviceTech in the next 24 months.

Description

The ability to capture signatures online via a computer or mobile device to support the document signing process.

Benefits

Streamlines transactions; improves the speed of completing applications and getting SOAs and ROAs accepted; and improves administration efficiency.

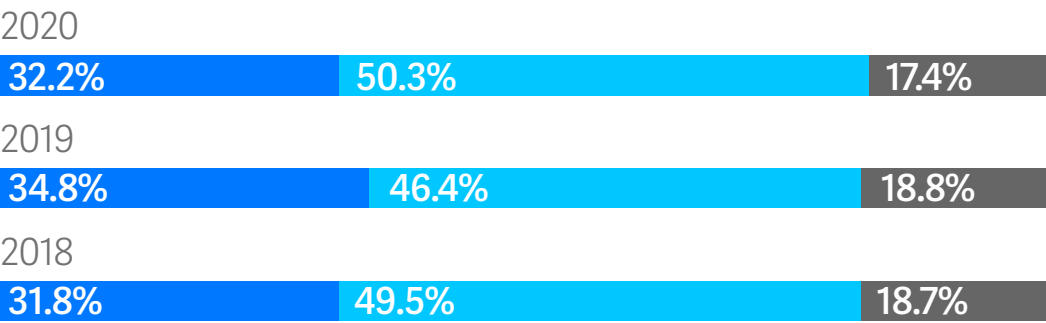
Suppliers

The most popular suppliers are DocuSign (60.2 per cent of advice businesses who use this AdviceTech) and Adobe (23.5 per cent).

Adoption

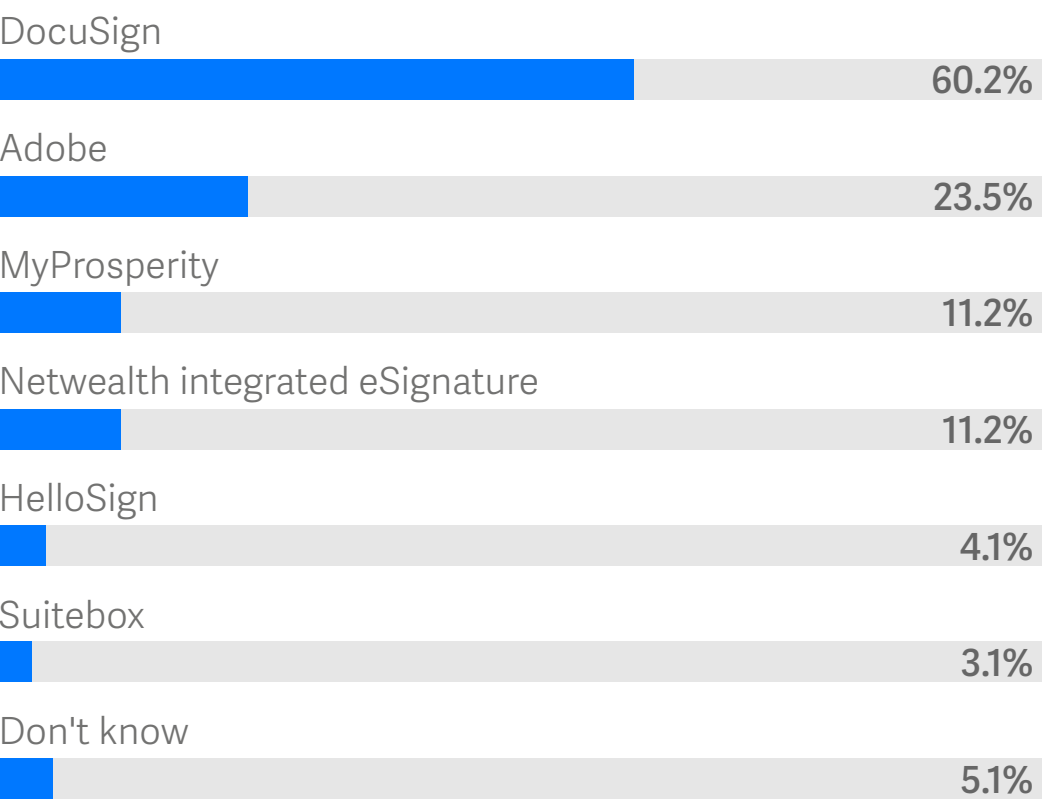
Do you use digital signature tools with clients?

- Yes
- No, but plan to in the next 24 months
- No, and don't plan to in the next 24 months



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



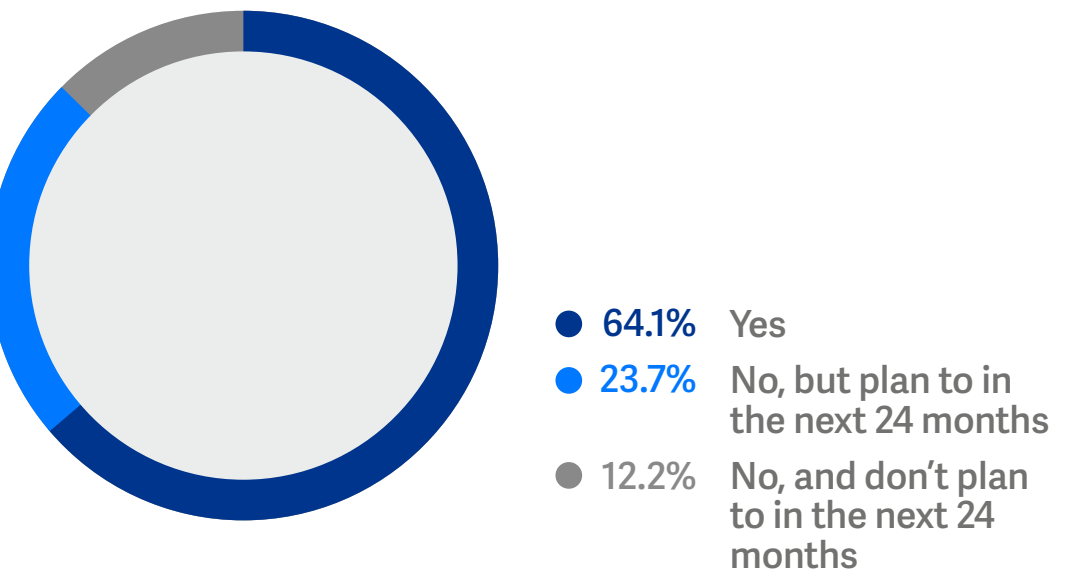
Email campaigns and newsletter management technology

Adoption

Almost two-thirds (64.1 per cent) of practices use AdviceTech to create and send email campaigns and newsletters for non-operational purposes – that is, for general education or information.

For those practices that use this technology, around half (49.2 per cent) send campaigns and newsletters monthly. 10 per cent send them weekly.

Does your business use AdviceTech to create and send email campaigns and newsletters of educational or informational nature to clients?



Description

Assists in the creation and automation of electronic communications, typically email and newsletters, but also extends to text and in-app messaging, and to social media.

Benefits

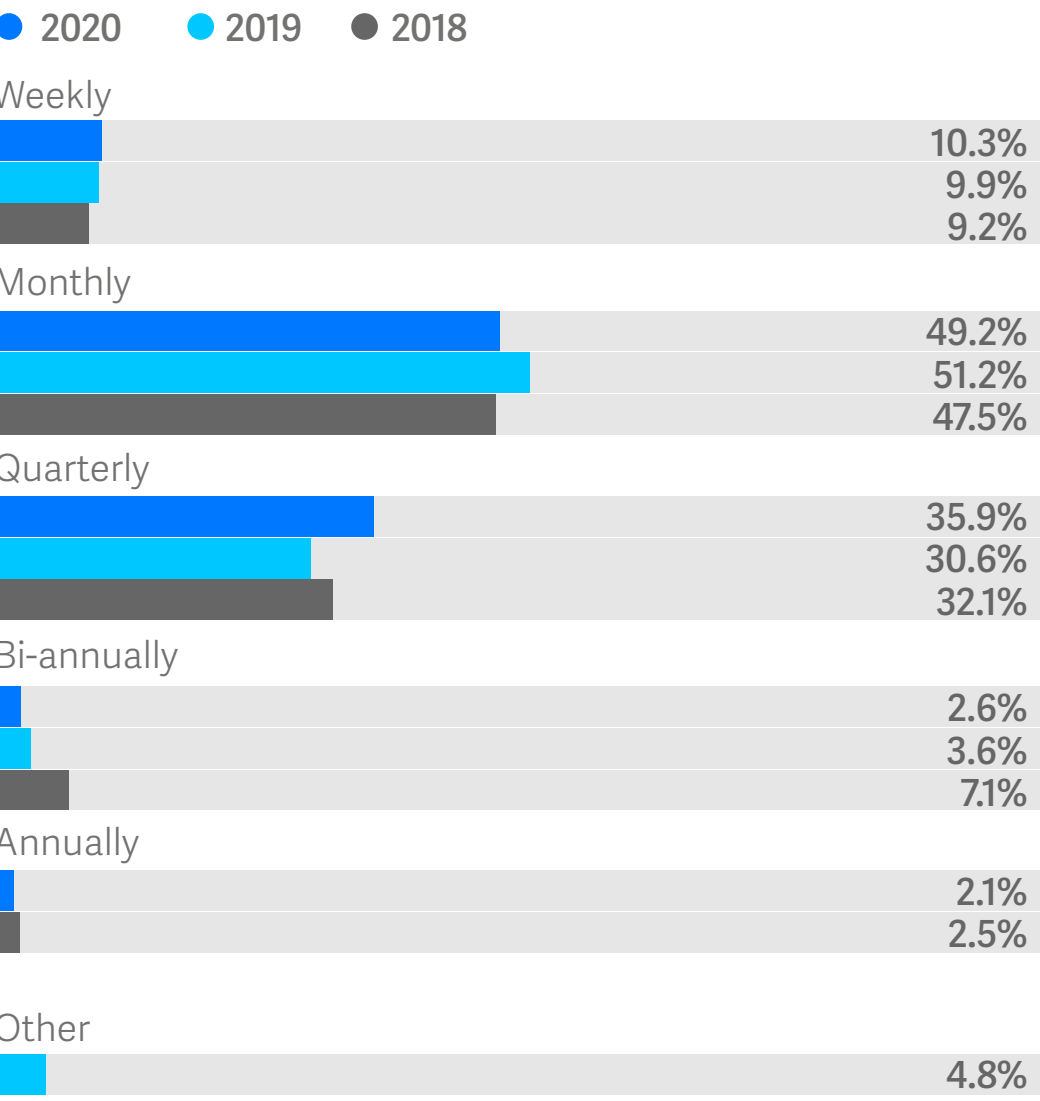
Automates repetitive email tasks; personalises messages to improve marketing outcomes; makes it easier to analyse email marketing performance.

Suppliers

The most popular suppliers are Mailchimp (35.4 per cent of advice businesses who use this AdviceTech) and Xplan (29.7 per cent).

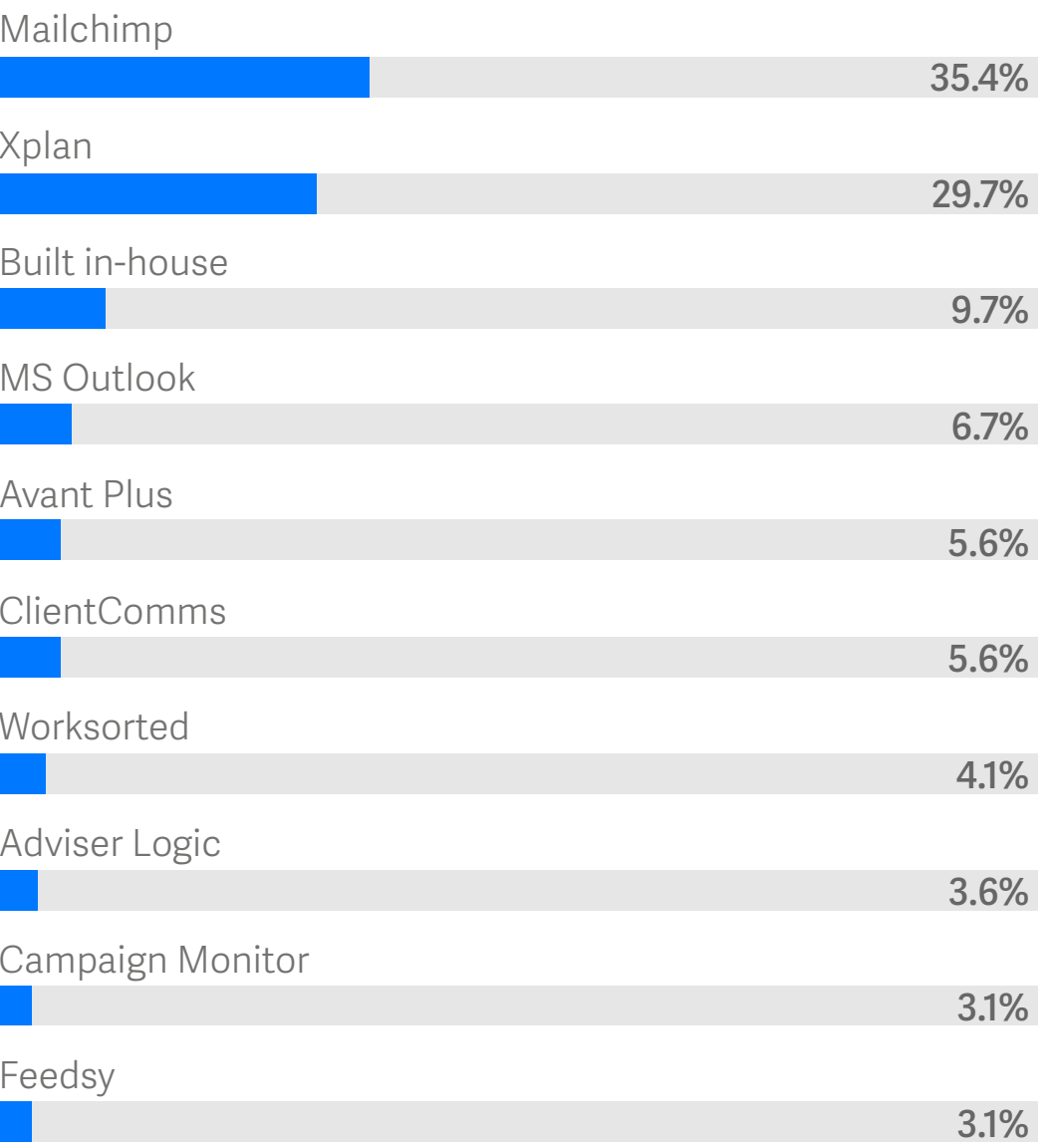
Frequency of use

How frequently does your business send email campaigns and newsletters of educational or informational nature to clients?



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed / Top 10 answers only

Online and mobile advertising

Adoption

There has been a decline in the use of online or mobile advertising, with only around one in 10 (11.8 per cent) practices currently paying for online or mobile advertising, compared to 15.2 per cent in 2019.

The majority who do pay typically spend \$500 or less a month. However, there is a group of businesses that see the benefit of advertising, spending between \$5,000 and \$10,000 a month. On average, though, businesses spent approximately \$889 per month for online or mobile advertising in 2020 – a considerable drop compared to the \$1,657 spent per month in 2019.

Description

Advertising displayed on a website, mobile app or other digital medium containing brand and promotional marketing messaging, imagery and video. Tools commonly used include search engine marketing, social media marketing, web banner advertising, in-video advertising, email advertising, digital radio advertising, sponsored-content articles and mobile advertising.

Benefits

Targets specific audiences which can improve lead conversions; transparently measures advertising effectiveness via detailed analytics; creates campaigns easily without external support; and reaches a wider audience than traditional advertising.

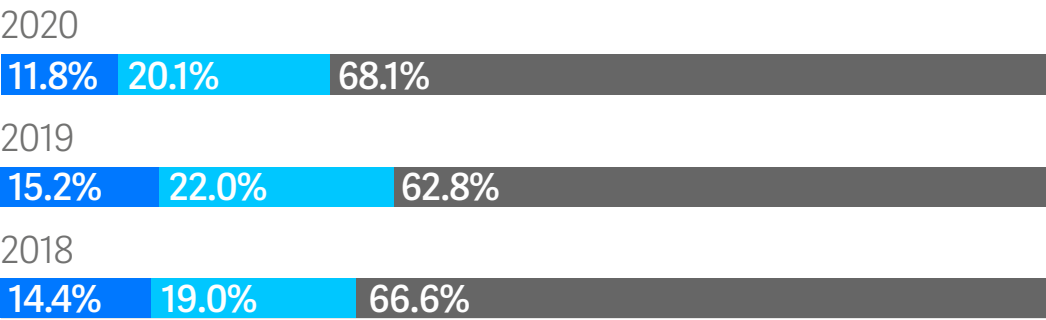
Suppliers

The most popular form of online advertising is Google paid search (55.6 per cent of advice businesses who use this AdviceTech) followed closely by Facebook advertising (50.0 per cent).

Adoption

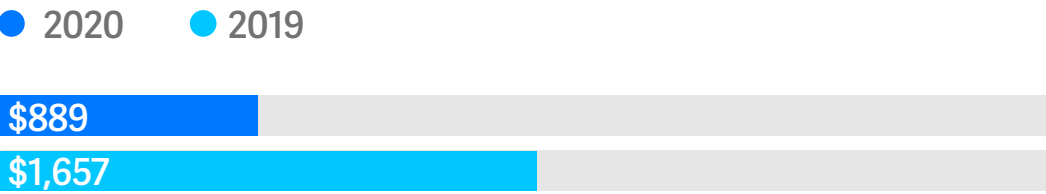
Does your business pay for online or mobile advertising?

