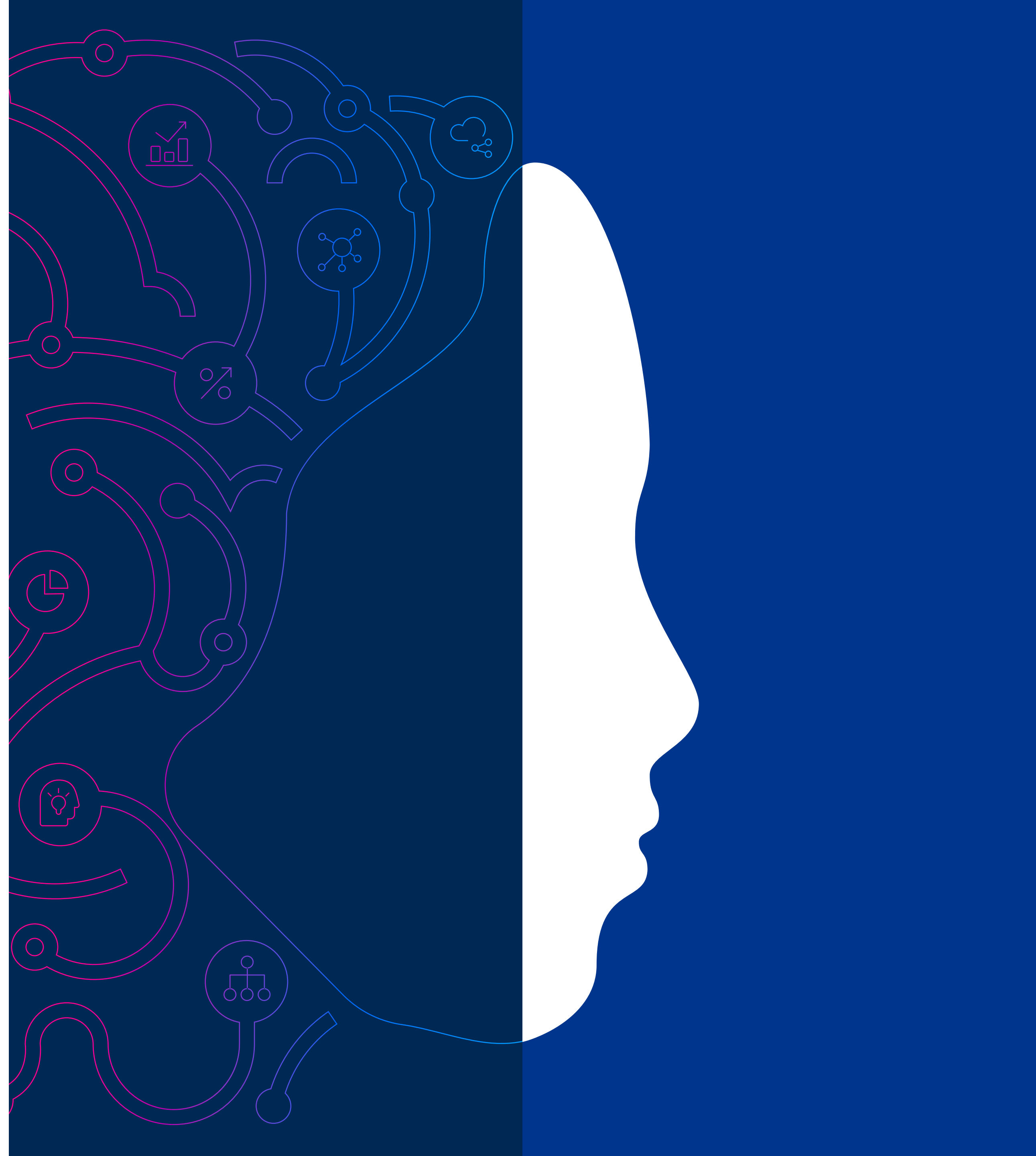


AdviceTech 2023

BUYER'S GUIDE

A deep dive into technology
and AdviceTech suppliers





A world of engagement awaits.

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and see wealth differently.



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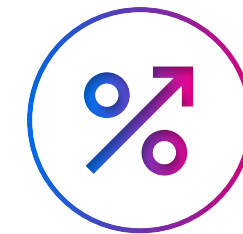


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ADVICETECH ADOPTION TRENDS

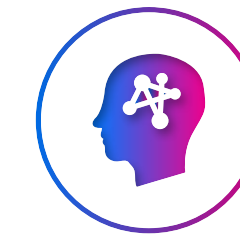
INTRODUCTION

In the ever-evolving financial advice industry, technology is a powerful force shaping the way businesses connect with clients. In this year's AdviceTech Buyers Guide, we explore the shifts and trends that are occurring among advice firms overall, and the 'AdviceTech Stars', the high performing firms at the forefront of harnessing technology to improve their advice business.



SPENDING AS A PERCENT OF REVENUE HAS PLATEAUED, BUT IS NOT DECLINING

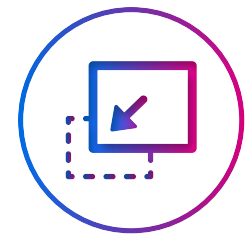
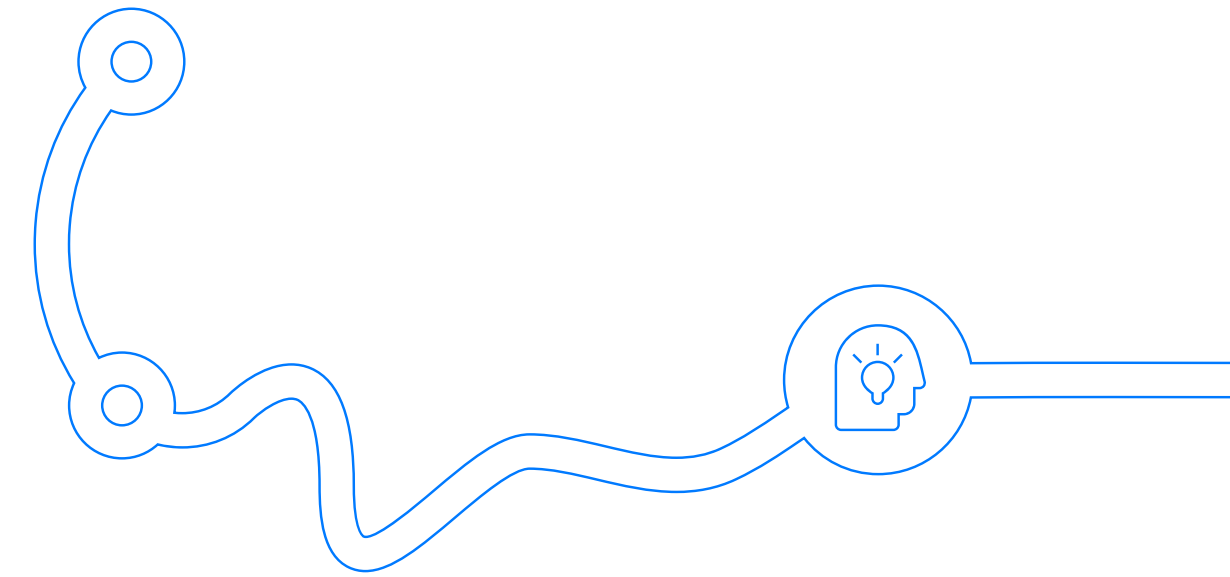
This year, spending on AdviceTech remained consistent, hovering at an average of 7.7% of revenue, representing a slight drop from last year's 8.0%. Even the high-performing AdviceTech Stars are adjusting their spending, going from 9.7% to 8.1%. However, firms are looking ahead with optimism. A significant 84% of firms and a remarkable 93% of AdviceTech Stars plan to invest more in advice technologies next year, of that, 28% of firms and 44% of Stars saying they will definitely be spending more.



THE CLIENT EXPERIENCE IS NOT YET THE FOCUS OF TECHNOLOGY

The role of technology in client interactions varies. Most firms overall and Stars (67%) describe the technology experience offered to their clients as one where 'tech aids but is not the focus of the client engagement experience'. However, one in five AdviceTech Stars (19%) and one in 10 (11%) overall firms say that technology is pervasive in all client engagement interactions, which is encouraging. Only a small group (22% overall, 14% Stars) say that technology plays a small part in the client engagement experience, or is not a part of it.