- Yes
- No, but plan to in the next 24 months
- No, and don't plan to in the next 24 months



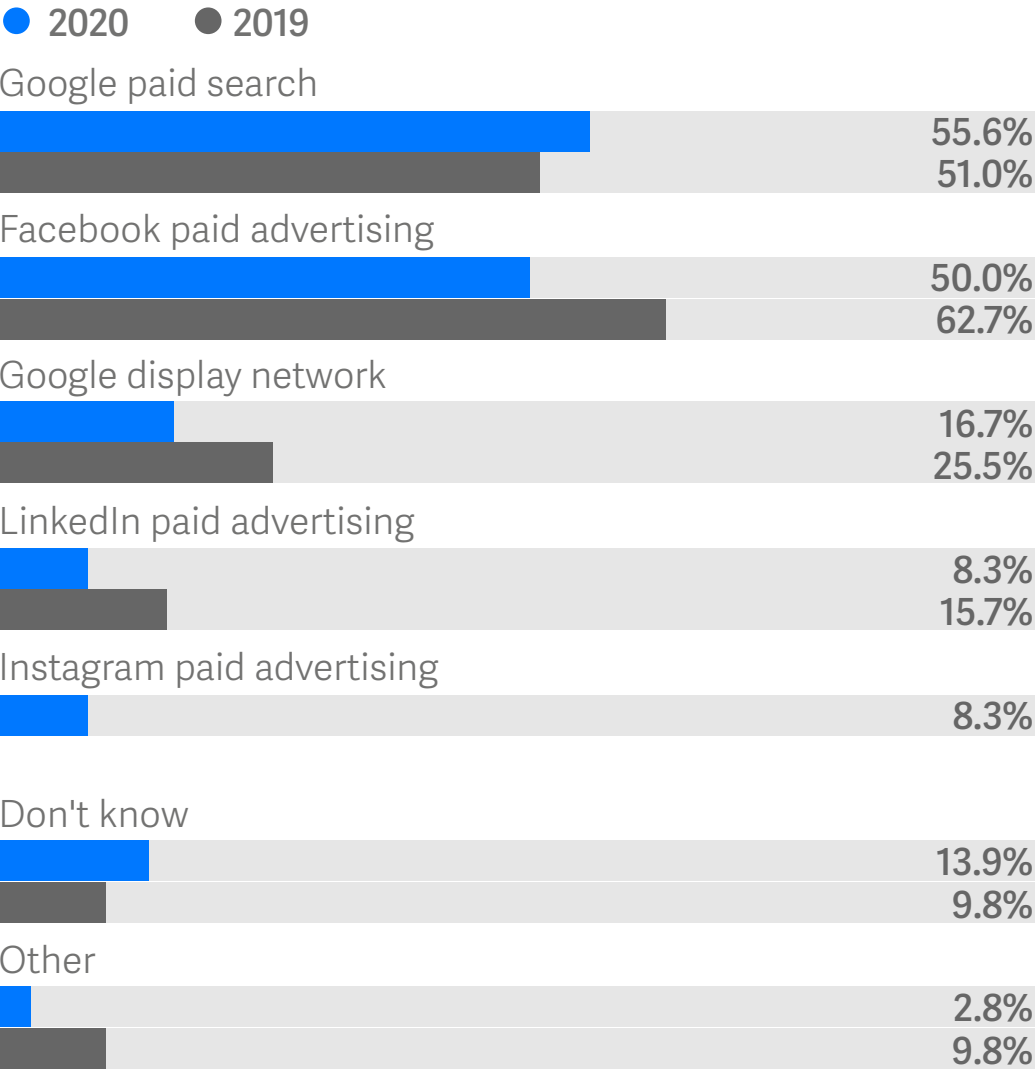
Online or mobile advertising spend

How much do you typically spend per month on online or mobile advertising?



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed

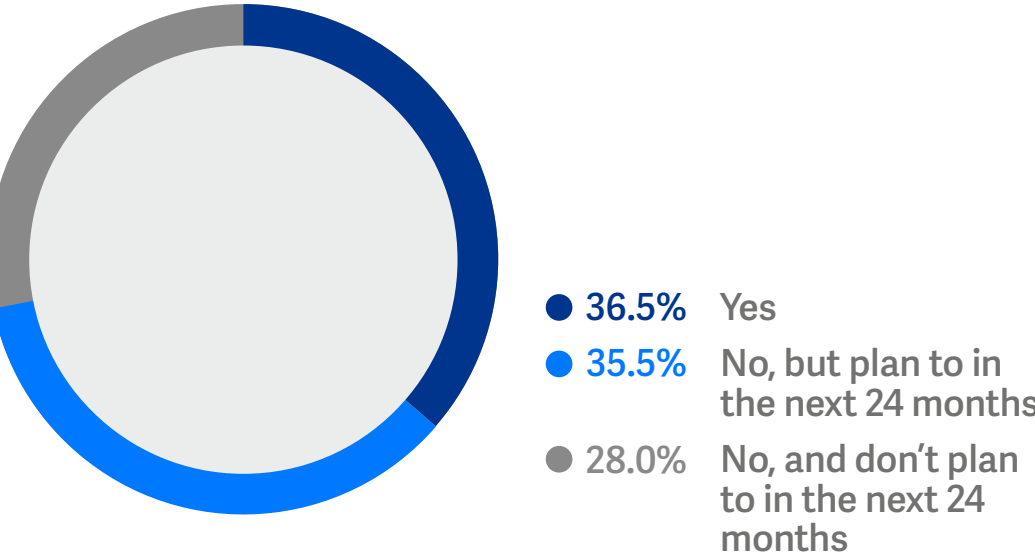
Presentation software

Adoption

Around a third (36.5 per cent) of practices use software to create presentations to clients, while an additional third (35.5 per cent) are looking to use this technology in the next 24 months.

Nearly all AdviceTech Stars (94.5 per cent) use presentation software at least once a week, although usage is quite evenly spread, depending on the practice’s needs.

Does your business use software to create presentations to clients?



Description

Tools to support the creation and customisation of client presentation slides.

Benefits

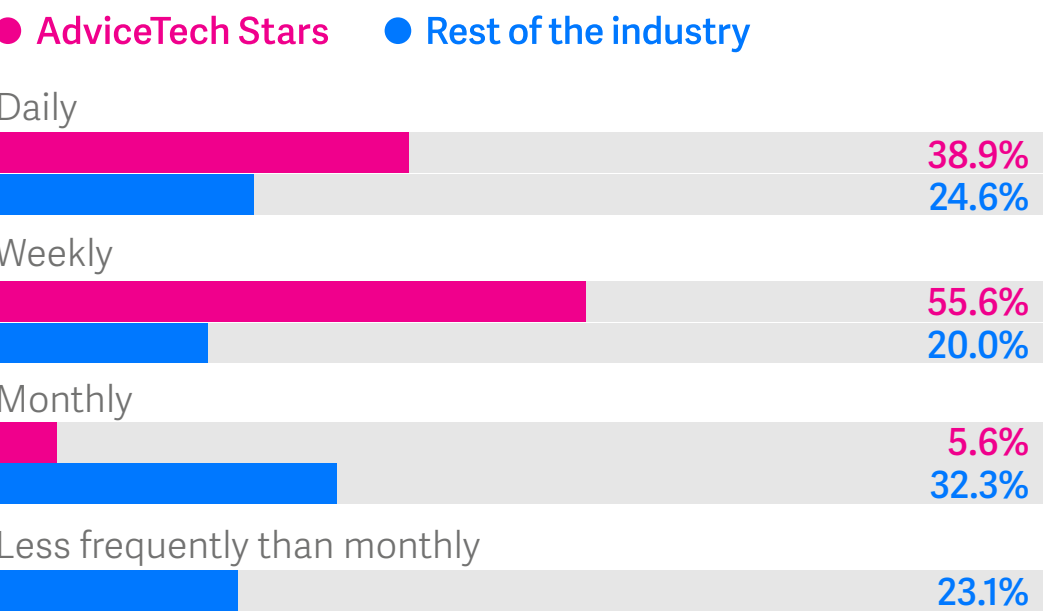
Allows tailored and personalised presentations designed to reflect the client’s circumstances, needs and goals.

Suppliers

The most popular form of client presentation tool is Microsoft PowerPoint (77.5 per cent of advice businesses who use this AdviceTech), with Australian business Canva growing in popularity, with its online-based platform (18.0 per cent).

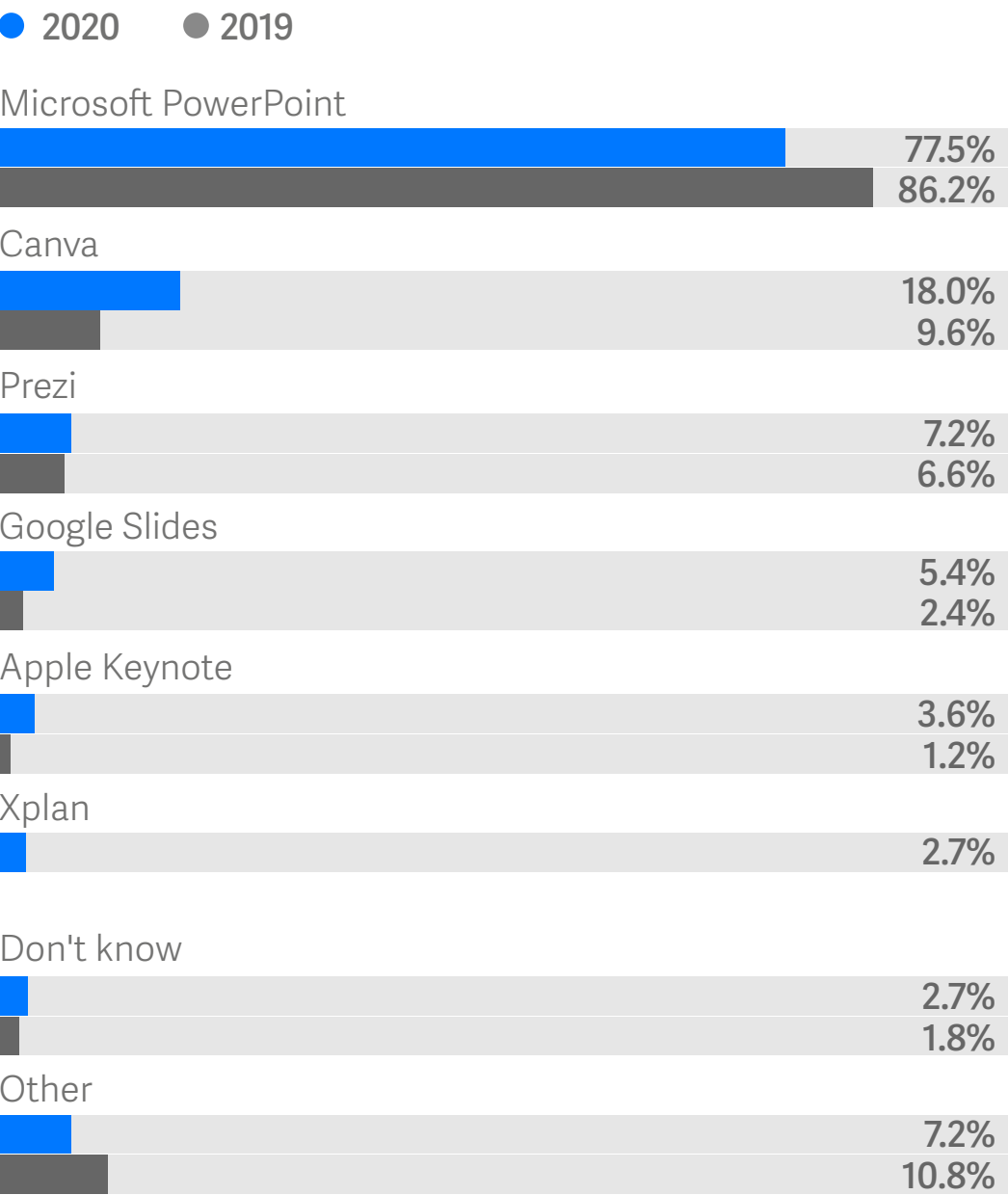
Frequency of use

How often does your business use this technology (of those that use them)?



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



Social media networks and social media management tools

Adoption

Three out of five (60.9 per cent) advice practices post to social media networks. The popular networks have not changed in recent years, with the majority of advice firms using social media primarily posting to Facebook (82.7 per cent) and LinkedIn (65.4 per cent). Regularity of posts varies, but the most popular post frequency is weekly (25.0 per cent).

Of those that post to social media, one in eight (12.5 per cent) practices use social media management tools, such as Hootsuite, to coordinate posts and activities on social media. A further third (34.5 per cent) are looking to implement this technology in the next 24 months.

Description

Social media management tools allow the coordination of social media posts via scheduling across multiple networks from a single online location. Also provides reporting and analytic tools.

Benefits

Can help save considerable time (particularly when posting frequently) by permitting a single post to be posted to many places, improves insights into which posts and social media platforms are performing better, and reaches the right audience most effectively.

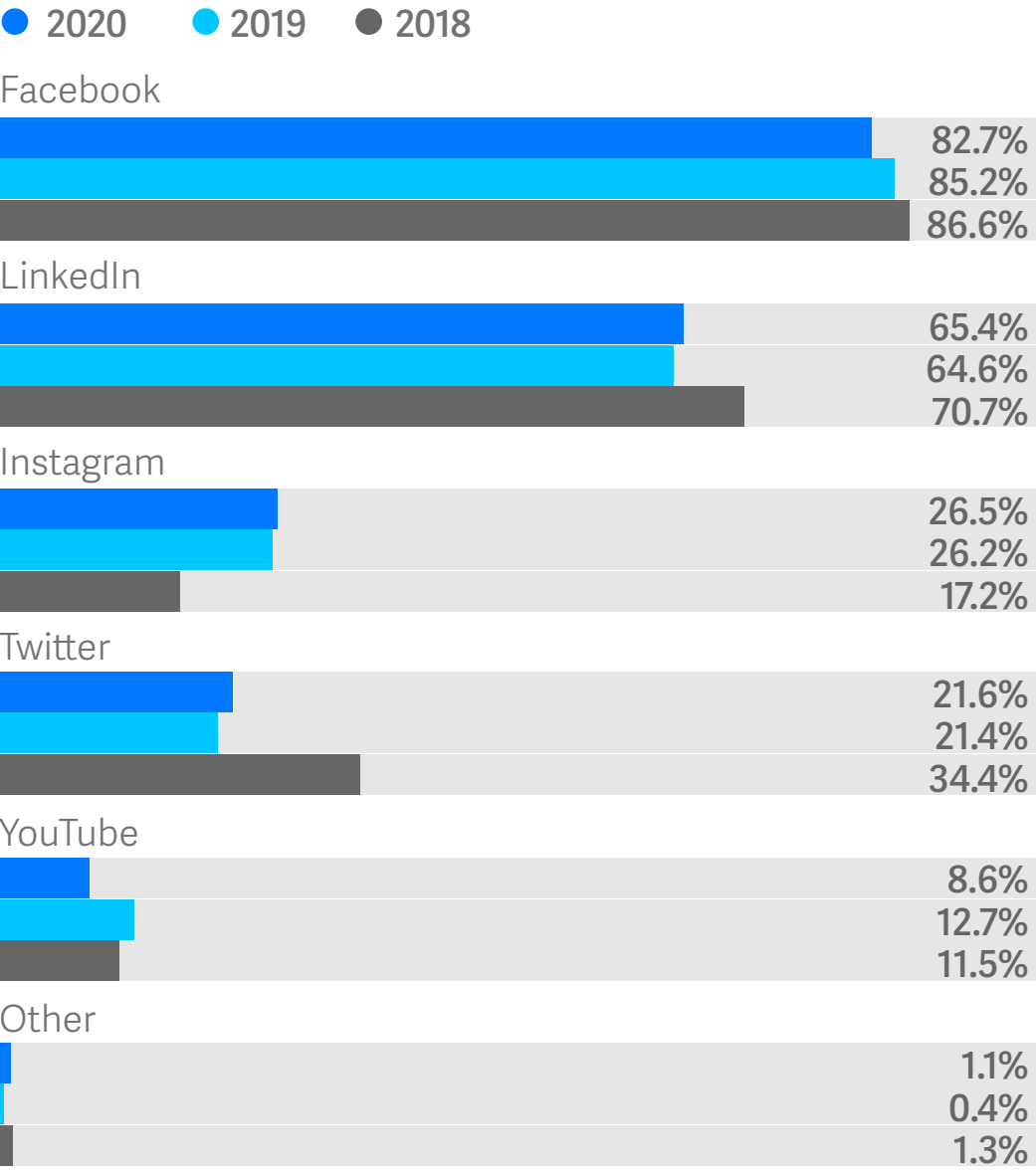
Suppliers

The most popular social media networks are Facebook (82.7 per cent of advice businesses who use this AdviceTech) and LinkedIn (65.4 per cent).

The most popular suppliers of social media management tools are Hootsuite (44.7 per cent of advice businesses who use this AdviceTech) and Buffer (23.7 per cent).

Most popular social media networks

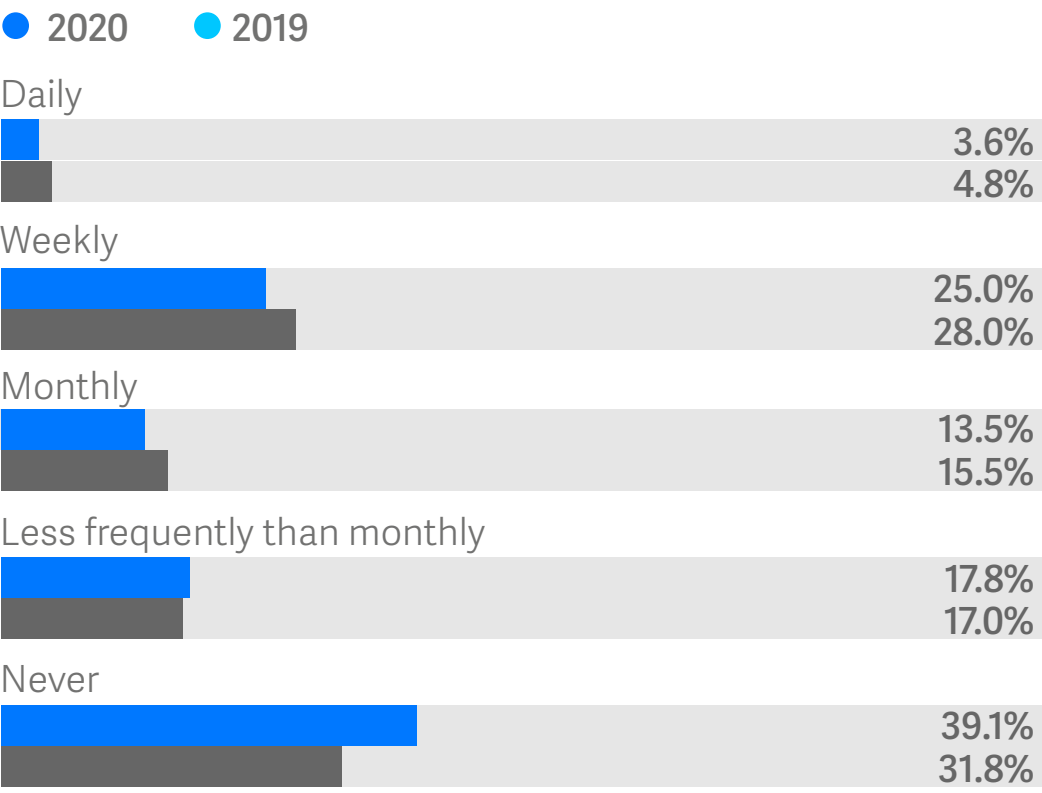
Agree: My business posts to this social media network (of those that use this technology)



*Multiple answers allowed

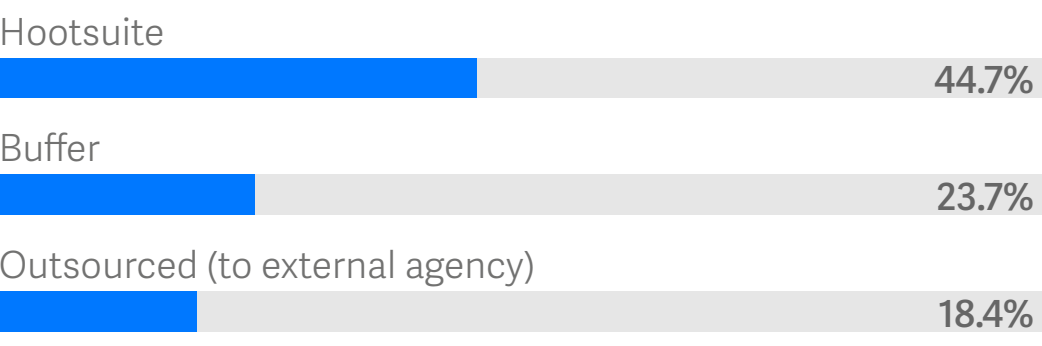
How often do practices post to social media?

Advice businesses who post to social media networks



Most popular social media management tools

Agree: My business uses this supplier (of those that use this technology)



Survey and client feedback tools

Adoption

Over half of all AdviceTech Stars (53.6 per cent) use tools to capture feedback from clients. For the rest of the industry, they also see it as important, with almost half (46.3 per cent) looking to implement this technology in the next 24 months.

Client feedback tools fall into two broad camps: survey tools, including Survey Monkey, Google Forms and Typeform, which enable advisers to craft questions and seek feedback on specific issues; and platforms that garner more general feedback, including Adviser Ratings, Google reviews and Facebook reviews.

Survey, review and rating feedback tools are generally used less frequently than monthly by the majority of AdviceTech Stars (53.3 per cent) and by the rest of the industry (55.6 per cent).

Description

Tools to capture client feedback through the development of surveys and feedback forms, or via online websites where clients share experiences and rate service with stars and descriptions.

Benefits

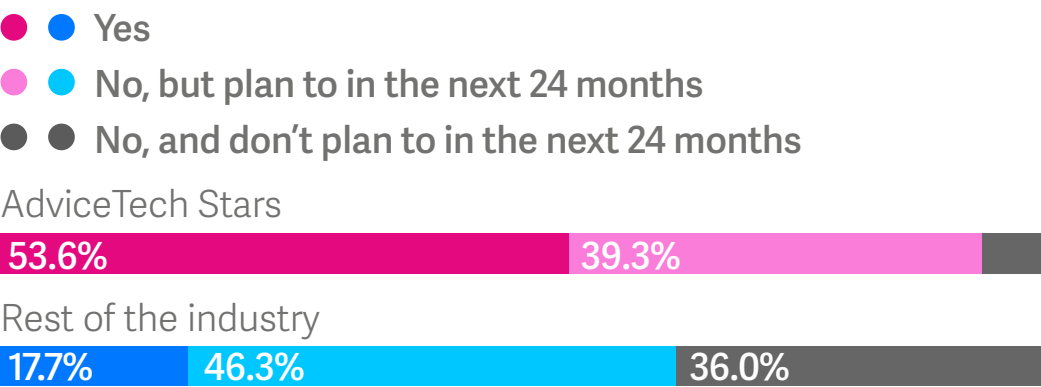
A better understanding of clients through profiling and satisfaction scores and ratings; an ability to benchmark service levels against other providers; the ability to identify areas of the business that need further improvement.

Suppliers

The most popular supplier is Survey Monkey (53.6 per cent of advice businesses who use this AdviceTech) followed by Adviser Ratings (23.2 per cent) and Google reviews (20.3 per cent).

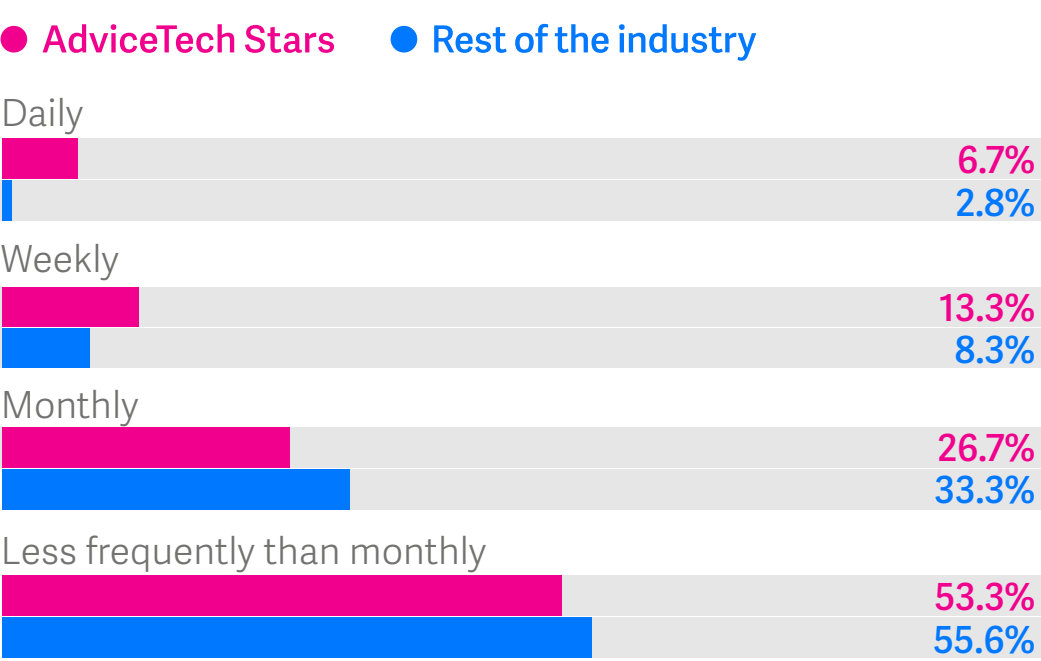
Adoption

Does your business use online survey, review and rating tools to capture feedback from clients?



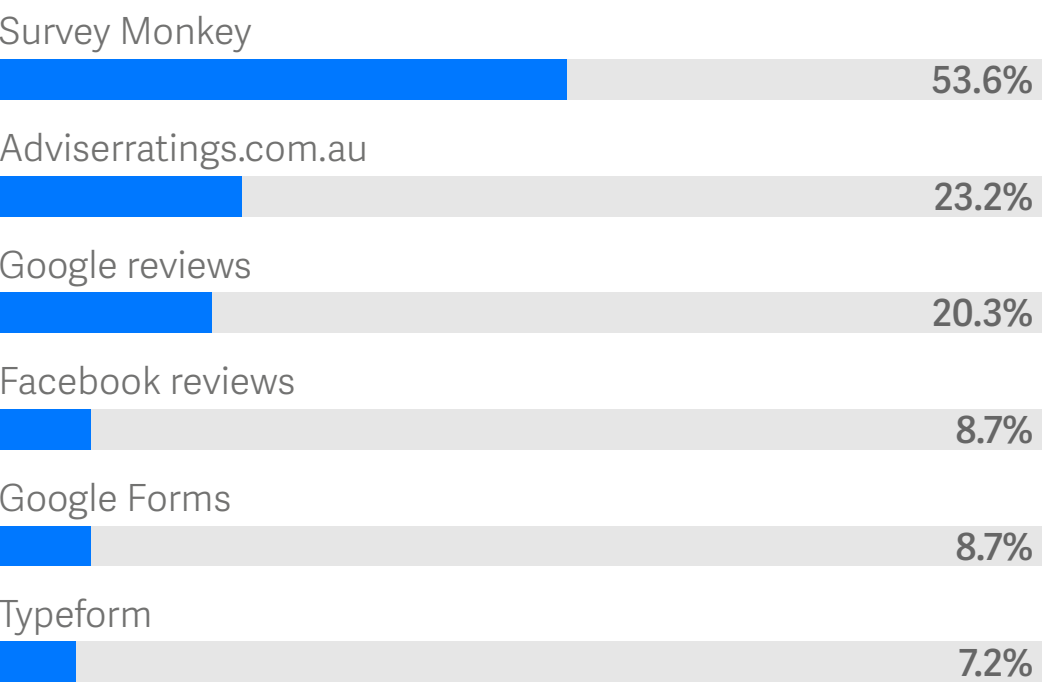
Frequency of use

How often does your business use this technology (of those that use them)?



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



Virtual online meeting tools

Adoption

Use of online virtual meeting tools, such as Zoom, has remained steady over the past three years. Close to half (45.7 per cent) of advice firms use online meeting tools for client interaction, while a further third (34.2 per cent) plan to use online meeting tools in the next 24 months. We suspect this figure would have been much higher had this survey been conducted after the Covid-19 pandemic.

The majority of AdviceTech Stars (80.0 per cent) and the rest of the industry (60.5 per cent) are using online meeting tools weekly or more frequently.

Description

A solution that facilitates a virtual meeting between an adviser, client or colleagues via any device with an internet connection.

Benefits

Supports timely meetings at the convenience of the client; facilitates remote working habits; and meetings are easily recorded and stored for compliance.

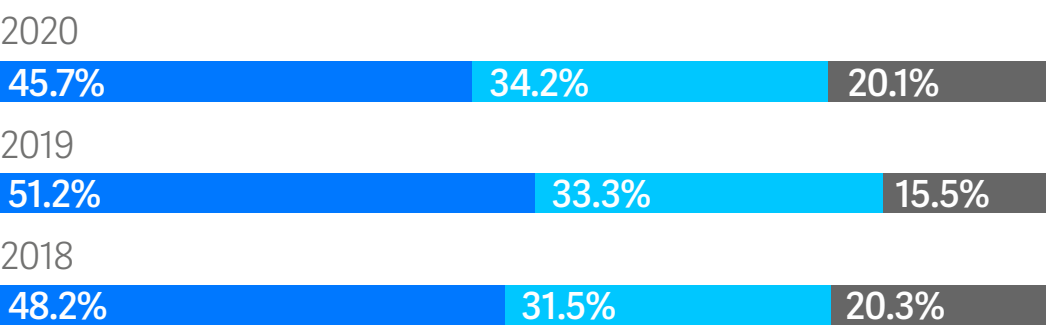
Suppliers

The most popular suppliers are Zoom (83.5 per cent of advice businesses who use online meeting tools), which has grown substantially in popularity since 2019, and Skype (30.9 per cent).

Adoption

Does your business use online meeting tools for client meetings?

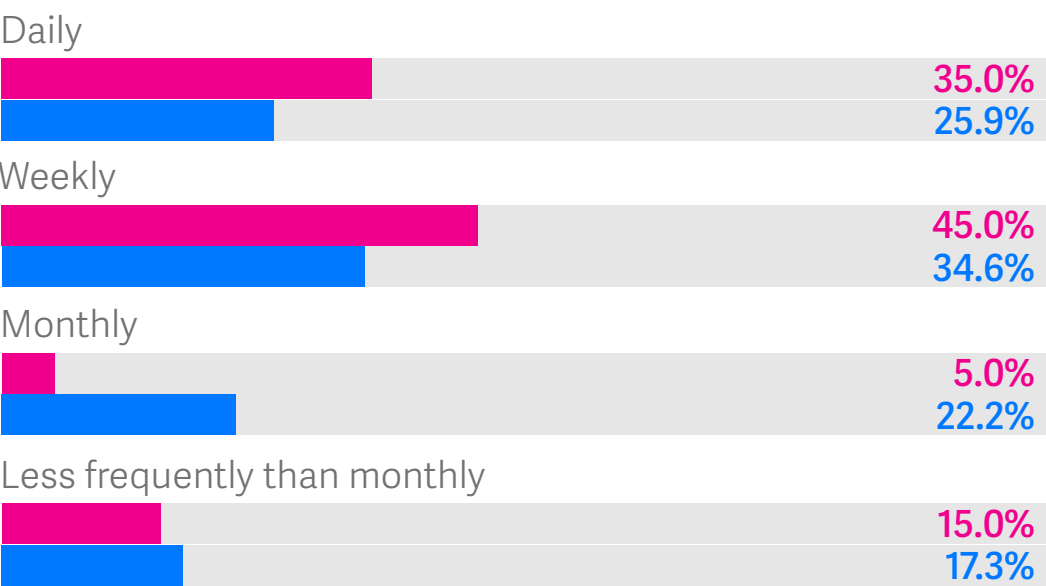
- Yes
- No, but plan to in the next 24 months
- No, and don't plan to in the next 24 months



Frequency of use

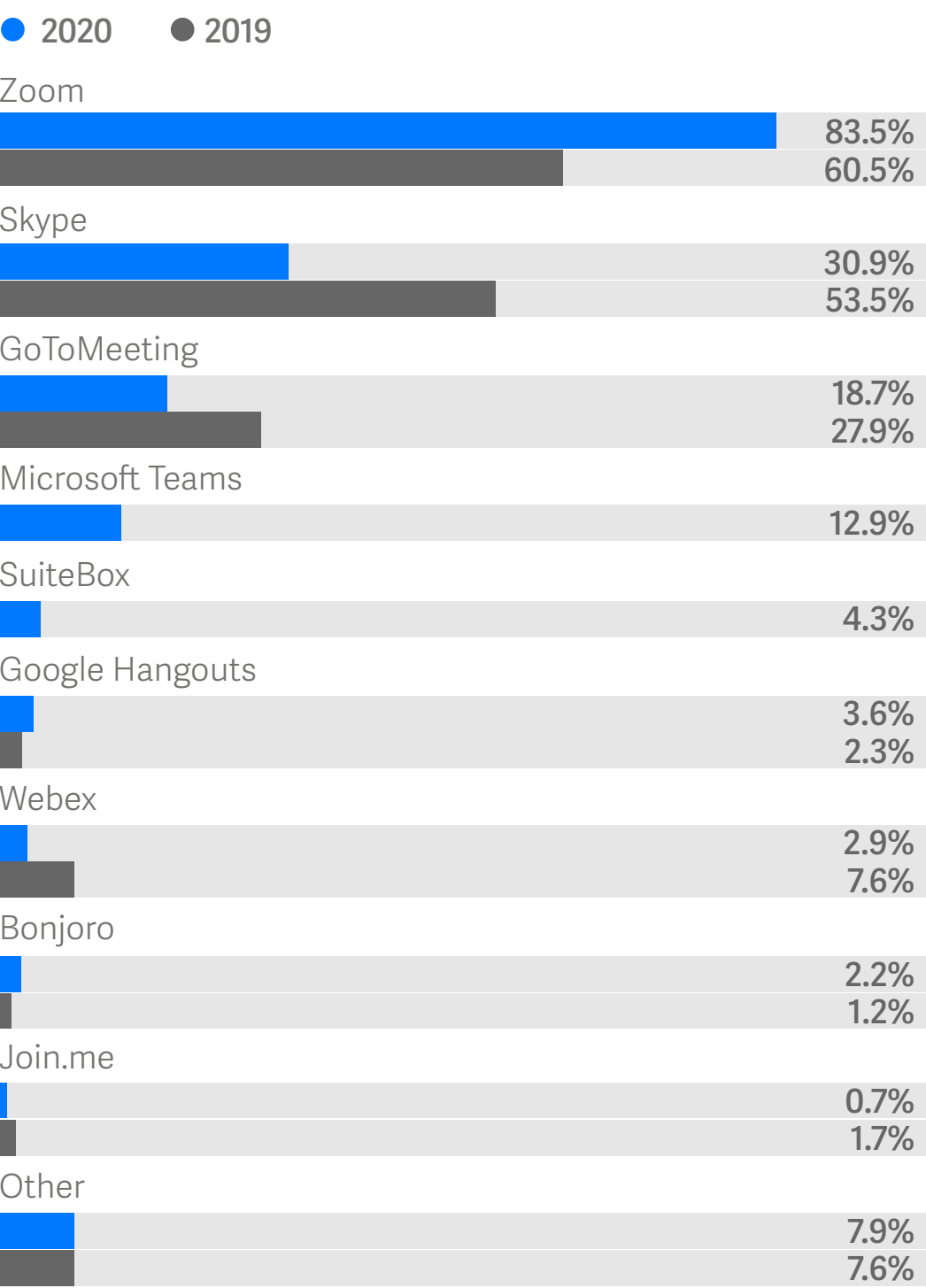
How often does your business use this technology (of those that use them)?

- AdviceTech Stars
- Rest of the industry



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed

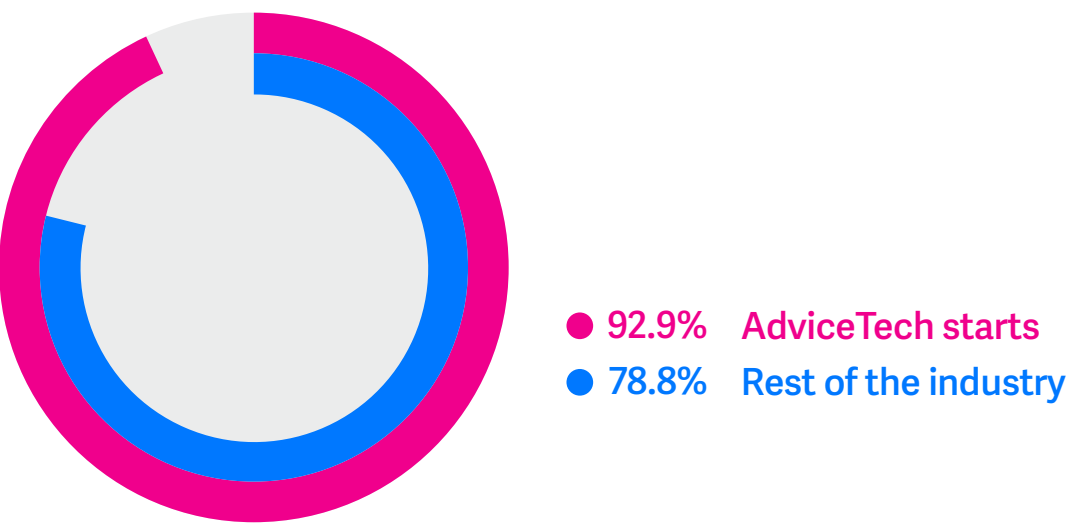
Website management and blog tools

Adoption

Nine in 10 AdviceTech Stars (92.9 per cent) and almost eight in 10 of the rest of the industry (78.8 per cent) have a mobile-compatible website or blog.

Seven in 10 (69.3 per cent) practices modify website or blog content at least once a year. The majority (54.2 per cent) do it at least once a quarter, and many (36.8 per cent) do it at least monthly. This has remained broadly similar to last year.

Is your website (including your blog) mobile-compatible, i.e. it responds or adapts to a mobile phone screen size?



Description

Tools to assist in the creation and modification of web pages, blogs or online stores.

Benefits

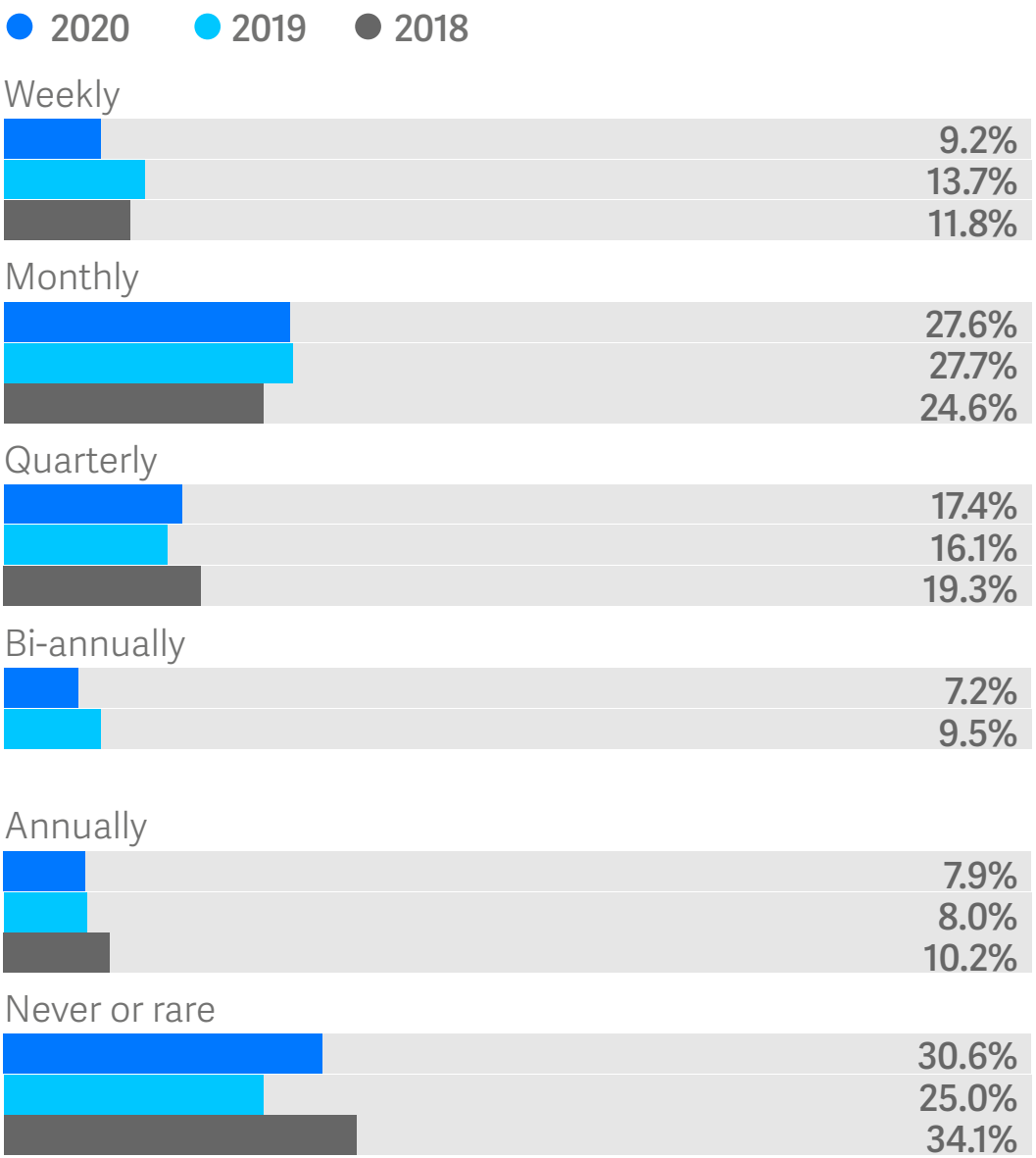
Keeps a website fresh to create the right impression with prospective clients; improves website performance and conversion; attracts more visitors to the website through improved SEO performance.