INTRODUCTION CONT.



THE TECH STACK IS NOT YET INTEGRATED, ALTHOUGH THERE IS AN APPETITE TO DO SO

The majority of AdviceTech Stars (84%) say their technology stack is only a somewhat integrated system of technologies, a sentiment echoed by just over half (58%) of all firms. Yet there is a clear desire to improve this, as only about half (53%) of advice firms and AdviceTech Stars (56%) are satisfied with their current technology stack. This sentiment is echoed by their staff, where only half of firms (54% overall, 56% Stars) say they think their staff are satisfied with their current tech stack.



THE LARGEST BENEFICIARIES OF ADVICETECH ADOPTION THIS YEAR HAS BEEN CLIENTS

The businesses that are working hard to adopt new tech into their firm are already reaping the rewards. Although businesses report many positives from implementing AdviceTech, the largest beneficiaries of these changes are clients.

When considering the business benefits of AdviceTech they've received in the last 12 months, the factors pertaining to clients were the most commonly reported (95% of advice firms cite this). Businesses state that technology has helped them to improve client engagement and communication (55%) and the quality of their advice (45%). Many are seeing improved client satisfaction (38%), and the ability to spend more time with clients (37%).



THE BUSINESS BENEFITS OF ADVICETECH ARE REAL TOO

The benefits being received by clients are translating into revenue and growth improvements for the businesses as well (84% cite this). Improved quality of advice and client satisfaction are leading to increased client numbers (46%) and revenue growth for businesses (45%). Some businesses have used this to grow their assets under management (29%), while others are harnessing technology to allow them to be more innovative (35%).

AdviceTech has also provided cost and efficiency improvements for almost all (93%) advice firms. These have mostly come in the format of improved efficiency (68%) and a greater ability to scale and grow their business (50%). Other businesses say technology has improved their ability to manage compliance and governance (39%) or improved their profitability (38%).



STAFF SATISFACTION IS AN IMPORTANT OUTCOME OF GREAT TECHNOLOGY ADOPTION AND IMPLEMENTATION

The last main beneficiaries of technology in the advice business are of course the staff (81% cite this). The benefits to staff come in a number of formats such as better staff retention (32%), improved engagement (31%) and better staff teamwork (30%). Some businesses also report improved happiness in their staff (28%), while a small, but still noticeable proportion say that technologies gives their staff more spare time (16%), improved mental wellbeing (15%), and more time for creativity and innovation (15%).

A QUICK REFRESHER ON ADVICETECH STARS

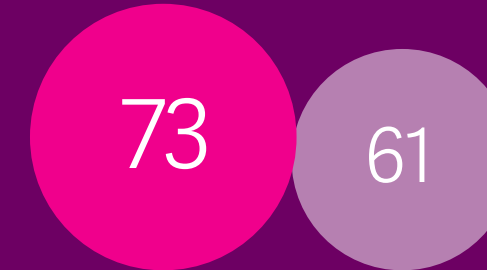
AdviceTech Stars are firms that lead the way in many aspects of technology use, and which provide a useful guide to other firms. Regular readers of the AdviceTech Report will recall that each year we highlight the performance of this elite group.

AdviceTech Stars lead the way on both technology adoption (73 vs. 61) and business performance (72 vs 53). They've found the sweet spot of using the right AdviceTech in the right way, to address clearly identified issues and to generate tangible business and client benefits.

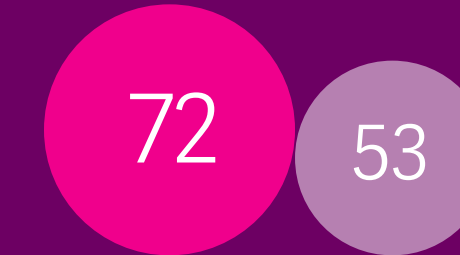
AdviceTech Stars enjoy greater revenue (77% earned over \$2m last financial year compared to only 18% overall), they service more clients (30% have 500+ clients, compared to only 14% overall), employ more staff (on average they have 45 full time staff compared to 16 overall), and still have better profitability than firms overall (one-third enjoy greater profitability than 25%).

● AdviceTech Stars ● Overall

Technology Score



Business success score



Revenue was \$2m+ last financial year



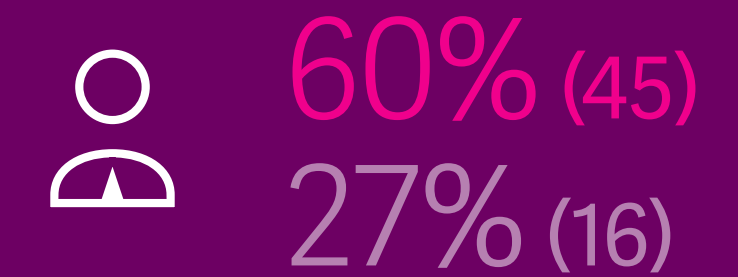
Revenue growth was higher by 11%+, compared to last financial year



Number of active clients is greater than 500



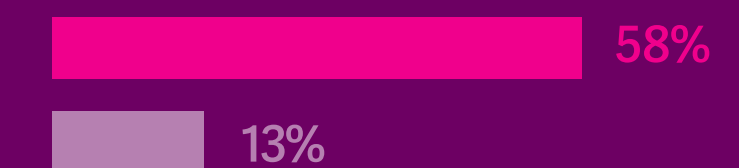
Employ more than 11 full time staff (average)



Avg. portfolio balance of clients is greater than \$1M



Funds under management is greater than \$500M



A QUICK REFRESHER ON ADVICETECH STARS CONT.

Also their businesses grew, with around 7 in 10 AdviceTech Stars (74%) increased their revenue by over 11% last year (compared to 39% overall) and also one in five (21%) increased profitability similarly (compared to 17% overall).

Critically, they dedicate appropriate capital, resources and planning to technology.

AdviceTech Stars use a greater number (22) of advice technologies than the average firm (19). They spend more as a percentage of revenue of technology – 8.1%, on average (compared to 7.7% of firms overall).

More than four in 10 (44%) AdviceTech Stars a dedicated in-house technology manager, and they also have a roadmap for technology in the 12 (91% have one) and 24 months (67%).

A key difference separating AdviceTech Stars from most advice firms is that a large proportion hold their own AFSL (70% vs 47% overall) rather than being authorised by an external licensee.

EBITDA/Profitability is greater than 25%



EBITDA growth was higher by 11%+, compared to last financial year



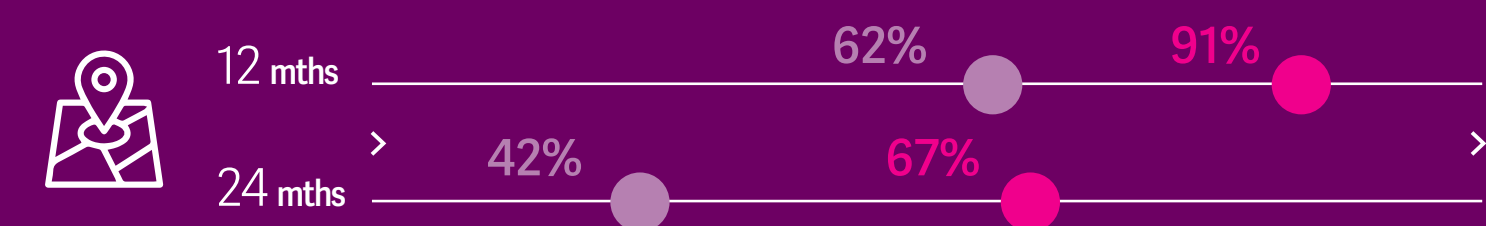
Have a dedicated in-house technology manager



Average % of revenue spent on technology



Have a technology roadmap for next 12 months / 24 months



Have their own AFSL



NETWEALTH'S ADVICETECH ADOPTION FRAMEWORK

This year, we are continuing to use the AdviceTech Adoption Framework developed last year to examine the changing usage trends of AdviceTech.

THE FRAMEWORK CONSIDERS:

- The current and year on year growth of AdviceTech usage by all firms and of AdviceTech Stars, and
- The anticipated future adoption of AdviceTech by firms overall and by Stars.

From this we identified five categories of technology adoption by advice firms:

01. MASS ADOPTION

Technology that is used by over 80% of AdviceTech Stars and advice firms in general.