Suppliers

The most popular supplier is Wordpress (41.2 per cent of advice businesses who use this AdviceTech), whilst 15.6 per cent outsource this function.

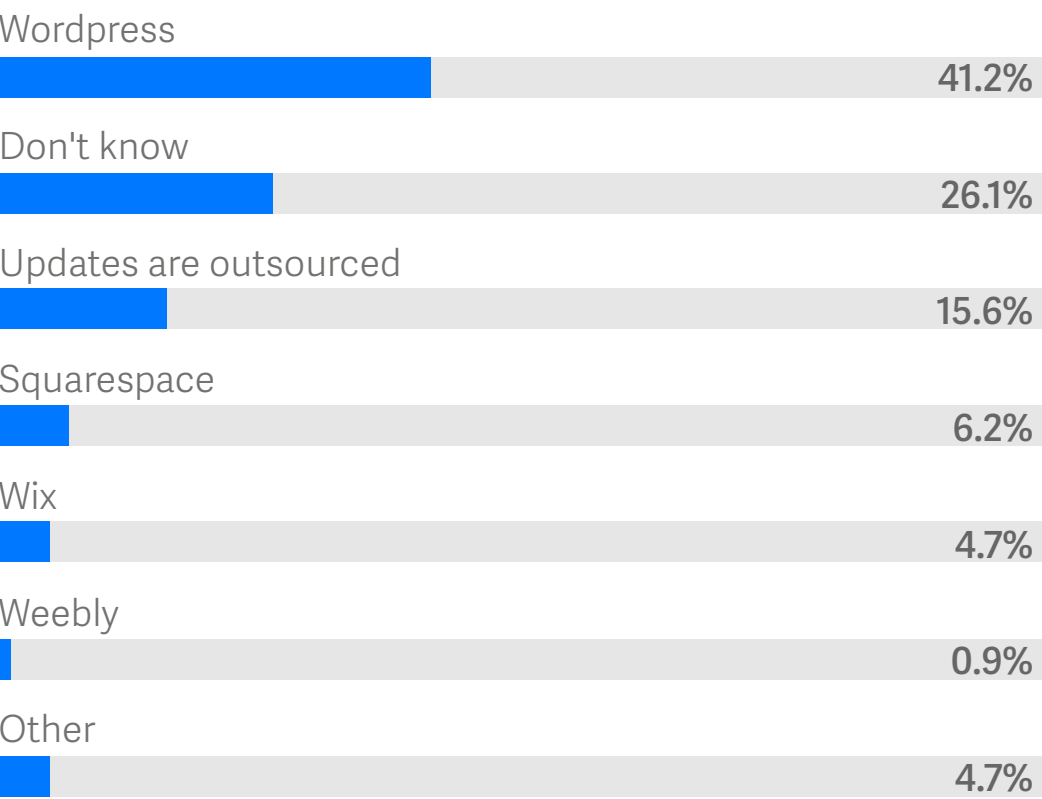
How often do practices modify their blog or website content?

Advice businesses who use website management and blog tools



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed / Top 10 answers only

2

Advice and Financial Planning AdviceTech

- 20 Cashflow, budgeting and account aggregation tools
- 21 Investment research tools
- 22 Managed accounts
- 23 Online fact-find and risk profiling tools
- 24 Scaled advice technology
- 25 Superannuation and investment platform

Introduction

Advice and financial planning AdviceTech are the cornerstone of any advice practice, with practices relying on it for advice preparation, investment execution and more. Shifts are underway as new technologies emerge like managed accounts, cashflow/budgeting and scaled advice which need to be understood as you evolve your service offering.

The majority will spend more next financial year

Eight in 10 (81.6 per cent) practices are looking to spend and invest more on advice and financial planning technologies in the next financial year – a similar proportion to 12 months ago.

Are you going to spend and invest more on the advice and financial planning technologies that we have discussed so far in the financial year ending June 30, 2020 (compared to the financial year ended June 30, 2019)?



Business benefits in the last 24 months

It appears this type of AdviceTech has reached maturity as the business benefits, when compared to other AdviceTech categories, are not as large.

In the past 24 months, the three advice and financial planning technologies that practices invested in that delivered the greatest benefit were:

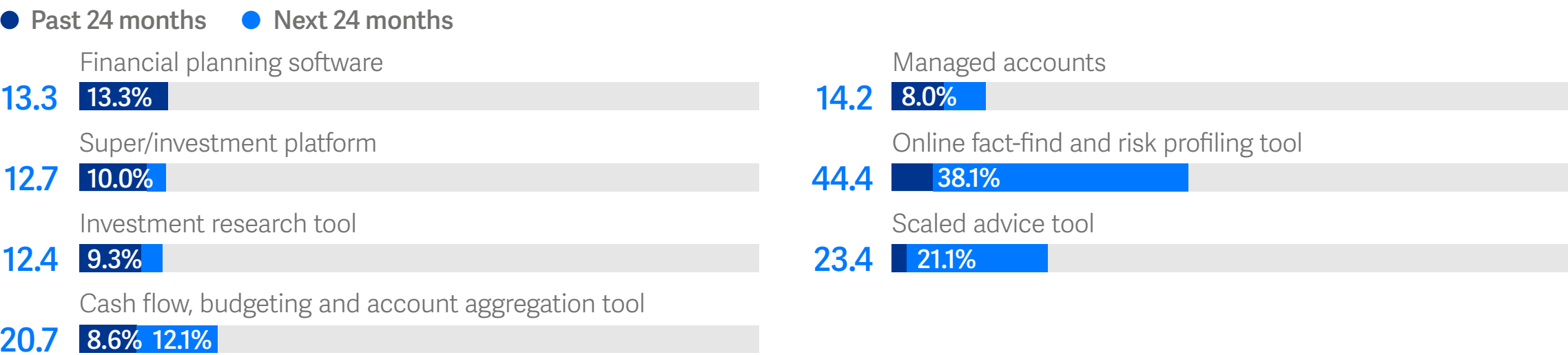
- 01 Financial planning software (13.3 per cent of all advice firms)
- 02 Super/investment platforms (10.0 per cent)
- 03 Investment research tools (9.3 per cent).

Business benefits in the next 24 months

In the next 24 months, practices believe the three advice and financial planning technologies that will deliver the greatest business benefits are:

- 01 Online fact-find and risk-profiling tools (38.1 per cent)
- 02 Scaled-advice tools (21.1 per cent)
- 03 Cash-flow and budgeting tools (12.1 per cent).

Which technologies rolled out in the past 24 months/to be used in the next 24 months had/ will deliver the greatest business benefits?



*Selected results

Cashflow, budgeting and account aggregation tools

Adoption

Almost a third (31.3 per cent) of advice practices use cash-flow, budgeting and account aggregation tools for client advice – a decline from previous years.

Advice practices are split, with a third (35.5 per cent) looking to implement in the next 24 months and a third (33.2 per cent) not looking to implement this technology any time soon.

The majority of AdviceTech Stars (86.6 per cent) use this technology at least once a week, with a third using it daily.

Description

Amalgamates bank, super and investment accounts into a single online interface for tracking and managing money, investments, cash flow, budgeting and savings goals.

Benefits

A new service offering for many advisers – particularly useful for younger generation of clients. Helps clients keep savings on track; helps advisers to get a better understanding of a client's position; improves client engagement.

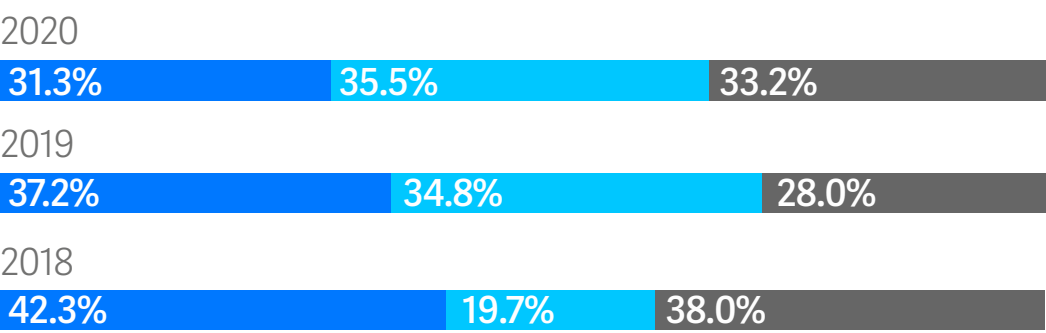
Suppliers

The most popular suppliers are MyProsperity (32.6 per cent of advice businesses who use this AdviceTech) and Moneysoft (17.9 per cent).

Adoption

Does your business use cash-flow, budgeting and account aggregation tools for client advice?

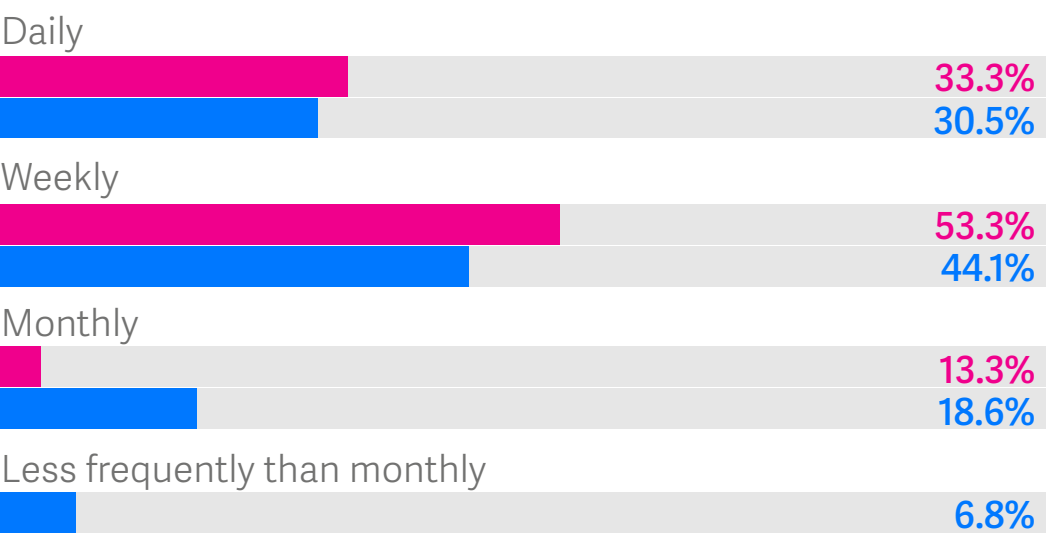
- Yes
- No, but plan to in the next 24 months
- No, and don't plan to in the next 24 months



Frequency of use

How often does your business use this technology (of those that use them)?

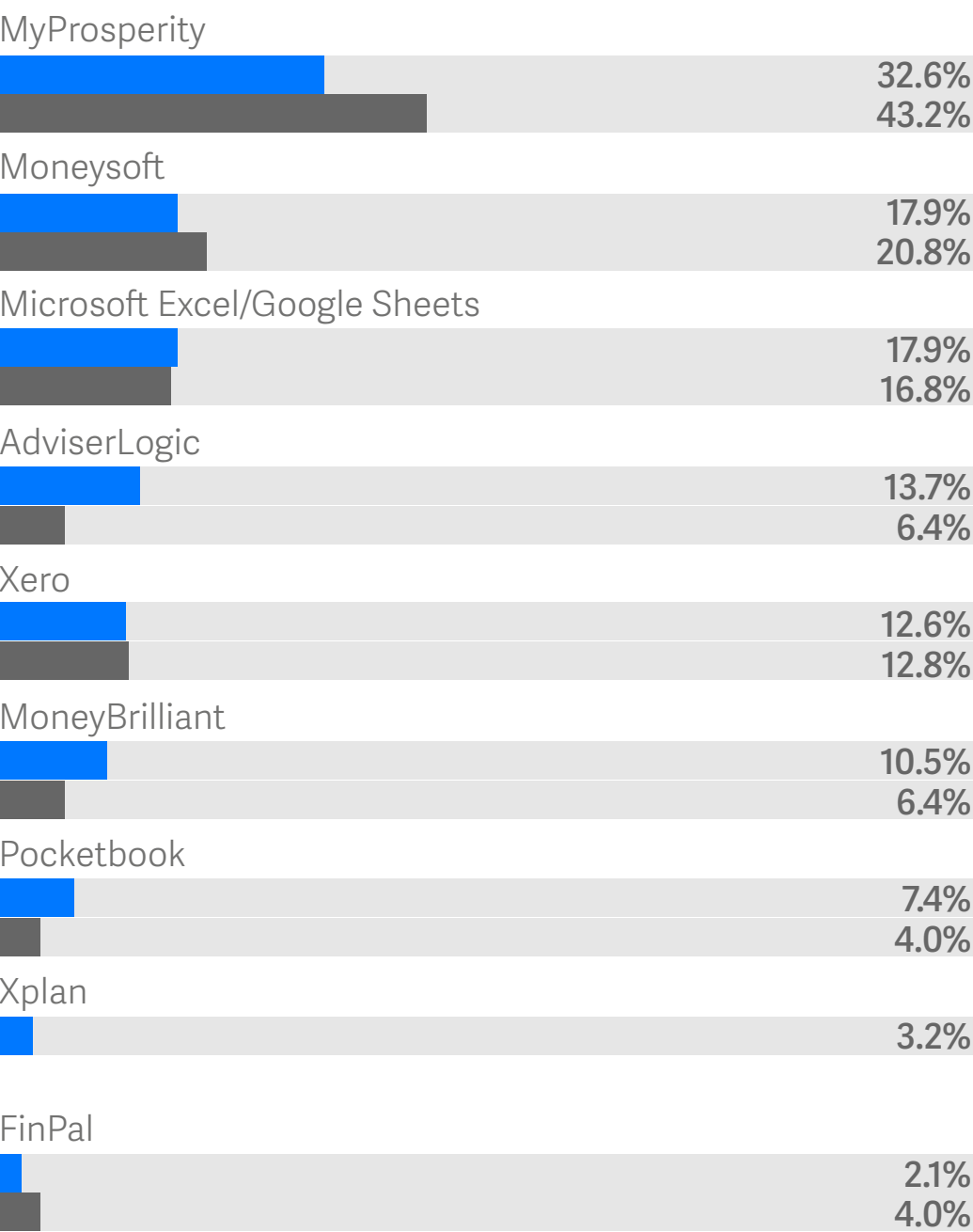
- AdviceTech Stars
- Rest of the industry



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)

- 2020
- 2019



*Multiple answers allowed

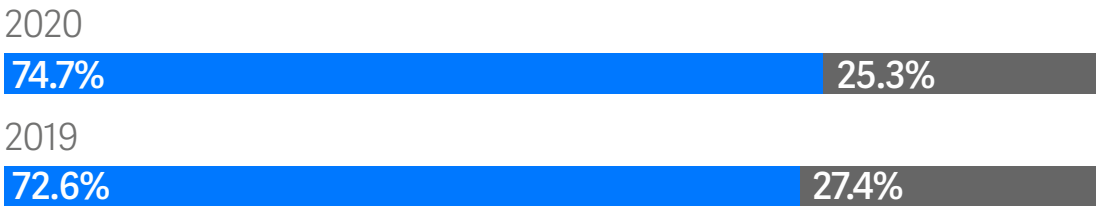
Investment research tools

Adoption

More than seven in 10 (74.7 per cent) practices use investment research tools for investment selection. This has remained the same from 12 months ago, where also around seven in 10 (72.6 per cent) used investment research tools.

Does your business use investment research tools and technologies for investment selection?

● Yes ● No



More than three-quarters of AdviceTech Stars (78.3 per cent) and more than half of the rest of the industry (55.2 per cent) use investment research tools daily.

Description

Research, ratings and commentary on investment products. Often reliant on a mix of qualitative research and quantitative analysis using big data, algorithms and (in future) artificial intelligence.

Benefits

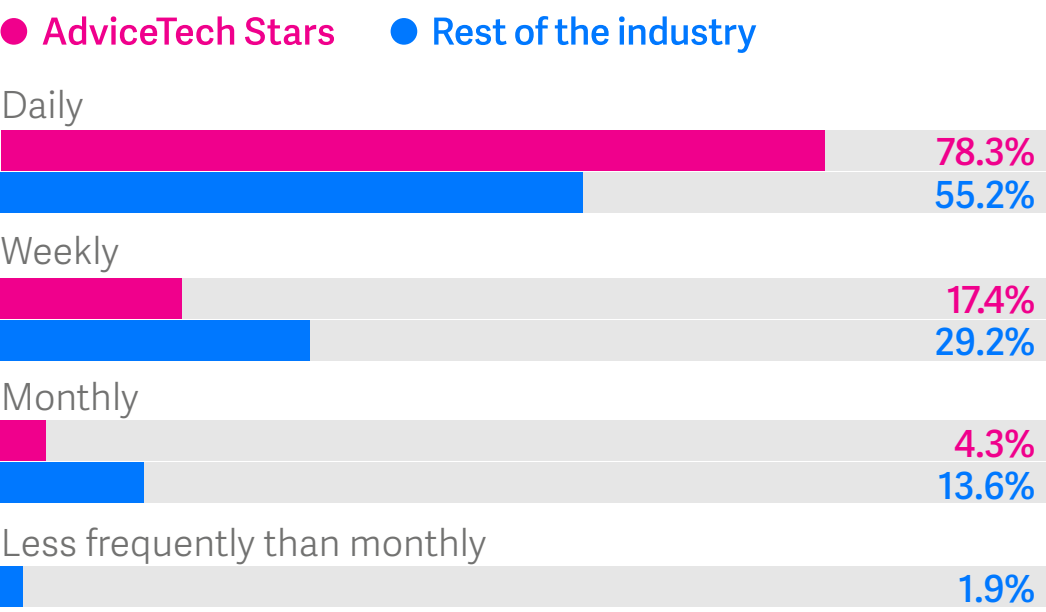
Supports internal investment decision-making and portfolio construction; useful in educating and engaging with clients; provides new investment ideas.

Suppliers

The most popular suppliers are Morningstar (60.8 per cent of advice businesses who use this AdviceTech) and Lonsec (48.9 per cent).

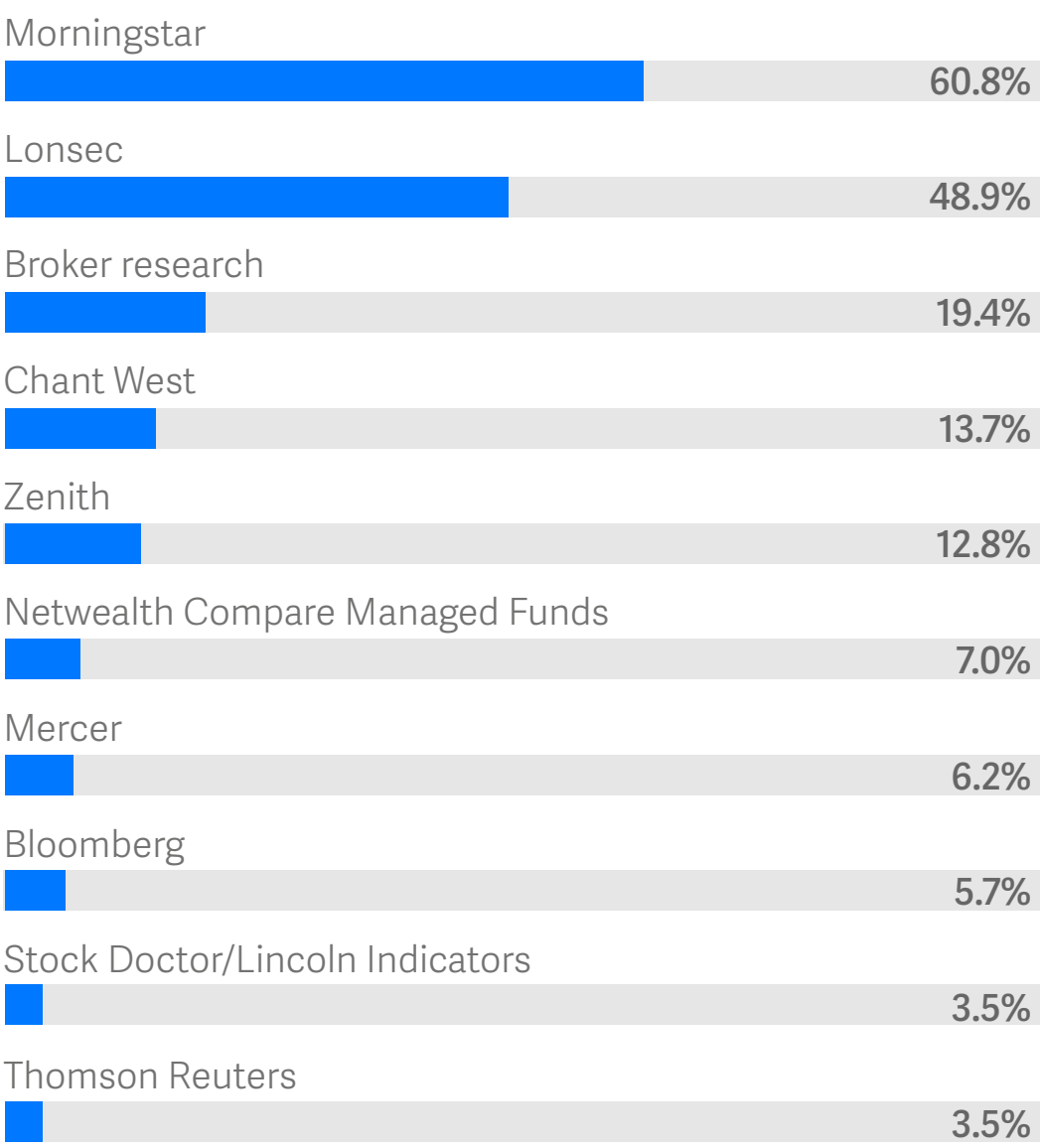
Frequency of use

How often does your business use this technology (of those that use them)?



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed

Managed accounts

Adoption

Almost two in five (38.2 per cent) practices already use managed accounts, while one in five (23.7 per cent) are considering using them in future. More than one in 10 (13.8 per cent) are planning to use managed accounts within the next 24 months.

Description

A portfolio of individual securities or assets managed by a professional investment manager. Provides advisers with an alternative structure to managed funds and other portfolio structures. Changes to portfolios by an investment manager can be implemented across some or all clients as frequently as required, without the need for individual ROAs or SOAs.

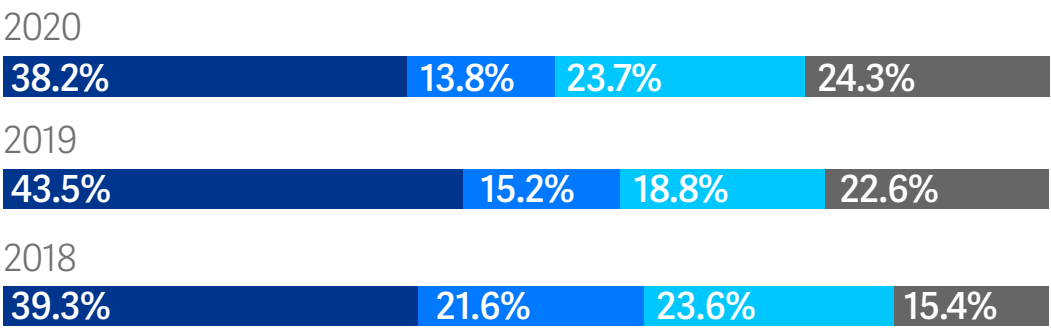
Benefits

Ability to create a consistent investment process; easier to demonstrate a clear investment value proposition; potential to reduce investment implementation leakage, and improve efficiency and reduce adviser work.

Adoption

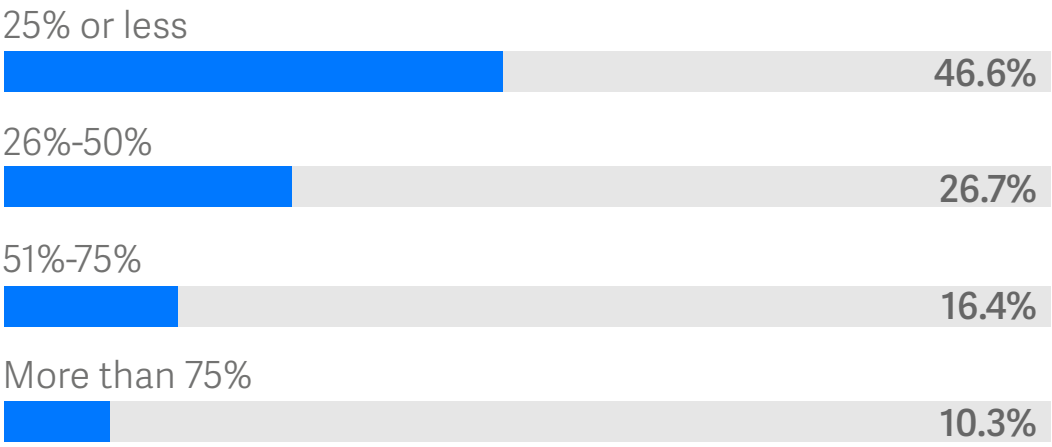
Do you use a managed account (SMA) solution for at least some of your clients?

- Yes, already using them
- No, but planning to use within the next 24 months
- No, but considering them
- No, not interested in them



Proportion of clients who use managed accounts

What percentage of your client base do you use managed accounts for (by those that use them)?



Online fact-find and risk profiling tools

Adoption

Almost three in 10 (28.6 per cent) AdviceTech Stars use online self-service tools in order to capture client information, such as the fact find and risk profile, compared to two in 10 (22.2 per cent) practices in the rest of the industry.

Practices see the value in this AdviceTech, with the majority of AdviceTech Stars (57.1 per cent) and the rest of the industry (52.7 per cent) planning to implement in the next 24 months.

Typically, the majority of AdviceTech Stars (87.5 per cent) and the rest of the industry (84.4 per cent) utilise online self-service tools at least once a week.

Description

Online tools to capture information about the client during the fact-find process, including analysis of their risk profile.

Benefits

Streamlines initial meetings and fact-find process; improves customer experience; speeds up SOA and ROA process.

Suppliers

The most popular suppliers are Xplan (27.9 per cent of advice businesses who use this AdviceTech) and Astute Wheel (23.5 per cent).

Adoption

Does your business use online self-service tools to capture client (or prospect) information, including their risk profile?

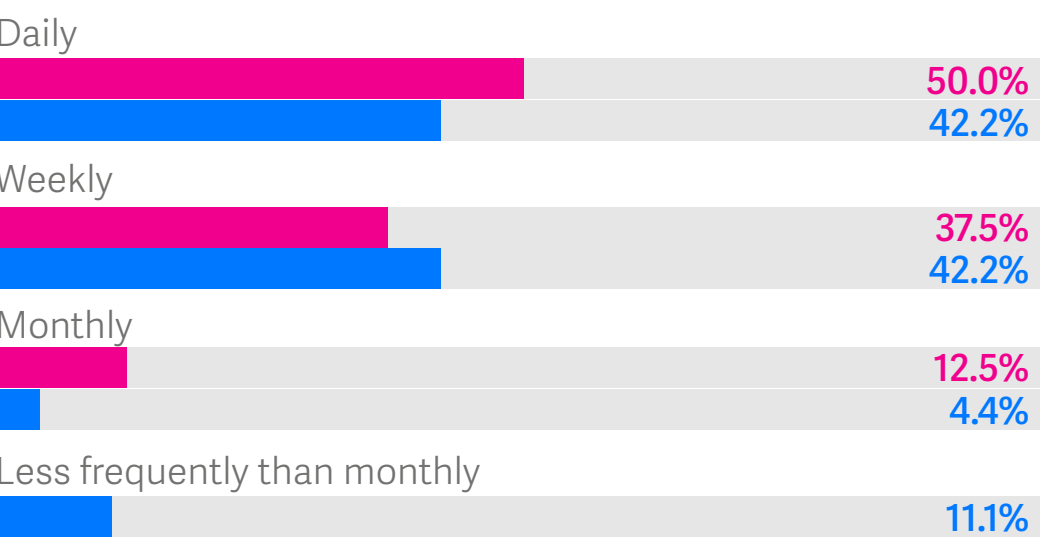
- Yes
- No, but plan to in the next 24 months
- No, and don't plan to in the next 24 months



Frequency of use

How often does your business use this technology (of those that use them)?

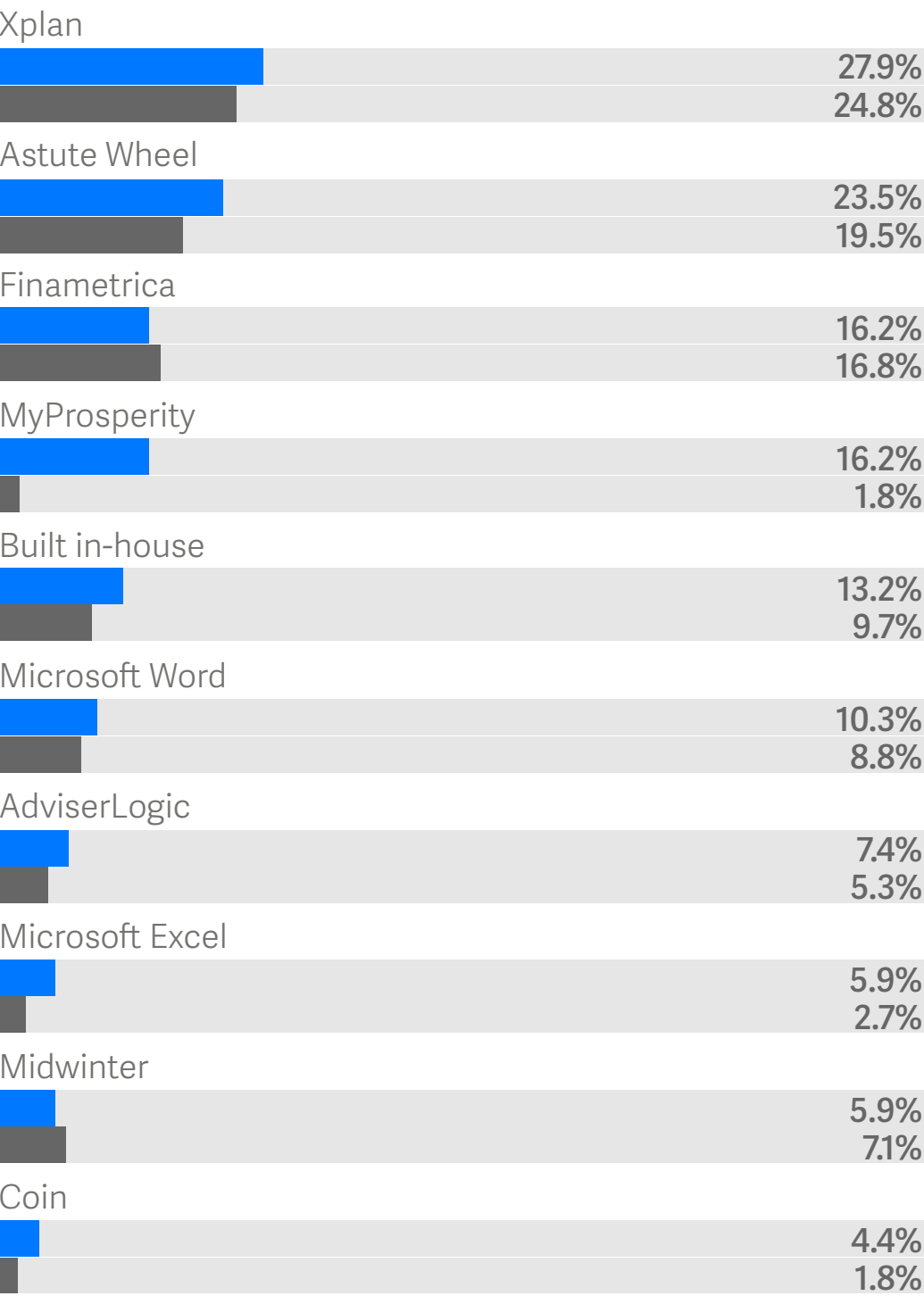
- AdviceTech Stars
- Rest of the industry



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)

- 2020
- 2019



*Multiple answers allowed / Top 10 answers only

Scaled advice technology

Adoption

Around one in five (20.1 per cent) practices use scaled advice technologies for the provision of advice which is similar to the proportion 12 months ago. Almost half (46.7 per cent) are looking to implement this AdviceTech in the next 24 months.

Of those that utilise scaled advice in their practices, the frequency of use amongst AdviceTech Stars and the rest of the industry is similar. More than three-quarters of both AdviceTech Stars (77.8 per cent) and the rest of the industry (87.2 per cent), utilise the technology at least weekly as part of their service.

Description

Personal advice limited in scope, or piece-by-piece advice rather than holistic or comprehensive advice, often provided over the phone or online at a fraction of the cost of holistic advice.

Benefits

May suit younger clients; can assist in expanding client base if willing to provide piece-by-piece advice at the client’s request.

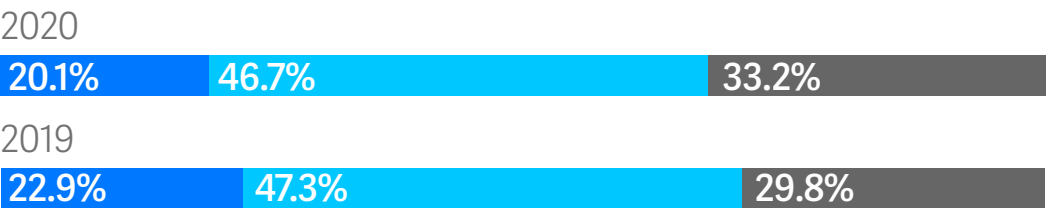
Suppliers

The most popular method for deploying this technology is to build it in-house (31.1 per cent of advice businesses who use this AdviceTech). The most popular supplier is Xplan Prime (21.3 per cent).

Adoption

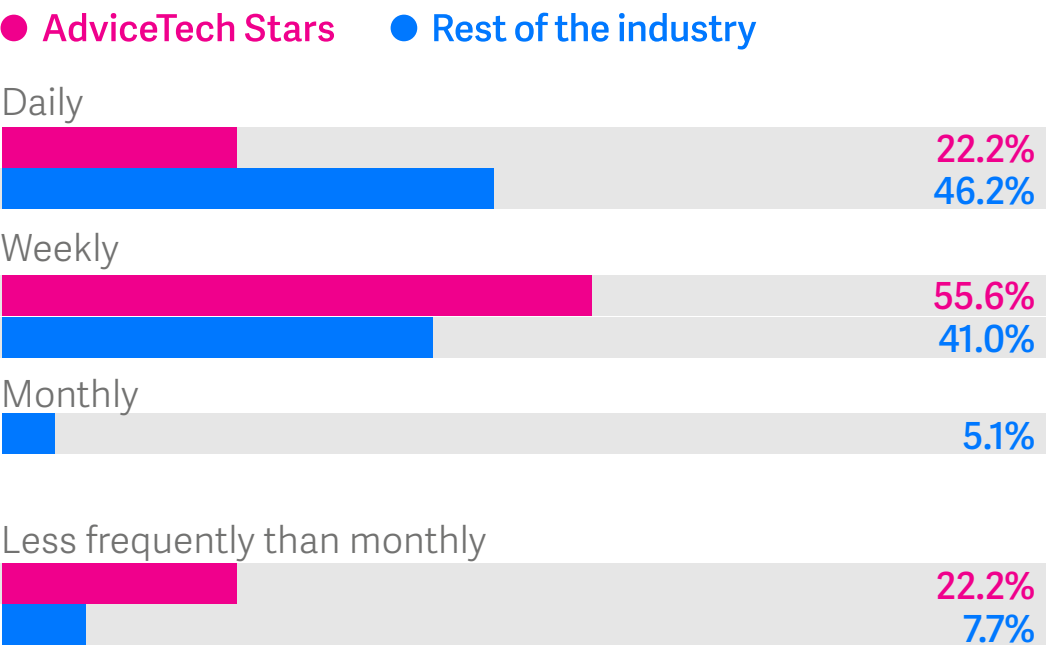
Does your business use scaled advice technologies for the provision of advice, including SOA/ROA to clients?