02. APPROACHING MASS ADOPTION

Technology that is used by over 80% of AdviceTech Stars, or by 60% of firms in general AND where intention to use in the next 24 months is high.

03. MATURE BUT NOT MASS ADOPTION

Technology that is used by 30% to 80% of AdviceTech Stars or advice firms in general AND year on year growth has plateaued for both.

04. HIGH POTENTIAL ADOPTION

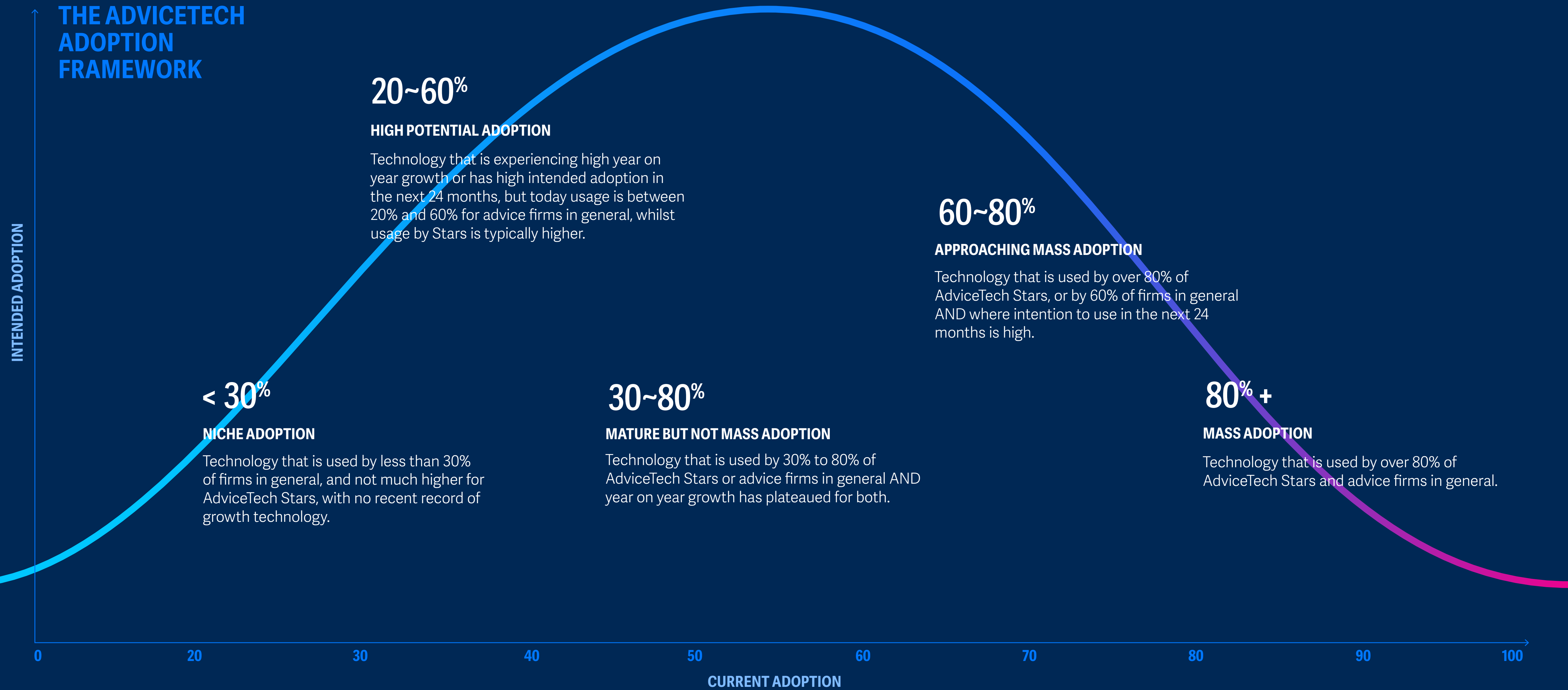
Technology that is experiencing high year on year growth or has high intended adoption in the next 24 months, but today usage is between 20% and 60% for advice firms in general, whilst usage by Stars is typically higher.

05. NICHE ADOPTION

Technology that is used by less than 30% of firms in general, and not much higher for AdviceTech Stars, with no recent record of growth technology.

On the following pages are some of the notable technologies that moved categories from last year.





HIGH POTENTIAL ADOPTION

The following technologies have been classified as high potential adoption, or technologies to watch out for:

Category	2022	→	2023
BUSINESS REPORTING/DASHBOARD TOOLS	High potential adoption		High potential adoption
CLIENT DATA/REPORTING DASHBOARD TOOL	High potential adoption		High potential adoption
CLIENT PORTAL TECHNOLOGY	High potential adoption		High potential adoption
DATABASE AND SYSTEM INTEGRATION TECHNOLOGY	High potential adoption		High potential adoption
ONLINE FACT-FIND AND RISK PROFILING TOOL	High potential adoption		High potential adoption
PEOPLE MANAGEMENT TECHNOLOGY	Mature but not mass adoption		High potential adoption
SCALED ADVICE TECHNOLOGY	High potential adoption		High potential adoption
SOCIAL MEDIA CONTENT MANAGEMENT PLATFORM	High potential adoption		High potential adoption
SOCIAL MEDIA NETWORKS	Approaching mass adoption		High potential adoption
STAFF KNOWLEDGE SHARING TECHNOLOGY	Mature but not mass adoption		High potential adoption
STAFF SURVEYS	Niche adoption		High potential adoption
WEBSITE CONTENT MANAGEMENT PLATFORM	High potential adoption		High potential adoption

Of these technologies, we have highlighted several of these due to their year-on-year change in adoption:

THE CLIENT PORTAL IS MOVING FROM NICHE TO MATURITY

More businesses are using client portals (38%, up from 22% in 2020), and this is set to continue as many other businesses (38%) look to implement them in the next two years.

DATA COLLECTION AND INTEGRATION TECHNOLOGY TO IMPROVE ADMIN EFFICIENCY HAS HIGH POTENTIAL

Technologies to connect or integrate different databases and internal systems continue to rise in popularity (26%, up from 14% in 2019), as do self-service tools to capture risk profile and fact-find information (46% usage, up from 34% in 2019).

PEOPLE MANAGEMENT TECHNOLOGY TO HELP STAFF ADMINISTRATION IS SET FOR GROWTH

Another technology that now has a high potential for adoption is people management tech. It has had a significant increase in usage this year (55%, up from 34% last year), and is even more popular with AdviceTech Stars (70%). It is forecasted that more businesses will continue to adopt tools for people management in their businesses.

WIKIS AND KNOWLEDGE BASES FOR STAFF TRAINING AND EDUCATION ARE ON THE RISE

Businesses using knowledge sharing technologies among their staff have increased steadily this year (41%, up from 36% last year), and these are a high potential adoption technology due to a significant increase in businesses planning to adopt them soon (23%). Two in three Stars are also already harnessing these tools (65%).

STAFF SURVEYS MOVE FROM NICHE TO HIGH POTENTIAL ADOPTION

Although only one in five firms are currently utilising staff surveys (21%), almost half of AdviceTech Stars are doing the same (49%), and as a further one in four Stars intend on adopting them in the next 2 years (26%), this makes this tech one to watch.



APPROACHING MASS ADOPTION

These technologies are used by many businesses and are forecasted to be adopted by most businesses in the coming year.

Category	2022	→	2023
CLIENT REPORTING	(Not covered)		Approaching mass adoption
EMAIL CAMPAIGN AND NEWSLETTER MANAGEMENT PLATFORM	Approaching mass adoption		Approaching mass adoption
INVESTMENT RESEARCH TOOL	Approaching mass adoption		Approaching mass adoption

Of these technologies, it is worth noting the following due to its year-on-year change in adoption:

CLIENT INVESTMENT AND PORTFOLIO REPORTING IS APPROACHING MASS ADOPTION

Also measured this year was the businesses who are creating investment and portfolio reports for their clients. This is approaching mass adoption as two in three (66%) firms already do this, and a further quarter (23%) plan to soon.



MASS ADOPTION

These technologies are classified as Mass Adoption, having been taken up by almost all advice businesses (80%+).

Category	2022	→	2023
CLOUD-HOSTED EMAIL OR OTHER CLOUD-HOSTED INTERNAL COMMUNICATION SERVICES	Mass adoption		Mass adoption
CLOUD-HOSTED ONLINE DOCUMENT/ FILE STORAGE AND SHARING SERVICE	Mass adoption		Mass adoption
CRM SYSTEM	Mass adoption		Mass adoption
DIGITAL SIGNATURE TOOLS	Approaching mass adoption		Mass adoption
PROFESSIONAL DEVELOPMENT TOOLS	Mass adoption		Mass adoption
SUPER AND INVESTMENT PLATFORMS	Mass adoption		Mass adoption
ONLINE MEETING TOOLS	Mass adoption		Mass adoption
OFF-PLATFORM ASSET MANAGEMENT	High potential adoption		Mass adoption

Of these technologies, it is worth noting the following due to their year-on-year change in adoption:

DIGITAL SIGNATURE TECH HAS NOW REACHED MASS ADOPTION

The use of digital signature tools has now become commonplace in most advice businesses (82%, 95% of AdviceTech Stars). This has continued the trend of the last few years as they were approaching mass adoption last year, and their high usage this year means they are now classified as mass adoption tech.

OFF-PLATFORM ASSET MANAGEMENT AND REPORTING IS USED BY ALMOST ALL FIRMS

An overwhelming majority of advice firms are managing assets for their clients off-platform. This year, almost five in six firms (84%) say they manage at least some of their clients' super and superannuation off-platform, and AdviceTech Stars are even more likely to be doing this (91%). They say they manage approximately 20% of a clients portfolio 'off platform.'



MATURE BUT NOT MASS ADOPTION

The following technologies are commonly used by a sizeable portion of advice firms, though stagnation in their usage means they are unlikely to become mass adoption techs in years to come.

Category	2022	→	2023
ACCOUNTING SOFTWARE	Mature but not mass adoption		Mature but not mass adoption
CASHFLOW, ACCOUNTING, BUDGET AGGREGATION TOOL	Mature but not mass adoption		Mature but not mass adoption
COMMISSIONS MANAGEMENT SOFTWARE	Mature but not mass adoption		Mature but not mass adoption
MANAGED ACCOUNTS	Mature but not mass adoption		Mature but not mass adoption
PRESENTATION SOFTWARE	High potential adoption		Mature but not mass adoption
SMSF ADMINISTRATION SOFTWARE	Mature but not mass adoption		Mature but not mass adoption
SURVEY AND CLIENT FEEDBACK TOOL	High potential adoption		Mature but not mass adoption
TASK, ACTIVITY, AND PROJECT MANAGEMENT TECHNOLOGY	Approaching mass adoption		Mature but not mass adoption
TOOLS AND CALCULATORS TO DEMONSTRATE STRATEGIES	Approaching mass adoption		Mature but not mass adoption
VIRTUAL PRIVATE NETWORKS (VPNS)	Niche adoption		Mature but not mass adoption

Of these technologies, it is worth noting the following:

USAGE OF VPNS REMAINS STAGNANT THIS YEAR DESPITE THE INCREASING CYBER RISK

Despite increased sensitivity surrounding security, usage of Virtual Private Networks (VPNs) has remained relatively low (36% overall, 47% Stars), and has increased only slightly since last year (27% overall). Usage is unlikely to increase much as only a small proportion of firms intend to adopt these soon (18% overall, 12% Stars).



NICHE ADOPTION

AdviceTech that is niche is only used by a small number of advice firms today.

Category	2022	→	2023
REGTECH SOLUTION FOR COMPLIANCE AND REGULATORY MANAGEMENT	(Not covered)		Niche adoption
EMPLOYEE BENEFIT PORTAL	Niche adoption		Niche adoption
ONLINE/ MOBILE ADVERTISING	Niche adoption		Niche adoption

Of these technologies, it is worth noting the following due to their year-on-year change, as they may soon leave niche adoption:

EMPLOYEE BENEFIT PORTALS ARE INCREASINGLY BEING USED TO IMPROVE STAFF SATISFACTION

Employee benefit portals are one to watch as this niche tech has increased in popularity this year. While still only used by one in six advice firms overall (15%), AdviceTech Stars are more than twice as likely to use them (40%) and many more are planning on adopting them in the next two years (28%).

IS THIS THE YEAR FOR ONLINE AND MOBILE ADVERTISING?

Similarly, while few firms are paying for online and mobile advertising (13%), this niche tech shows potential as one in five AdviceTech Stars (21%) are now using it and a further one in three (35%) plans on joining them in the coming 24 months.





2

A-Z ADVICETECH SUPPLIER LIST

A-Z ADVICETECH SUPPLIER LIST

● Currently use ● Not used, but plan to in next 24 months ● Total use and considering

TECHNOLOGY	●	●	●	MOST USED SUPPLIERS	ADVICETECH ADOPTION CATEGORISATION
Accounting software	59%	6%	65%	Xero, MYOB	Mature but not mass adoption
Business reporting/dashboard tools	42%	26%	68%	CRM reporting tools, Microsoft Excel, Super/investment platform reporting tools	High potential adoption
Cashflow, accounting, budget aggregation tool	46%	28%	75%	Xplan, Microsoft Excel, Google Sheets	Mature but not mass adoption
Client data/reporting dashboard tool	45%	31%	76%	CRM reporting tools, Microsoft Excel, Super/investment platform reporting tools	High potential adoption
Client portal technology	38%	38%	77%	CRM/financial planning software, MyProsperity, Super/investment platform	High potential adoption
Client reporting	66%	23%	89%	CRM/financial planning software, Super/investment platform	Approaching mass adoption
Cloud-hosted online document/ file storage and sharing service	82%	8%	90%	Microsoft OneDrive, SharePoint, Xplan, Dropbox	Mass adoption
Cloud-hosted email or other cloud-hosted internal communication services	86%	6%	92%	Microsoft Office 365 (including Microsoft Office and Teams), Zoom	Mass adoption
Commissions management software	53%	17%	70%	Commpay, Revex	Mature but not mass adoption
CRM system	87%	10%	97%	Xplan, Worksorted, Plutosoft	Mass adoption
Database and system integration technology	26%	30%	56%	My CRM, Built in-house	High potential adoption
Digital signature tools	82%	13%	95%	DocuSign, Adobe	Mass adoption
Email campaign and newsletter management platform	67%	20%	88%	Mailchimp, Xplan, Microsoft Outlook	Approaching mass adoption
Employee benefit portal	15%	15%	29%	Employment Hero, Built in-house	Niche adoption

*May not add up due to rounding

A-Z ADVICETECH SUPPLIER LIST CONT.

● Currently use ● Not used, but plan to in next 24 months ● Total use and considering

TECHNOLOGY	●	●	●	MOST USED SUPPLIERS	ADVICETECH ADOPTION CATEGORISATION
Investment research tool	67%	17%	84%	Morningstar, Lonsec, Xplan	Approaching mass adoption
Managed accounts	52%	18%	70%	Not measured	Mature but not mass adoption
Off-platform asset management	84%	-	-	My CRM system, Xplan, Online broking/trading platforms	Mass adoption
Online fact-find and risk profiling tool	46%	36%	82%	Xplan, Microsoft Word	High potential adoption
Online meeting tools	78%	13%	91%	Microsoft Teams, Zoom	Mass adoption
Online/ mobile advertising	13%	22%	35%	Google paid search, Facebook paid advertising	Niche adoption
People management technology	55%	13%	68%	Xero	High potential adoption
Presentation software	53%	33%	86%	Microsoft PowerPoint, Xplan	Mature but not mass adoption
Professional development tools	82%	7%	89%	Kaplan	Mass adoption
Regtech solution for compliance and regulatory management	19%	19%	38%	Fourth Line	Niche adoption
Scaled advice technology	38%	36%	73%	Xplan Prime, Plutosoft	High potential adoption
SMSF administration software	29%	11%	40%	Class Super	Mature but not mass adoption
Social media content management platform	31%	28%	60%	Outsourced to an external agency	High potential adoption
Social media networks	48%	20%	68%	Facebook, LinkedIn, Instagram	High potential adoption

*May not add up due to rounding

A-Z ADVICETECH SUPPLIER LIST CONT.