- Yes
- No, but plan to in the next 24 months
- No, and don’t plan to in the next 24 months



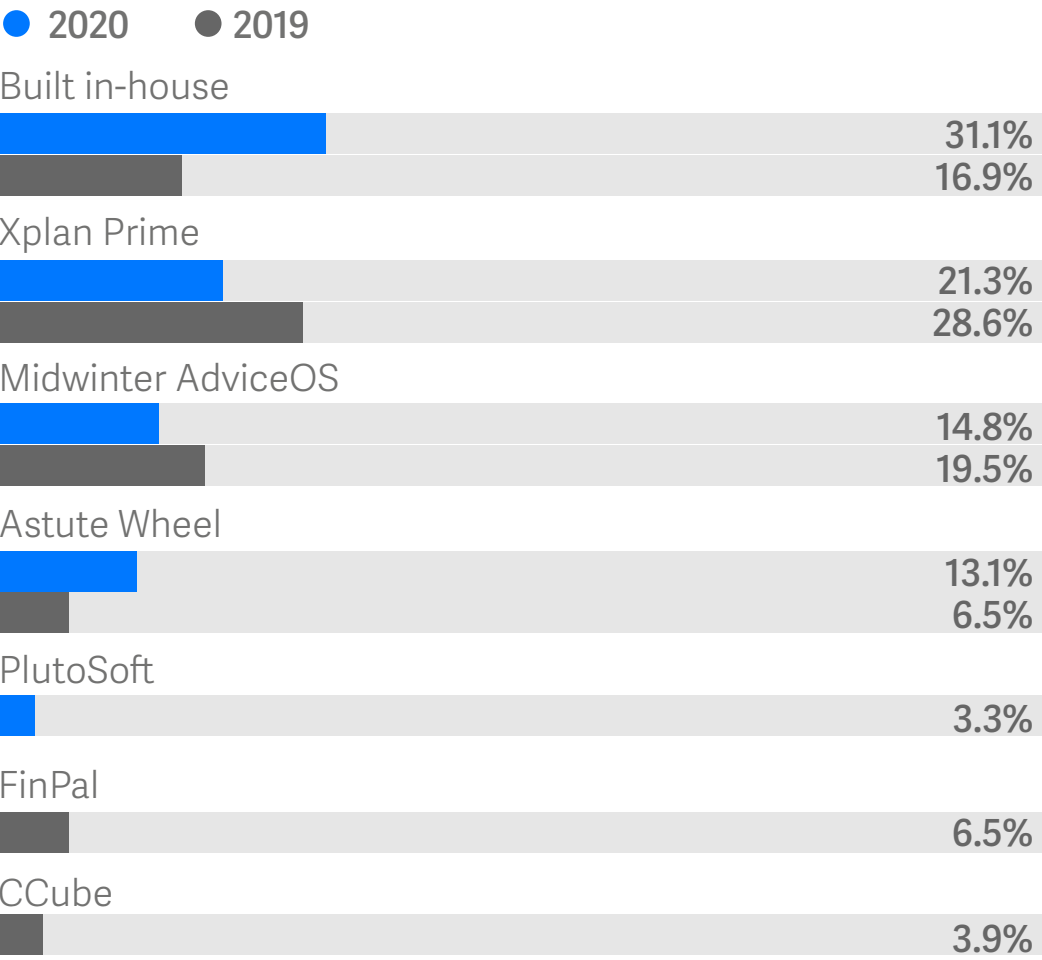
Frequency of use

How often does your business use this technology (of those that use them)?



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed

Superannuation and investment platform

Adoption

Around nine in 10 (89.5 per cent) practices use a super and investment platform – similar to last year. Only a slim minority (5.6 per cent) do not use this technology now and do not plan to in the next 24 months.

It is typically used daily for the large majority of AdviceTech Stars (81.5 per cent) and the rest of the industry (84.3 per cent).

Description

Administration service for investments, to facilitate the management of multiple funds in a portfolio.

Benefits

Reduces paperwork; accesses a greater choice of investments; and aggregates reporting for investments.

Adoption

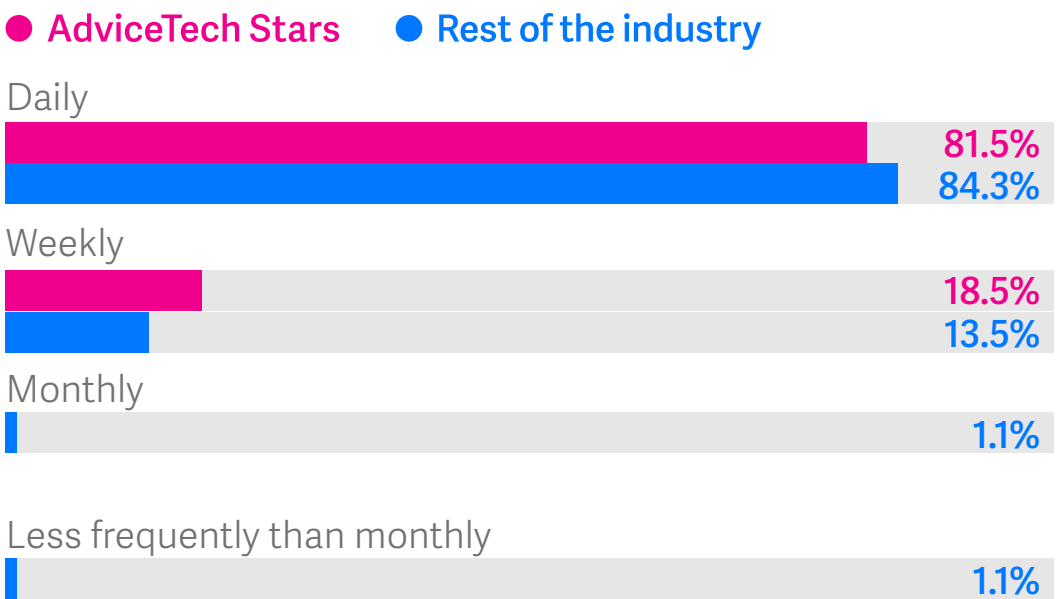
Does your business use a super/investment platform?

- Yes
- No, but plan to in the next 24 months
- No, and don't plan to in the next 24 months



Frequency of use

How often does your business use this technology (of those that use them)?



3

Operations and Workflow AdviceTech

- 28 Accounting software
- 29 Cloud-hosted document storage and sharing services
- 30 Cloud-hosted email and communication technology
- 31 Commission management software
- 32 Database and system integration technology
- 33 SMSF administration software
- 34 Task, activity and project management technology

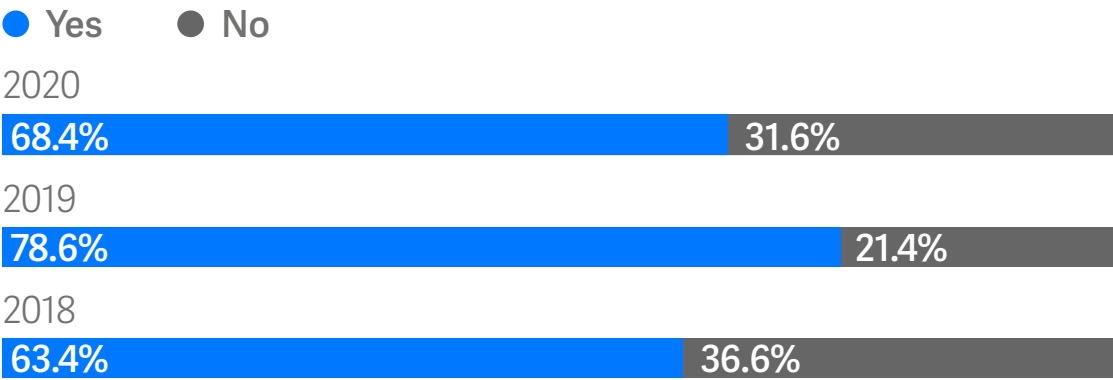
Introduction

With Covid-19 we have seen a greater emphasis placed on cloud-based technology to manage internal/ external communications and workflows. Accessing and sharing documents from the cloud have become the norm and the requirement for disparate systems and databased to ‘talk’ to each other is being tested.

The majority will spend more next financial year

Almost seven in 10 (68.4 per cent) practices plan to invest more in operations and workflow AdviceTech. This has dropped since last year, when almost eight in 10 (78.6 per cent) were planning to invest more.

Agree: My business will spend and invest more on the operations and workflow technologies in the financial year ending June 30, 2020 (compared to the financial year ended June 30, 2019)



Business benefits in the last 24 months

In the past 24 months, the three operations and workflow technologies invested in to drive the greatest business benefits were:

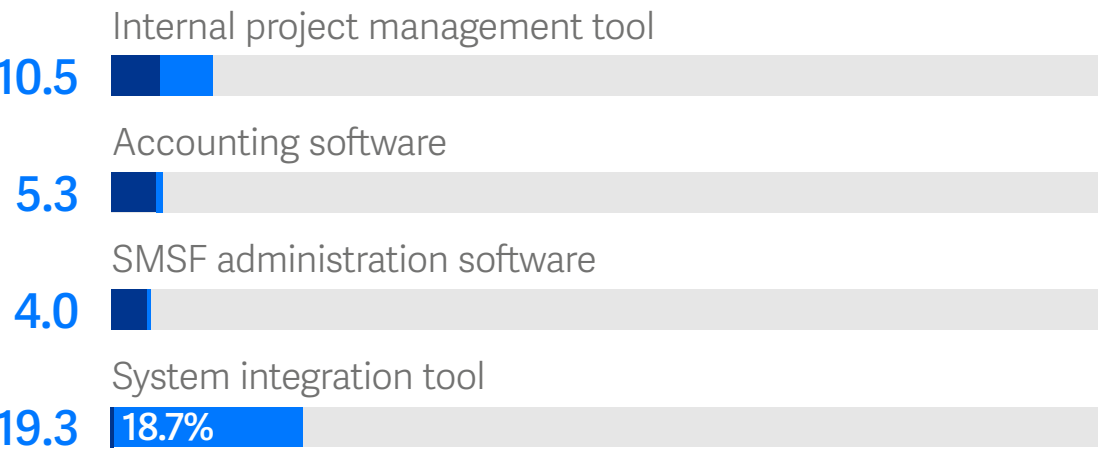
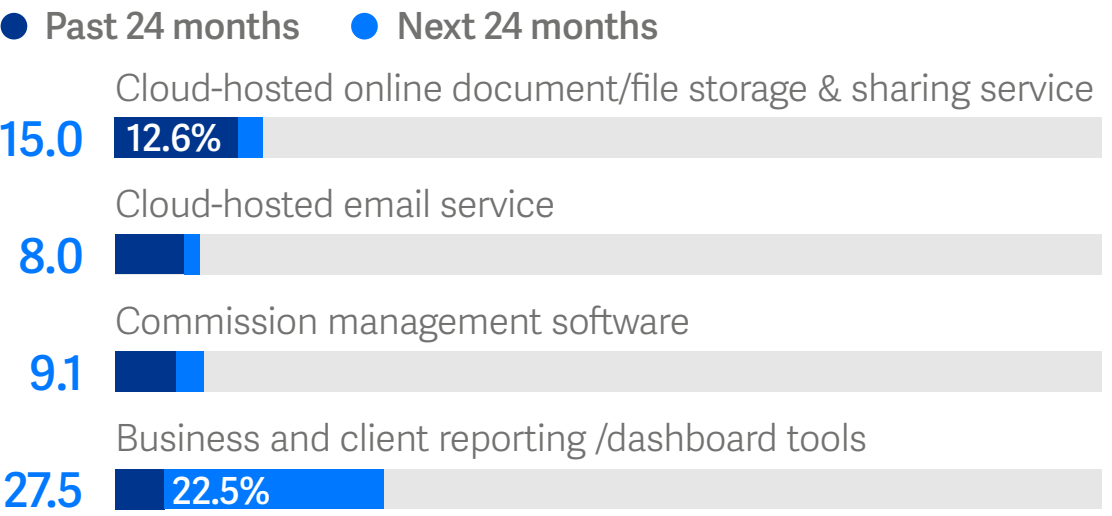
- 01 Cloud-hosted online document services (12.6 per cent of advice firms)
- 02 Cloud-hosted email services (6.6 per cent)
- 03 Commission management software (6.3 per cent).

Business benefits in the next 24 months

In the next 24 months, the three operations and workflow AdviceTech to drive the greatest business benefits are:

- 01 Client reporting/dashboard tools (22.5 per cent of advice firms)
- 02 System integration tools (18.7 per cent)
- 03 Internal project management tools (5.5 per cent).

Which technologies rolled out in the past 24 months/to be used in the next 24 months had/ will deliver the greatest business benefits?



*Selected results

Accounting software

Adoption

Three-quarters of AdviceTech Stars (75.0 per cent) use accounting software while close to half of the rest of the industry use this AdviceTech (45.8 per cent).

The majority of AdviceTech Stars use this technology daily (66.7 per cent) in their operations. Among the rest of the industry a similar proportion of practices use it daily (40.9 per cent) as use it weekly (38.7 per cent).

Description

To manage accounts, track financial transactions and receive reporting and analysis of business financials.

Benefits

Increases efficiency in business operations; helps maintain budgets; and effective for managing staff payroll.

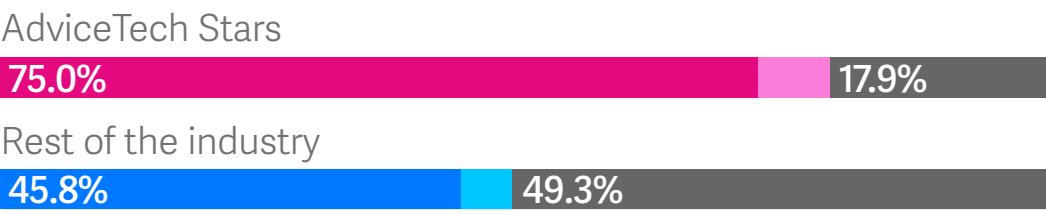
Suppliers

The most popular suppliers are Xero (71.8 per cent of advice businesses who use this AdviceTech) and MYOB (23.7 per cent).

Adoption

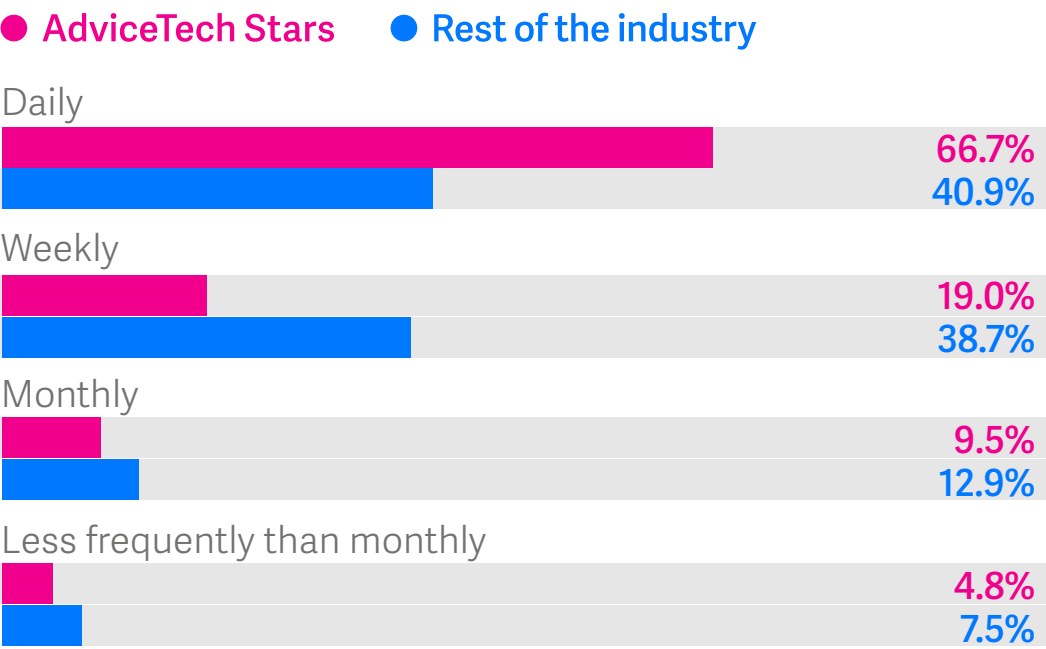
Does your business use accounting software?

- Yes
- No, but plan to in the next 24 months
- No, and don't plan to in the next 24 months



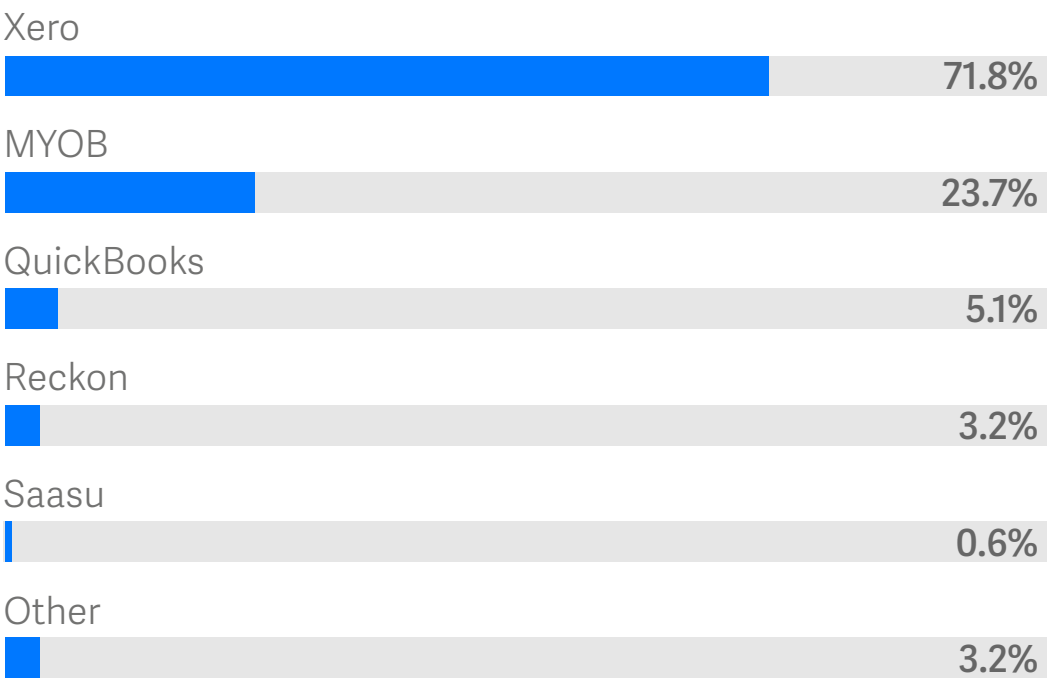
Frequency of use

How often does your business use this technology (of those that use them)?



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed

Cloud-hosted document storage and sharing services

Adoption

All AdviceTech Stars (100.0 per cent) use cloud-hosted online document or file storage services, while the rest of the industry lags behind in usage (72.4 per cent). One in seven (14.3 per cent) practices in the rest of the industry are planning to implement this AdviceTech in the next 24 months.

The majority of AdviceTech Stars (89.3 per cent) and the rest of the industry (73.6 per cent) who use cloud hosted document services do so on a daily basis as part of their working routine.

Description

Cloud-based storage of documents, images, presentations and other formats which can be shared and accessed online or downloaded to computers or mobile devices.

Benefits

Browser-based, so can work on files from anywhere; simplifies document sharing and collaboration; back-up of files; preview files even without the appropriate full software (for example, Adobe Acrobat).

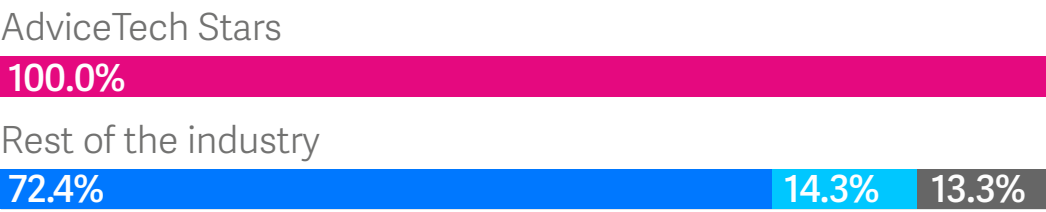
Suppliers

The most popular suppliers are Dropbox (38.9 per cent of advice businesses who use this AdviceTech), Xplan (34.5 per cent) and Microsoft OneDrive (31.9 per cent).