● Currently use ● Not used, but plan to in next 24 months ● Total use and considering

TECHNOLOGY	●	●	●	MOST USED SUPPLIERS	ADVICETECH ADOPTION CATEGORISATION
Staff knowledge sharing technology	41%	23%	65%	Microsoft Teams, SharePoint	High potential adoption
Staff surveys	21%	19%	40%	Survey Monkey	High potential adoption
Super and investment platforms	89%	4%	93%	Not measured	Mass adoption
Survey and client feedback tool	28%	40%	68%	Survey Monkey, Google reviews	Mature but not mass adoption
Task, activity, and project management technology	67%	21%	89%	My CRM/Planning software, Microsoft Outlook/Calendar, Microsoft Teams, Microsoft Excel	Mature but not mass adoption
Tools and calculators to demonstrate strategies	73%	21%	94%	Xplan, Microsoft Excel, Provider calculators	Mature but not mass adoption
Virtual private networks (VPNs)	36%	18%	54%	Provided by IT team/company	Mature but not mass adoption
Website content management platform	48%	27%	74%	Wordpress, Outsourced (to external agency)	High potential adoption

*May not add up due to rounding

ACCOUNTING SOFTWARE

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mature but not mass adoption

DESCRIPTION

A comprehensive suite of features to handle all core accounting tasks, including general ledger management, accounts payable, and accounts receivable. Supporting: budgeting, forecasting, reporting, asset tracking, payroll, and billing.

BENEFITS

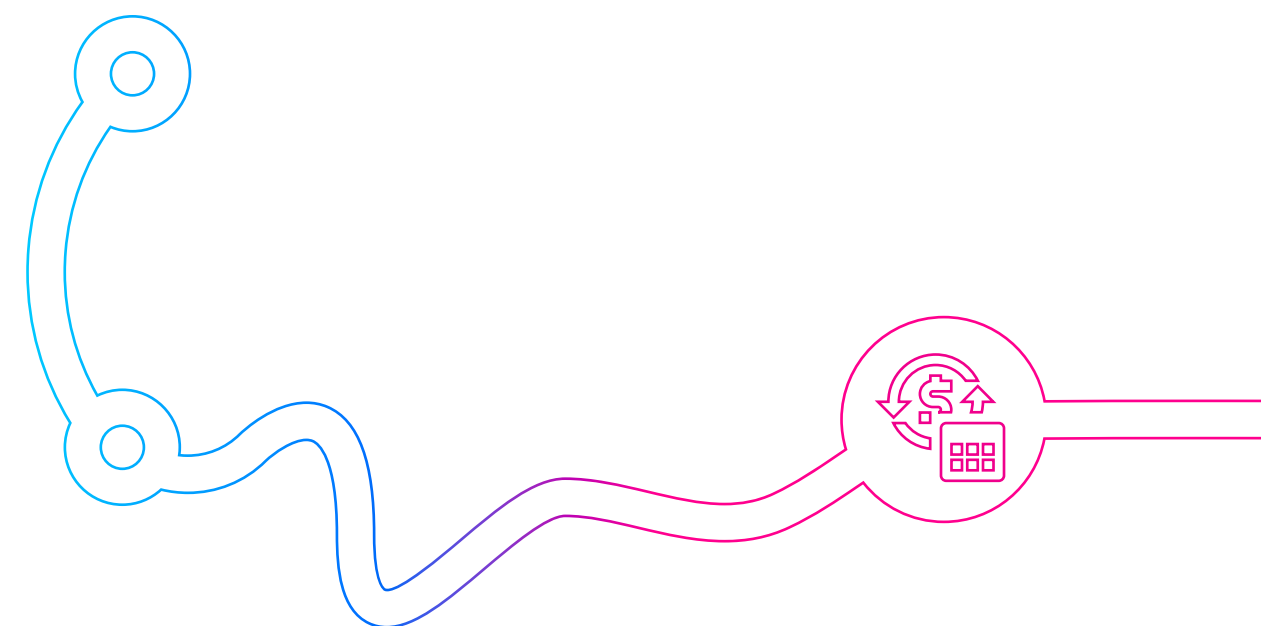
They streamline the core financial operations of a business, improving efficiency by handling the bulk of financial transactions and data management. Aids in decision-making by providing essential information from financial transactions to billings, provides a strong basis for future planning and can aid in the identification of issues before they occur.

USAGE

Accounting software usage has increased slightly over the previous four years, now used by three in five advice businesses (59%). AdviceTech stars use this technology at a slightly higher rate (70%). Technology will likely remain as a 'Mature but not mass adoption' tech with only one in 20 (5%) firms planning to implement it in the next two years (6% AdviceTech Stars).

SUPPLIERS

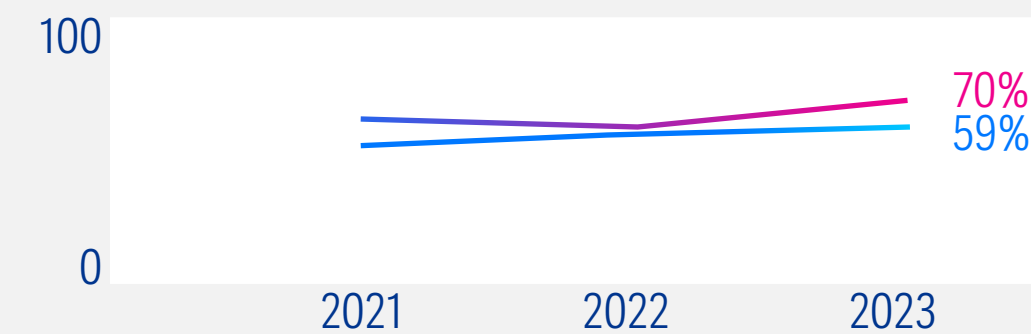
Xero remains the dominant accounting software provider, used by three in four firms (74%) and 80% of AdviceTech Stars. Remaining businesses typically use MYOB (20%) and QuickBooks (7%).



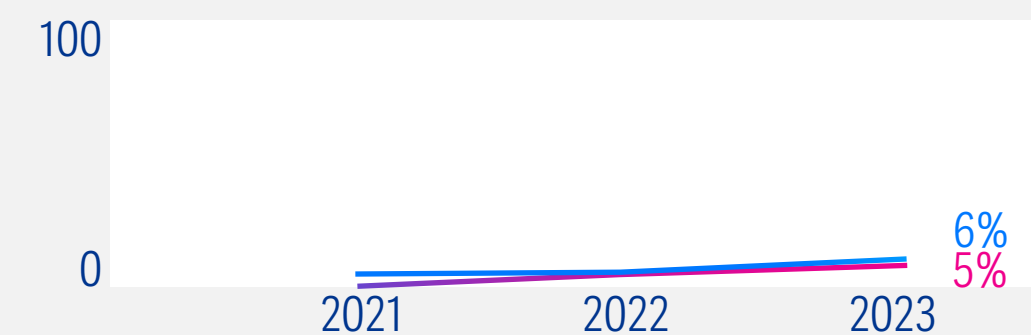
DO YOU USE ACCOUNTING SOFTWARE IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Xero
Accounting software

WHICH OF THE FOLLOWING ACCOUNTING SOFTWARE DOES YOUR BUSINESS USE?

	2021	→	2022	→	2023
XERO	64	→	68	→	74%
MYOB	34	→	29	→	20%
QUICKBOOKS	9	→	7	→	7%

BUSINESS REPORTING/DASHBOARD TOOLS

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

A tool that pulls business data from multiple data sources (or systems) and presents them in a report or visual dashboard. Highly customisable, some key features include: real-time data processing so data is up to date, share between users, export data, drill-downs, and device cross-compatibility.