Adoption

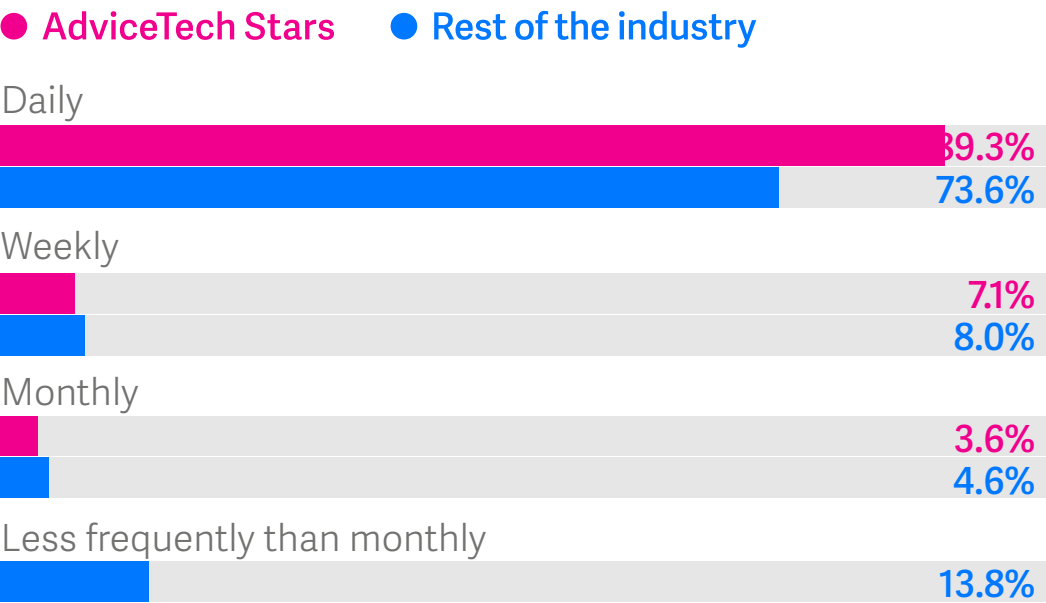
Does your business use cloud-hosted online document/file storage and sharing services?

- Yes
- No, but plan to in the next 24 months
- No, and don't plan to in the next 24 months



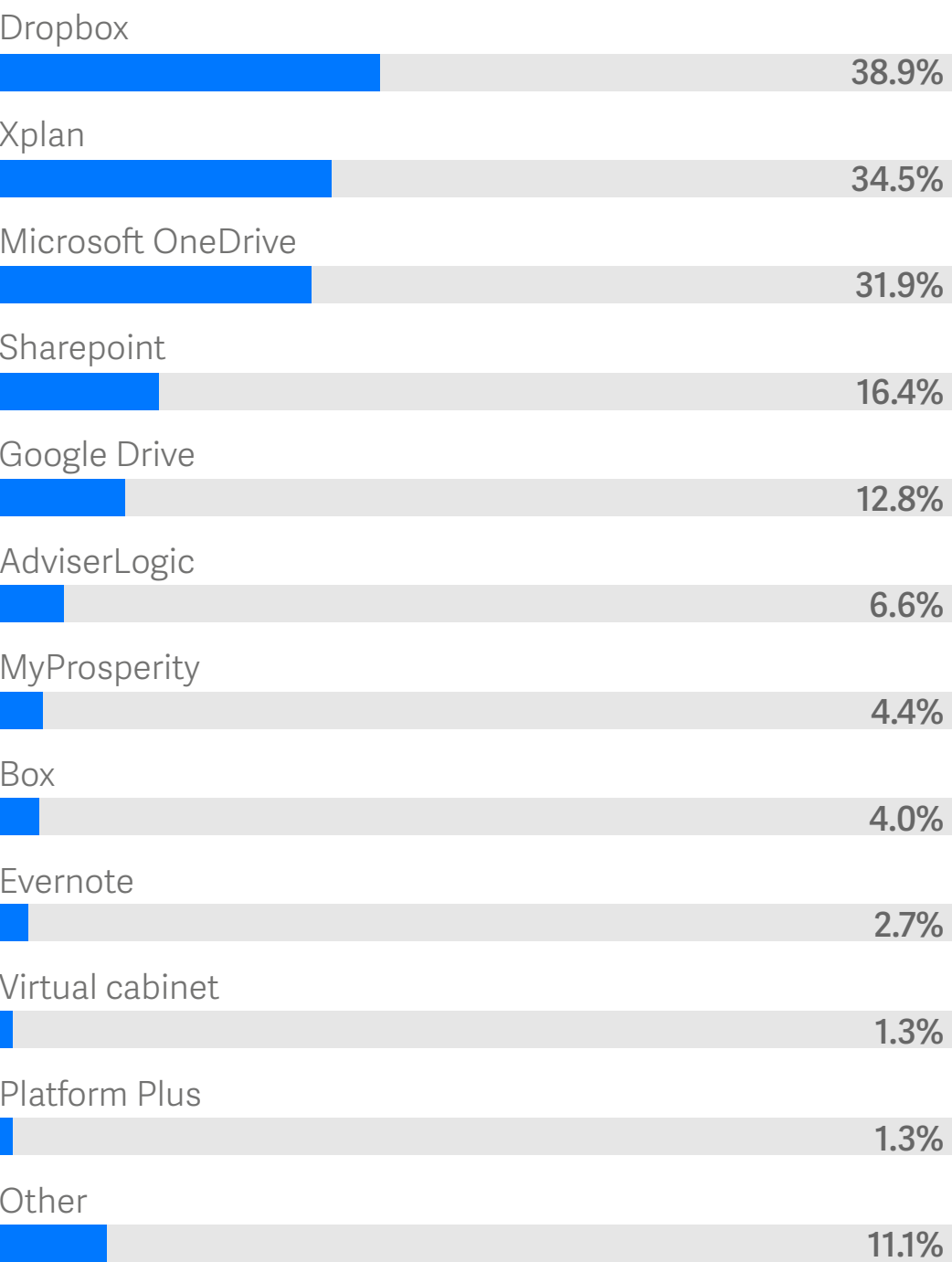
Frequency of use

How often does your business use this technology (of those that use them)?



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed / Top 10 answers only

Cloud-hosted email and communication technology

Adoption

Nine in 10 AdviceTech Stars (89.3 per cent) utilise cloud-hosted email or communication services. The rest of the industry lags behind, with around three-quarters (74.4 per cent) using this AdviceTech.

Description

Online access to office emails, instant messaging, video conferencing and calendars.

Benefits

Secure, browser-based, so can access it from anywhere; mobile access; subscription pricing plans available.

Suppliers

The most popular supplier is Microsoft Office 365 (87.4 per cent of advice businesses who use this AdviceTech) and Microsoft Teams (16.9 per cent).

Adoption

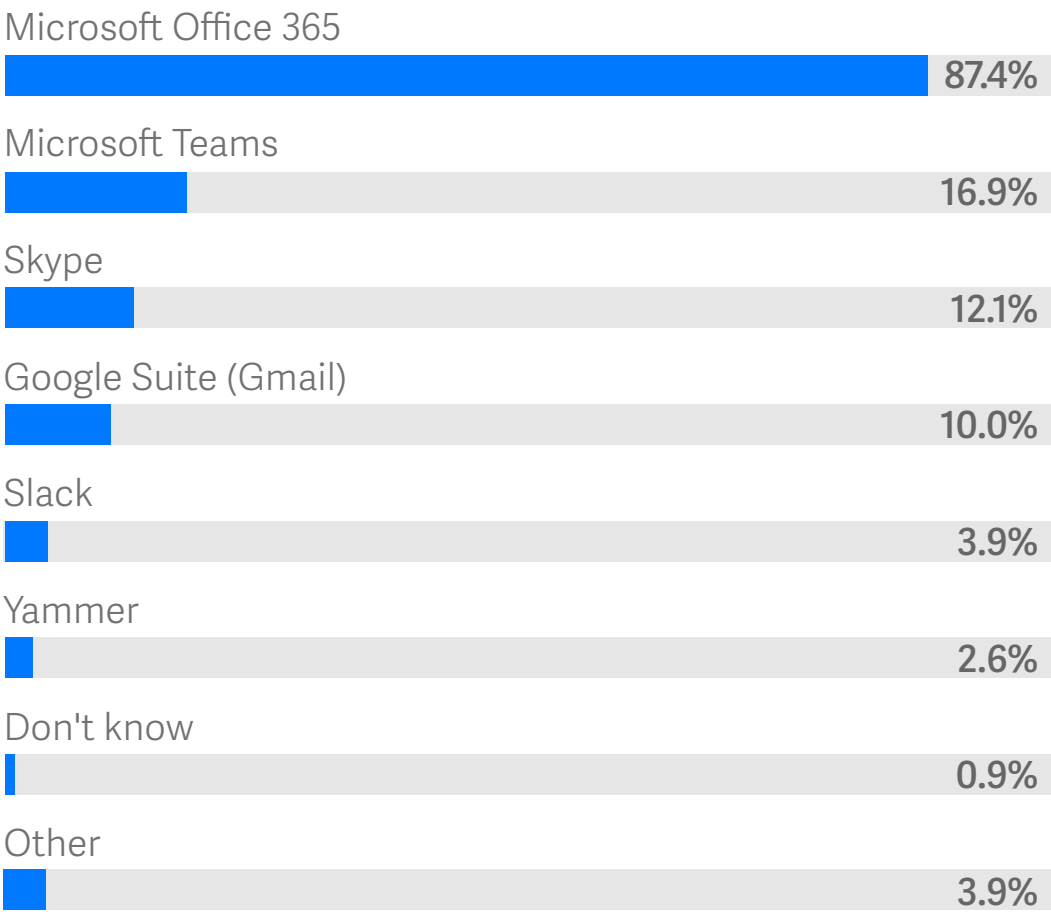
Does your business use cloud-hosted email or other cloud-hosted internal communication services (e.g. Office 365, Skype, Slack)?

- ● Yes
- ● No, but plan to in the next 24 months
- ● No, and don't plan to in the next 24 months



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed

Commission management software

Adoption

Commission management software has risen in popularity from the previous year. Currently three in five (60.5 per cent) practices use software to manage commissions.

The frequency of use by AdviceTech Stars is quite evenly spread, with the same proportion (36.8 per cent) using it daily as using it monthly. The rest of the industry tends to use this AdviceTech weekly (41.8 per cent).

Description

Rules-based revenue, commission payment and remuneration management system.

Benefits

Improves back-office efficiency (including data input) when creating, consolidating and distributing payments or statements to clients and other stakeholders (such as fund managers).

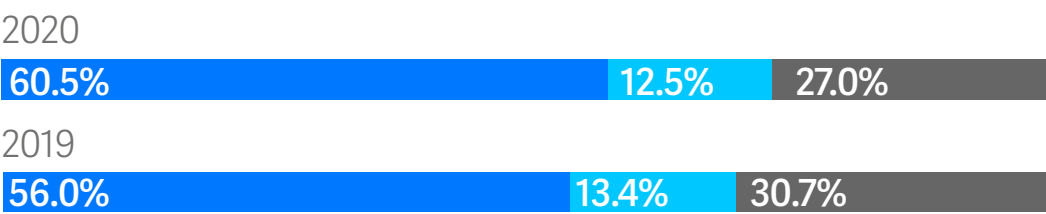
Suppliers

The most popular supplier is Commpay (48.4 per cent of advice businesses who use this AdviceTech). There has been a significant increase in use of Worksorted, compared with the previous year (16.3 per cent versus 6.4 per cent in 2019).

Adoption

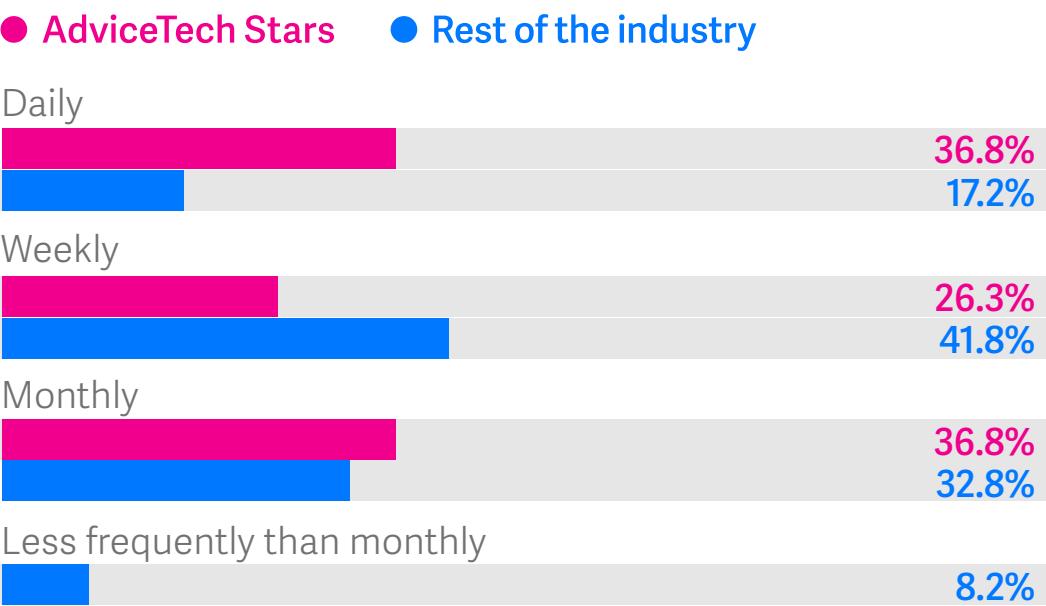
Does your business use commission management software?

- Yes
- No, but plan to in the next 24 months
- No, and don't plan to in the next 24 months



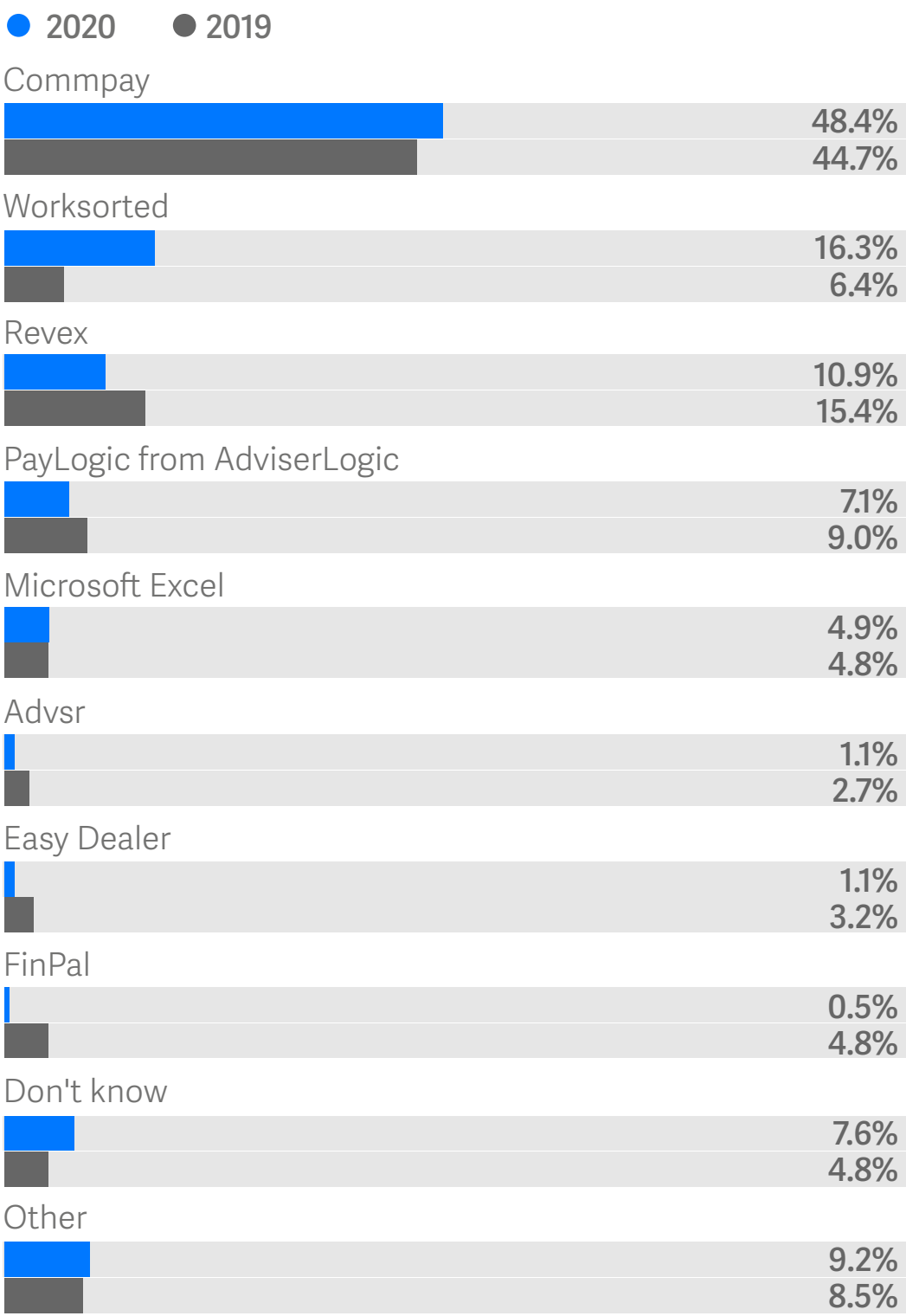
Frequency of use

How often does your business use this technology (of those that use them)?



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed

Database and system integration technology

Adoption

Integration of internal systems and databases has been undertaken by around one in eight (12.2 per cent) practices. In the next 24 months, almost two in five (38.2 per cent) will look to integrate their systems and databases to generate operational efficiencies.

Description

Technology to enhance document flow, data integration, reporting and general process improvement, user-friendly forms, linking of independent web apps to pass information between popular cloud-based apps/software systems, online business intelligence reporting and note-taking tools.

Benefits

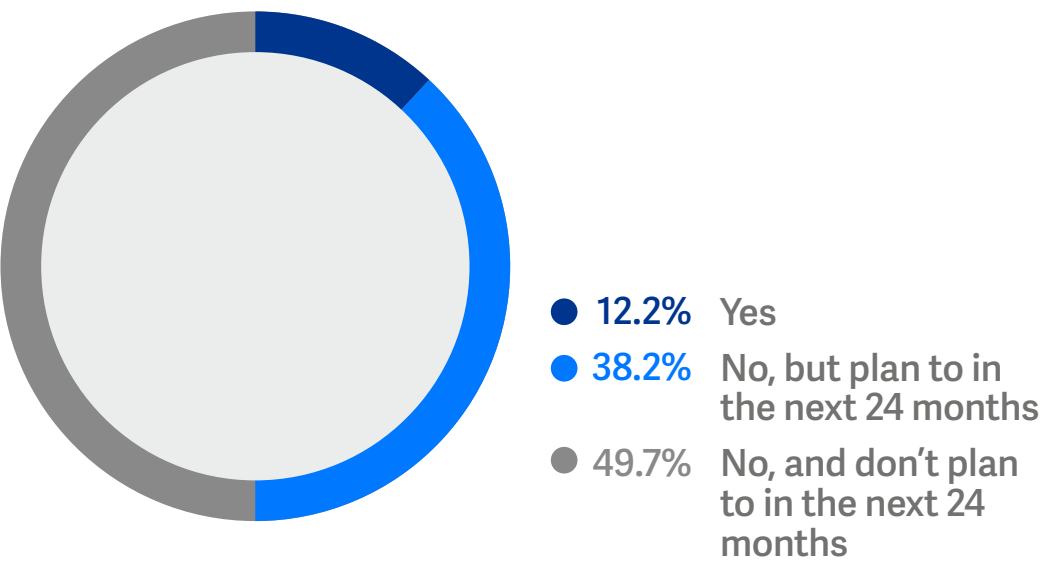
Links disparate systems together to improve workflow efficiencies; analyses and creates reports on disparate data sets; captures notes/ideas on any device.