BENEFIT

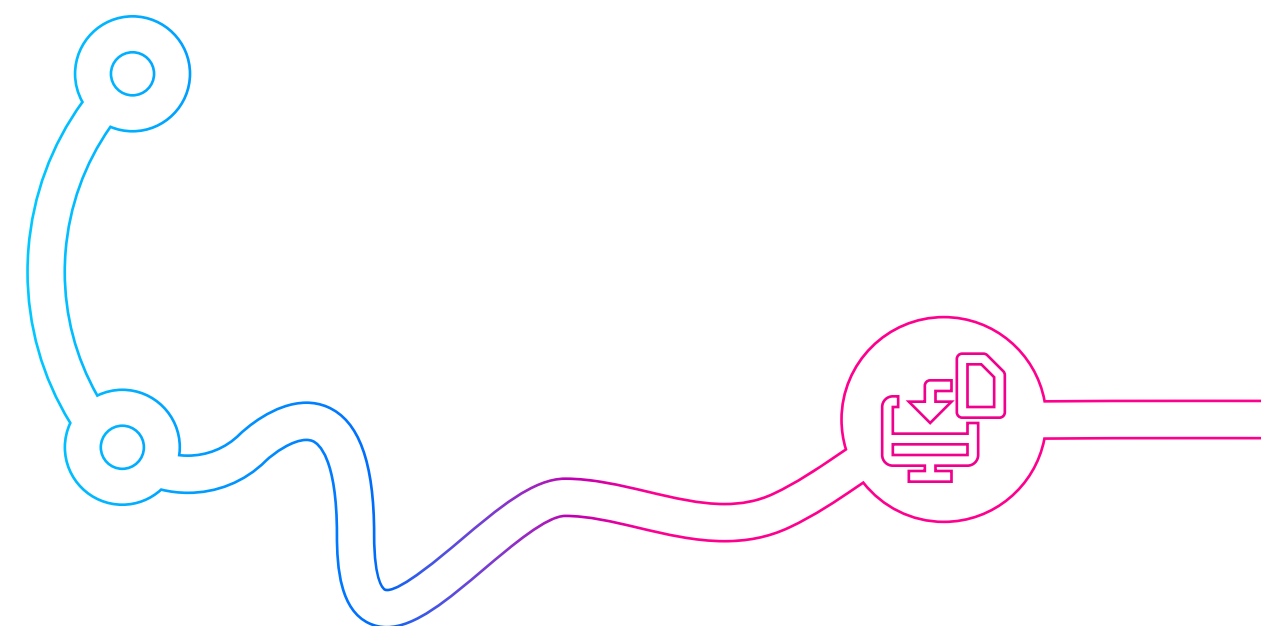
They present business information visually, which allows better understanding of important business data, KPIs and trends, thereby improving decision-making. They support access and collaboration amongst staff. Their ability to synchronise data from multiple systems, enables enhanced visibility of data.

USAGE

Two in five advice firms are using business reporting and dashboarding tools (42%), representing a steady increase from last year (30%). AdviceTech Stars are more likely to harness this tech (56%), and as firms overall have high intention to implement these tools in the coming two years (26%) this technology is now categorised as 'High potential adoption'.

SUPPLIERS

CRM reporting tools remain the most popular business reporting/dashboarding tools (57% of firms). There has also been a steady increase in businesses using Microsoft Excel (35%, up from 23% last year), and the reporting tools from their super/investment platforms (28%, up from 14% last year). Commission management software is used by around one in five firms overall (22%) and almost four in 10 (38%) AdviceTech Stars.



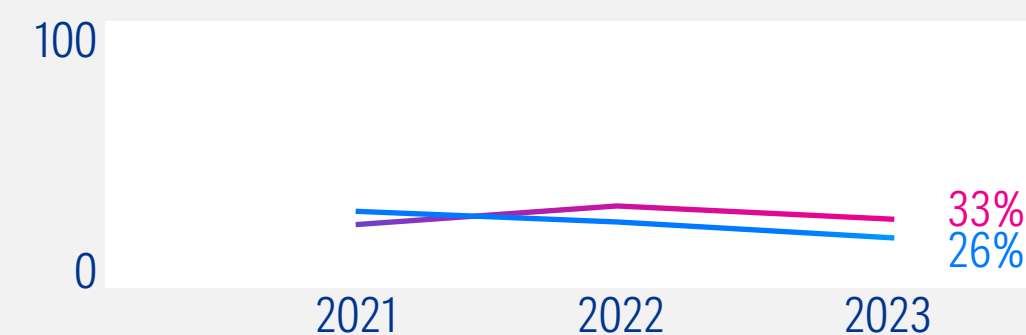
DO YOU USE THE DASHBOARDS/REPORTING TOOLS FOR BUSINESS-RELATED DATA TO BETTER UNDERSTAND YOUR BUSINESS, IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



CRM reporting tools

Business reporting/
dashboard tools

WHICH OF THE FOLLOWING DASHBOARDS OR REPORTING TOOLS DOES YOUR BUSINESS USE FOR IMPORTANT BUSINESS-RELATED DATA TO BETTER UNDERSTAND YOUR BUSINESS?

	2022 → 2023
CRM REPORTING TOOLS	55 → 57%
MICROSOFT EXCEL OR MANUAL	23 → 35%
SUPER/INVESTMENT PLATFORM REPORTING TOOLS	14 → 28%
COMMISSION MANAGEMENT REPORTING TOOLS (2023 ONLY)	N/A → 22%
POWER BI	18 → 20%
PLANNING/MODELLING REPORTING TOOLS (2023 ONLY)	N/A → 18%
SOCIAL MEDIA MONITORING AND REPORTING TOOLS (2023 ONLY)	N/A → 11%
EMAIL MARKETING SYSTEM REPORTING TOOLS (2023 ONLY)	N/A → 9%

CASHFLOW, ACCOUNTING, BUDGET AGGREGATION TOOL

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mature but not mass adoption

DESCRIPTION

A tool that consolidates financial accounts (e.g. bank, super and investment) so you into a single online interface for efficient tracking and management of finances.

BENEFIT

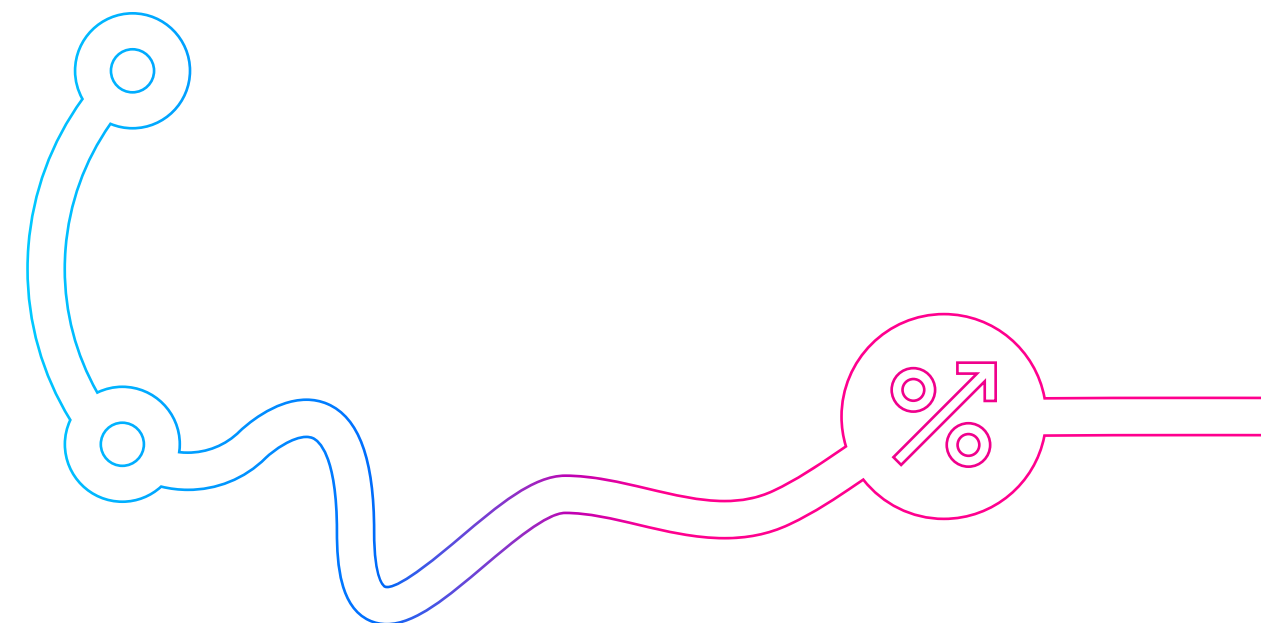
They enable real-time budgeting, promote savings, offer a comprehensive financial view, enhance client engagement, and help advisers to get a better understanding of a client's position.

USAGE

Usage of cashflow, accounting and budget aggregation tools has remained steady this year (46%, 43% last year) in overall advice firms, with AdviceTech Stars being marginally less likely to use them (44%). Their stagnation of adoption means they are categorised as 'Mature but not mass adoption' technologies.

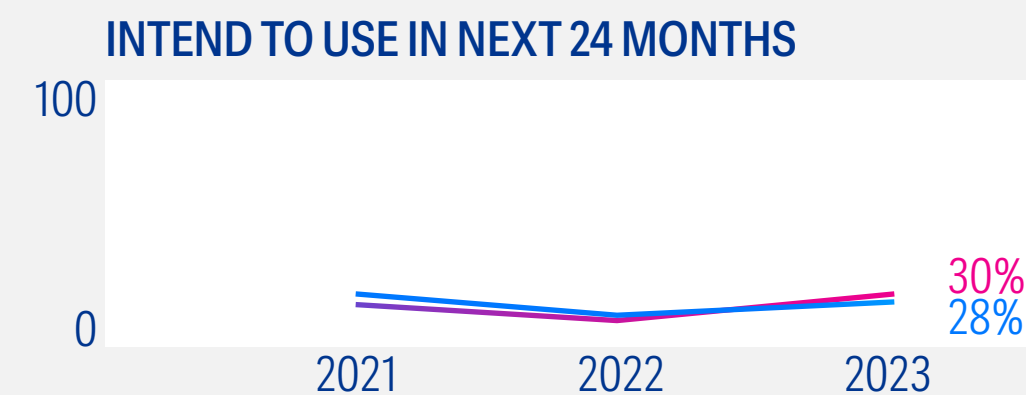
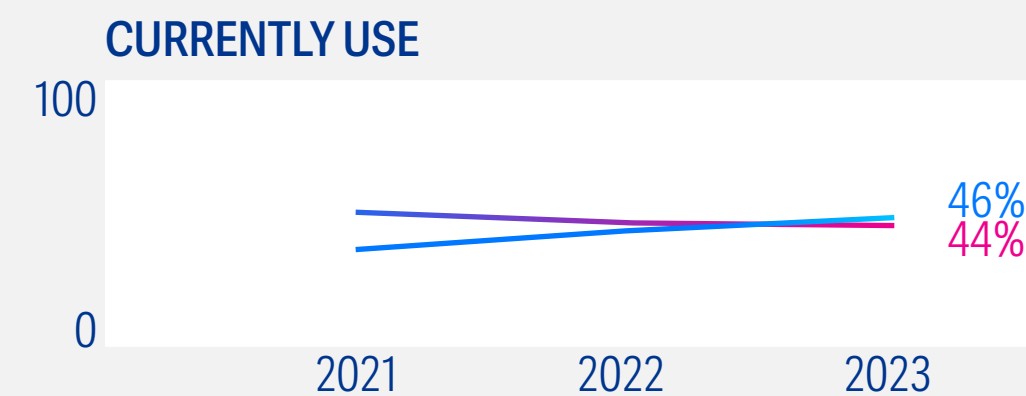
SUPPLIERS

Usage of Xplan for cashflow, accounting and budget aggregation has increased again this year (54%), representing a strong upward trend over the past four years. Conversely, MyProsperity has dipped in popularity (12%) since 2020 (33%).



DO YOU USE CASHFLOW, BUDGETING AND ACCOUNT AGGREGATION TOOLS FOR CLIENT ADVICE IN YOUR BUSINESS?

• AdviceTech Stars • Overall



Xplan
Cashflow, accounting, budget aggregation tool

WHICH OF THE FOLLOWING CASHFLOW, BUDGETING TOOLS DO YOU USE FOR CLIENT ADVICE?

	2021	2022	2023
XPLAN	4	40	54%
MICROSOFT EXCEL/GOOGLE SHEETS	21	20	30%
MYPROSPERITY	28	17	12%
PLUTOSOFT	N/A	12	12%
ADVISERLOGIC	7	6	8%

CLIENT DATA/REPORTING DASHBOARD TOOL

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

A tool that has reports and dashboards that represent key client metrics and data, consolidated from various data sources. Highly customisable, some key features include: real-time data processing so data is up to date, share between users, export data, drill-downs, and device cross-compatibility.

BENEFIT

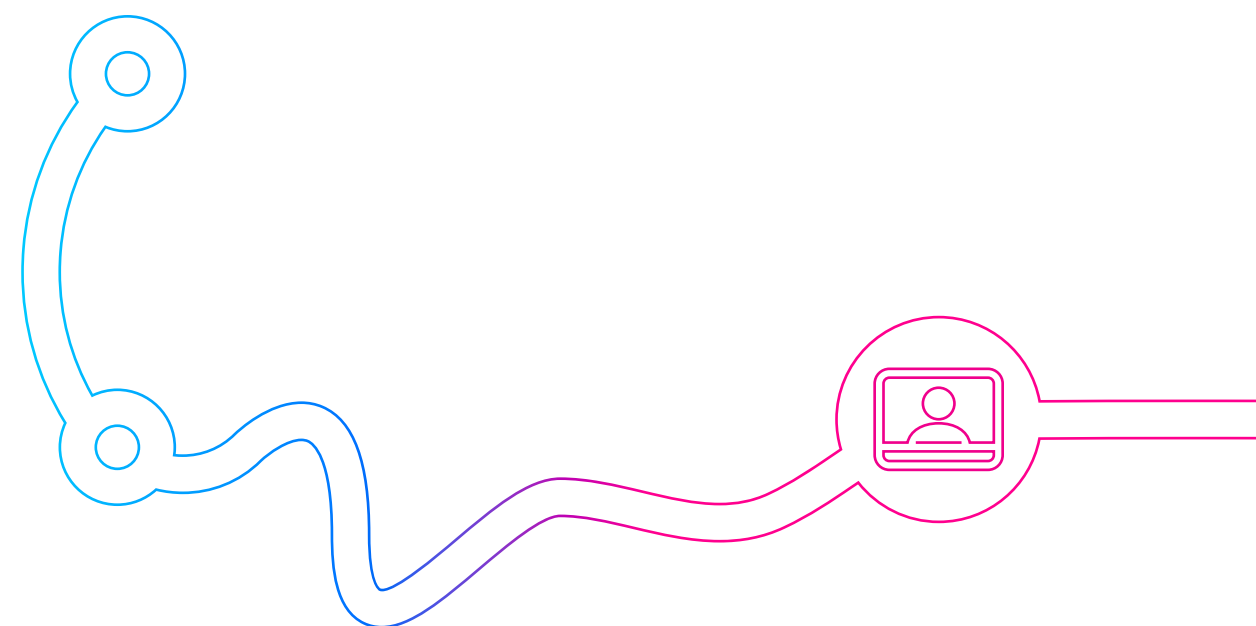
They present client data from multiple sources in a clear and understandable manner, which allows for better analysis of important client information, client KPIs, exception flags and trends. They support access and collaboration amongst staff. Their ability to synchronise data from multiple systems, enables enhanced visibility of client data.

USAGE

Half of AdviceTech Stars (51%) use client data/reporting dashboard tools, and usage is similar among firms overall (45%). These tools have steadily increased in popularity over the previous years, and high adoption intention levels among AdviceTech Stars (40%) and overall firms (31%) mean these are 'High potential adoption' tools.