Suppliers

Most advice firms who use this AdviceTech build it in-house (37.8 per cent). The most popular suppliers of integration technology are Zapier (24.3 per cent) and Xeppo (21.6 per cent).

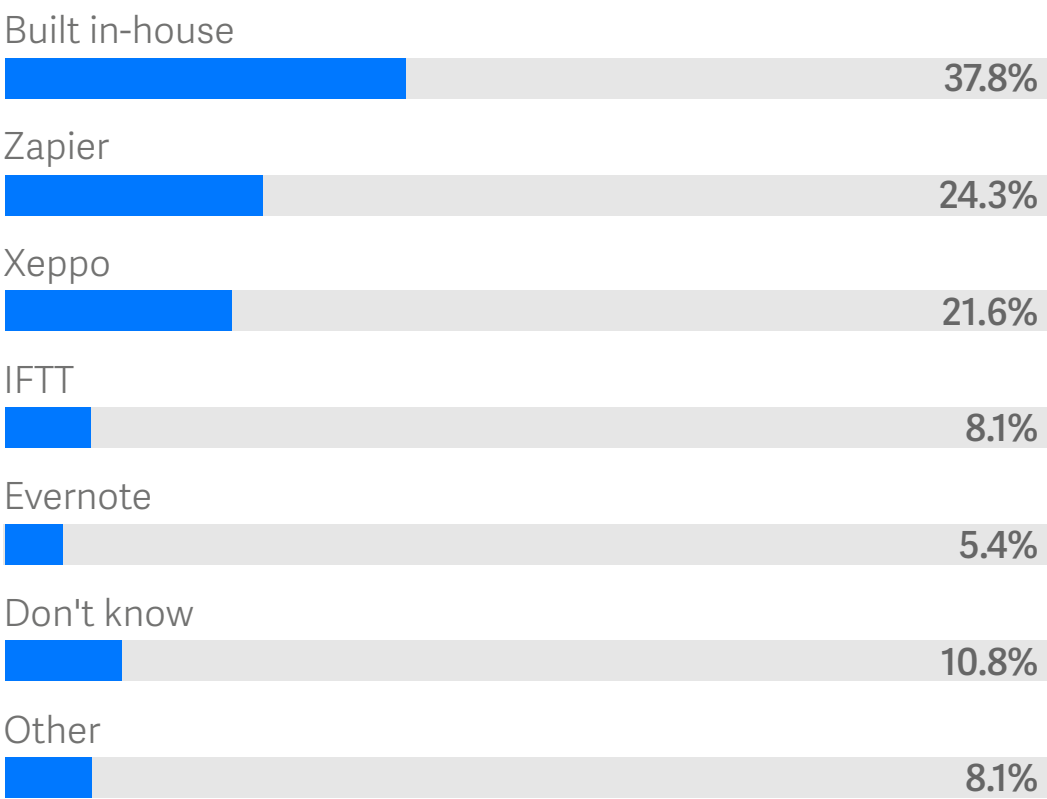
Adoption

Do you use technologies to connect or integrate disparate/different internal systems or database?



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed

SMSF administration software

Adoption

Around four in 10 (39.3 per cent) AdviceTech Stars and three in 10 (28.6 per cent) of the rest of the industry use self-managed super fund (SMSF) administration software for clients.

Of those that do not use it, the majority do not plan to use it in the next 24 months.

The majority of AdviceTech Stars use it in their daily operations (63.6 per cent), with almost half (41.4 per cent) of the rest of the industry using it daily.

Description

Cloud-based SMSF software to assist in the administration and compliance of SMSFs by trustees and their advisers.

Benefits

Effective SMSF compliance; streamlined SMSF administration; enhance reporting; improve speed of tax return completion.

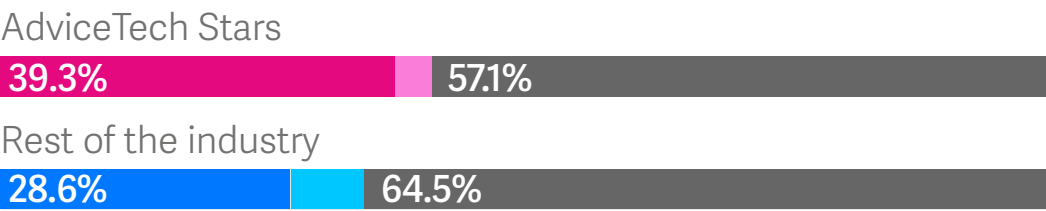
Suppliers

The most popular suppliers are Class Super (56.5 per cent of advice businesses who use this AdviceTech) and BGL (37.0 per cent).

Adoption

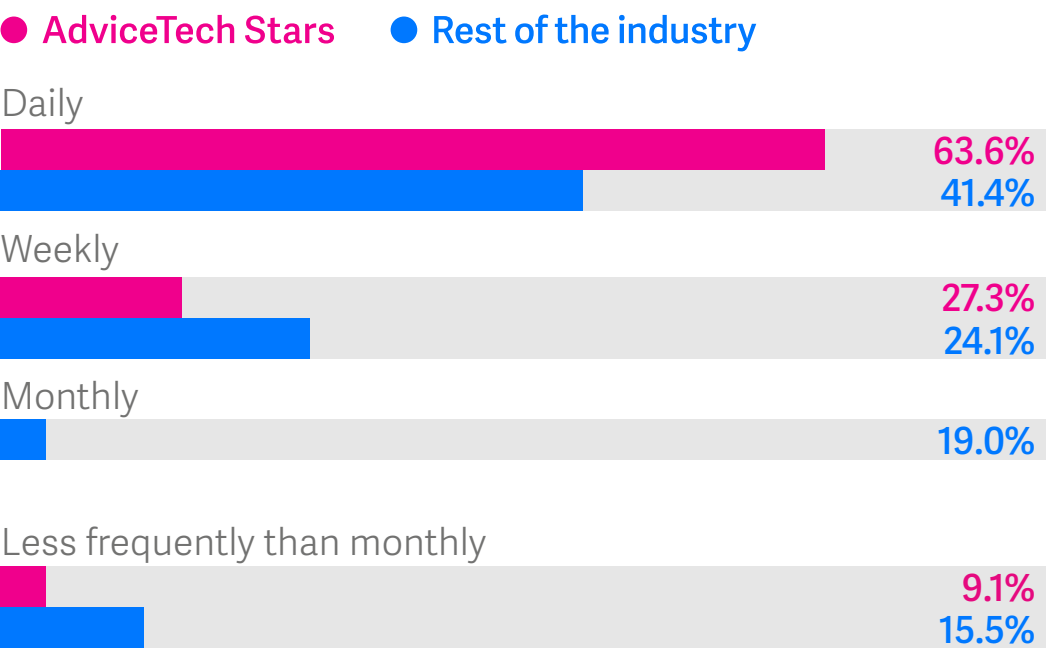
Does your business use SMSF administration software for clients?

- ● Yes
- ● No, but plan to in the next 24 months
- ● No, and don't plan to in the next 24 months



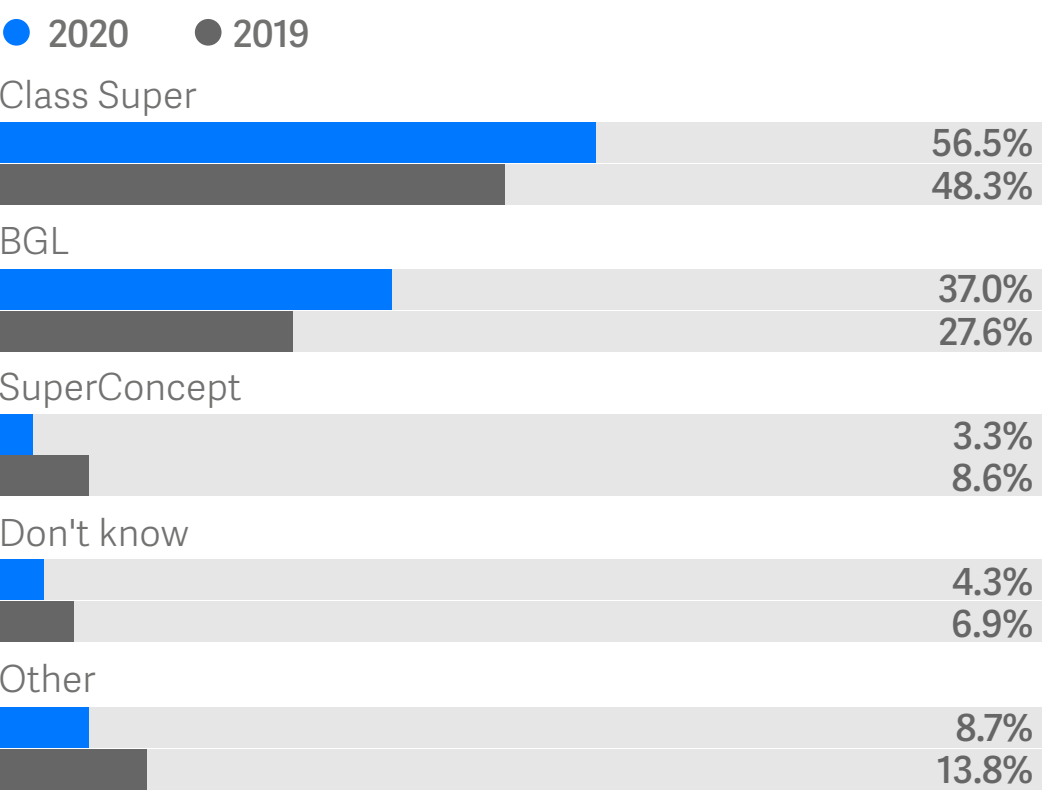
Frequency of use

How often does your business use this technology (of those that use them)?



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed

Task, activity and project management technology

Adoption

Three in five (59.2 per cent) practices use digital tools to manage internal tasks, activities or projects in the business. Around a quarter (23.4 per cent) will look to implement this AdviceTech in the next 24 months.

The majority of AdviceTech Stars (81.0 per cent) and the rest of the industry (54.0 per cent) use digital tools for internal project management at least on a weekly basis.

Description

A tool which allows people to collaborate, communicate and coordinate projects by managing tasks, processes, and workflows.

Benefits

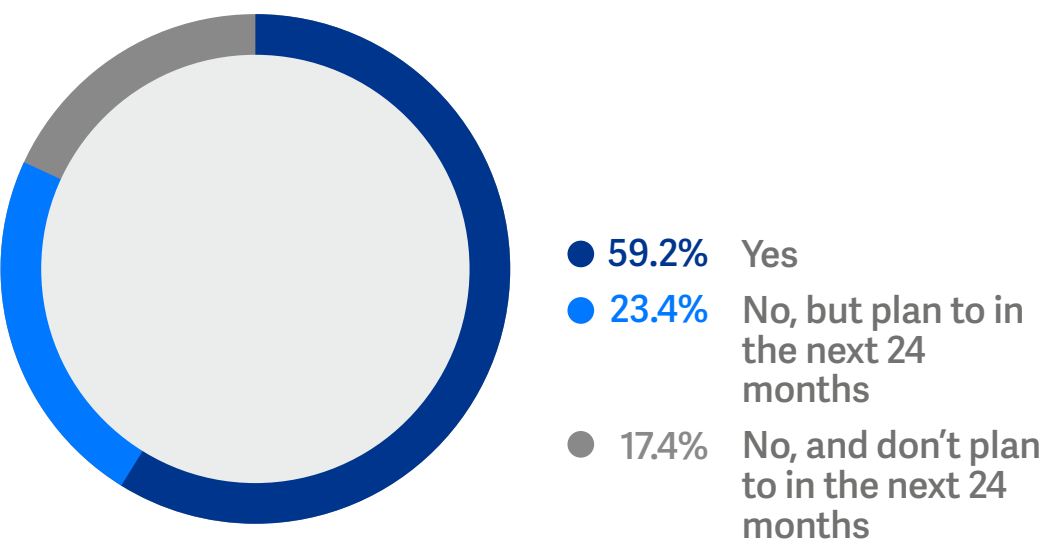
Improves project planning; more effective team communication and collaboration; greater transparency on progress; ability to optimise resource allocation and delegate tasks; standardises project delivery; centralises project reporting.

Suppliers

The most popular suppliers are an advice practice’s CRM (58.3 per cent), notably Xplan (45.6 per cent of advice businesses who use this AdviceTech). Microsoft tools such as Excel, Outlook and Planner are also used and there has been an increase in the usage of Trello from last year (18.3 per cent).

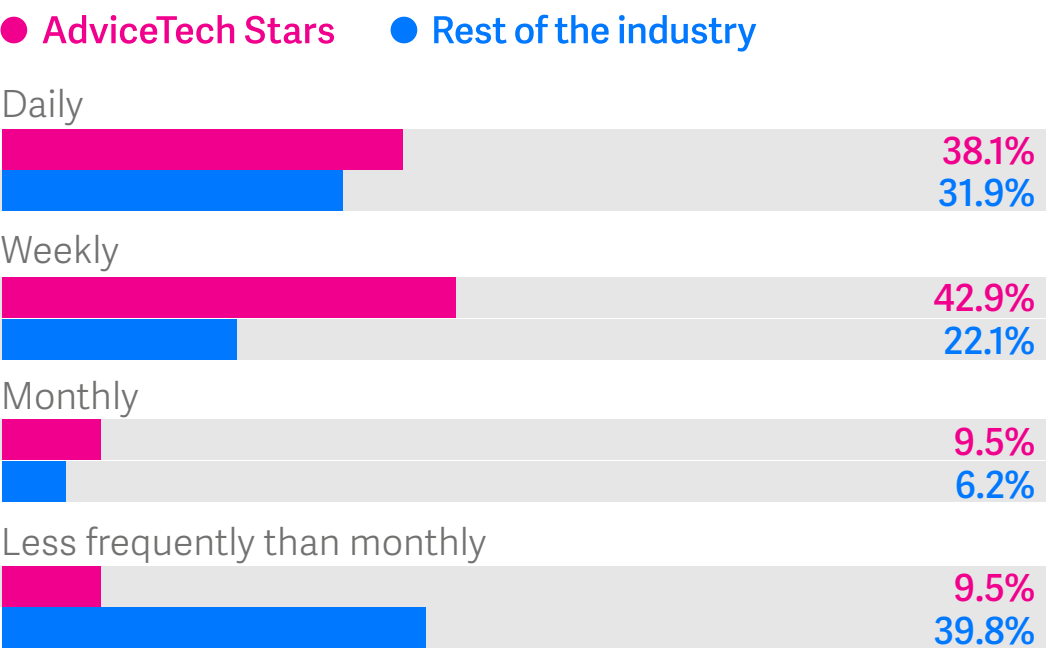
Adoption

Do you and/or your staff use digital tools to manage internal tasks, activities and/or projects in your business (i.e. not client tasks, activities and/or projects)?



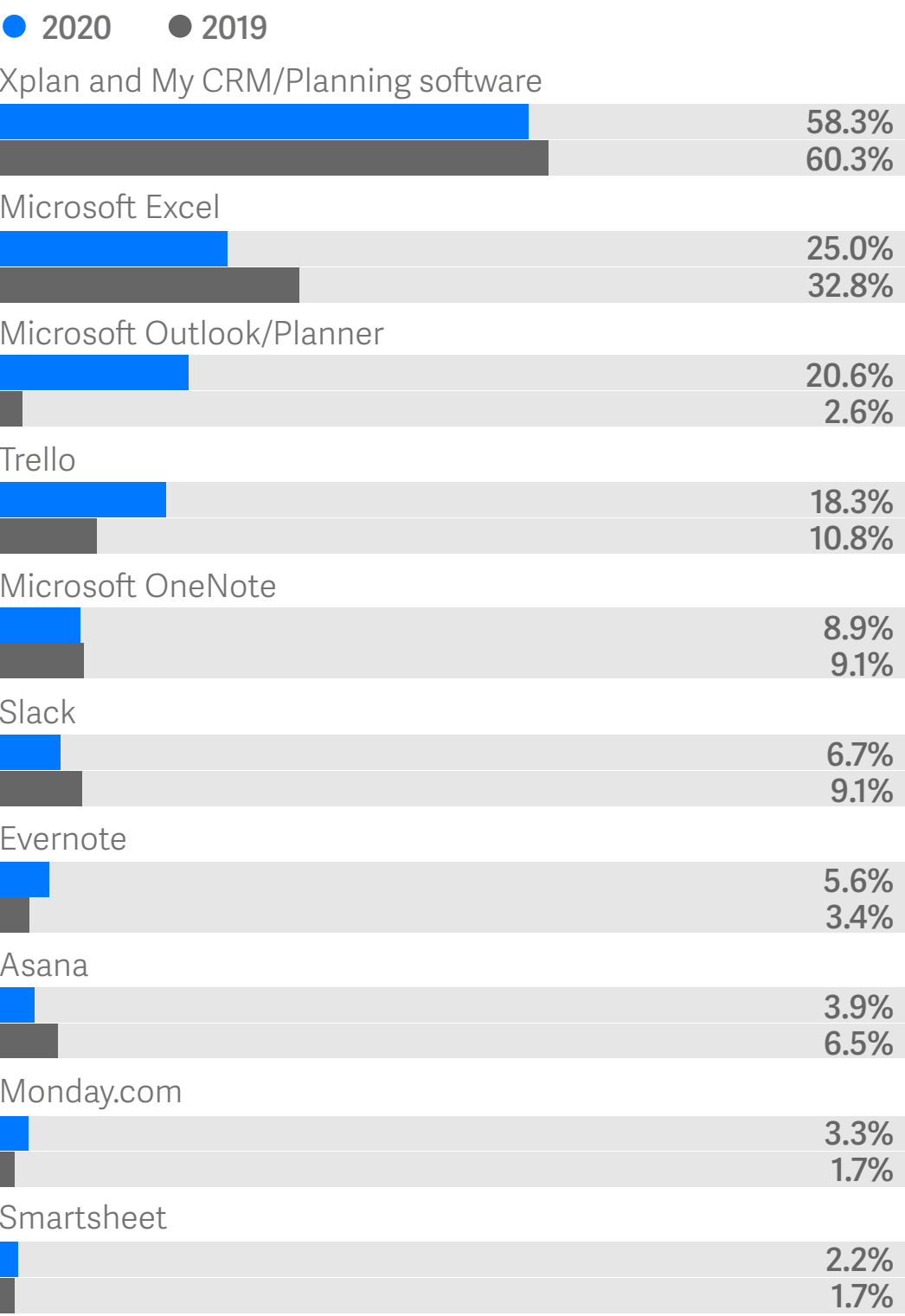
Frequency of use

How often does your business use this technology (of those that use them)?



Most popular suppliers

Agree: My business uses this supplier (of those that use this technology)



*Multiple answers allowed

Speak to Netwealth

Netwealth Investments Limited
Level 8, 52 Collins Street, Melbourne, VIC 3000

Freecall 1800 888 223
Email contact@netwealth.com.au
Web netwealth.com.au



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