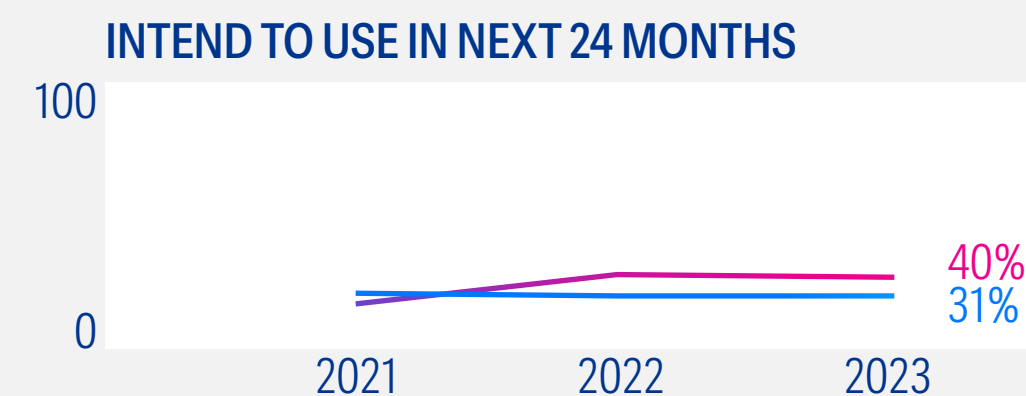
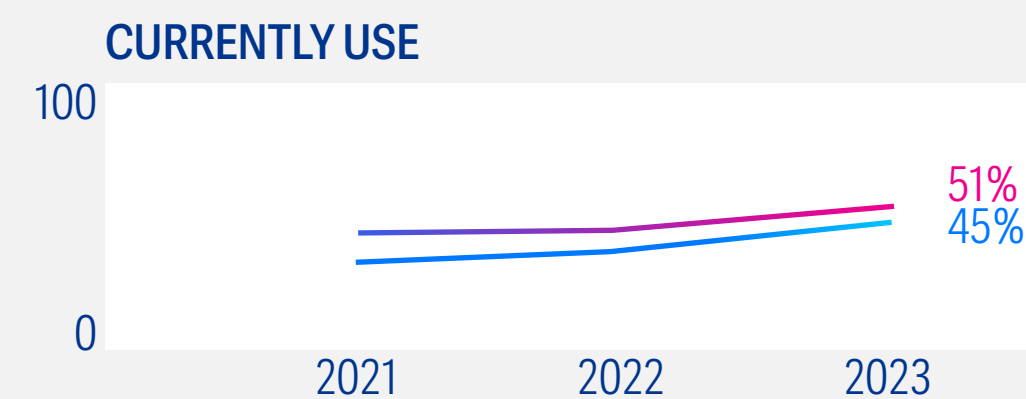
SUPPLIERS

Most advice firms produce client information dashboards using the tools built into their CRM reporting tools (63%) and this has remained consistent from last year (61%). Other firms use a mixture of Microsoft Excel (24%), super/investment platform reporting tools (21%), planning/modelling reporting tools (17%) and PowerBI (16%). Of note, PowerBI is the third most popular tool used by AdviceTech Stars with almost a quarter of them using it (23%).



DO YOU USE DASHBOARDS/REPORTING TOOLS FOR CLIENT-RELATED DATA TO BETTER UNDERSTAND YOUR CLIENTS IN YOUR BUSINESS?

• AdviceTech Stars • Overall



CRM reporting tools
Client data/reporting dashboard tool

WHICH OF THE FOLLOWING DASHBOARDS OR REPORTING TOOLS DOES YOUR BUSINESS USE FOR IMPORTANT CLIENT-RELATED DATA TO BETTER UNDERSTAND YOUR CLIENTS?

	2022 → 2023
CRM REPORTING TOOLS	61 → 63%
MICROSOFT EXCEL (OR MANUAL)	18 → 24%
SUPER/INVESTMENT PLATFORM REPORTING TOOLS	19 → 21%
PLANNING/MODELLING REPORTING TOOLS (2023 ONLY)	N/A → 17%
POWER BI	16 → 19%
COMMISSION MANAGEMENT REPORTING TOOLS (2023 ONLY)	N/A → 13%
EMAIL MARKETING SYSTEM (2023 ONLY)	N/A → 9%
SOCIAL MEDIA MONITORING TOOLS (2023 ONLY)	N/A → 8%
GOOGLE ANALYTICS	5 → 6%

CLIENT PORTAL TECHNOLOGY

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

A website or app designed to be accessed by clients that provides them secure access to value-add services, such as performance reporting, document vaults and communication tools with the adviser. Some of the top features advice firms offer or intend to offer include: the ability to view and report on a client's whole of wealth (89% of firms offer or plan to offer this), the ability to sign/ approve financial documents and instructions (90%), a document vault (82%) and the ability to track progress to financial goals (89%).

BENEFIT

They improve client experience, enhances communication, promotes transparency, enhances security and enables 24/7 access to services. Specifically, advice firms using client portals report better client engagement (79%), business efficiency (78%), and client communication (68%). Also common is improved client satisfaction (61%), client collaboration (53%) and transparency (53%). Slightly less common are better client education (41%) and marketing to clients (26%).

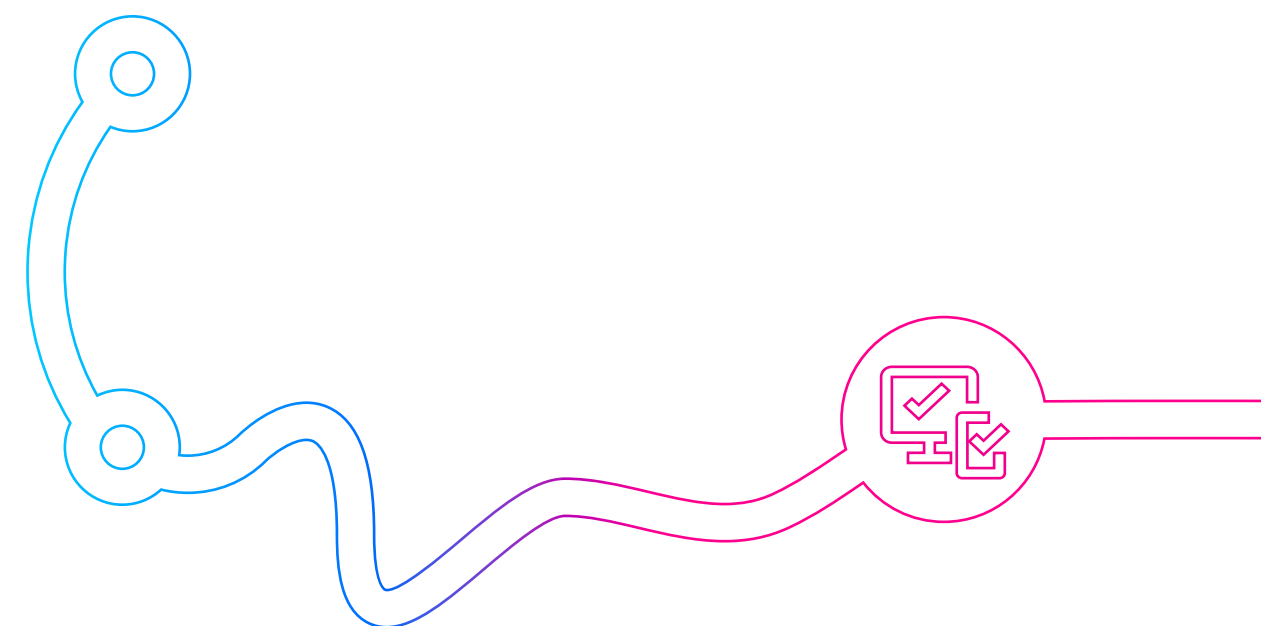
USAGE

A bit less than four in 10 advice businesses (38%) and AdviceTech Stars (37%) currently use client portals in their business, although the tech is classified as 'High potential adoption' because more than half of Stars that are not using them intend to in the next 24 months (51%).

Almost one third of advice firms who use a client portal, say that over 75% of their client base has access to it, with a two in 10 (17%) indicating that between 50% and 75% of their clients have access to it.

SUPPLIERS

The most businesses using a client portal use their CRM or financial planning software (35%) or their super/investment platform (15%), though there are numerous suppliers in this space such as MyProsperity (17%), Plutosoft (13%) and solutions built in-house (12%).



WHICH ONLINE CLIENT PORTAL FEATURES DO YOU CURRENTLY OFFER TO YOUR CLIENTS, OR WOULD LIKE TO OFFER THEM IN FUTURE?

● Currently offer ● Would like to offer in the future ● Total

		●	●	●
MANAGE	SECURITY FEATURES (E.G. MULTI-FACTOR AUTHENTICATION)	35%	60%	95%
	UPDATE KEY PERSONAL INFORMATION	28%	66%	94%
	BETTER CLIENT ENGAGEMENT	21%	59%	80%
WHOLE OF WEALTH	VIEW TOTAL HOUSEHOLD BALANCE SHEET (INCLUDING BANKING, SUPERANNUATION, PROPERTY AND OTHER ASSETS AND LIABILITIES)	27%	62%	89%
	BUY AND SELL INVESTMENTS ON THE GO	8%	39%	47%
DOCUMENTS AND APPROVALS	SIGN FINANCIAL DOCUMENTS (E.G. INSURANCE RENEWALS) ON THE GO	26%	64%	90%
	ACCESS AND STORE FINANCIAL DOCUMENTS (E.G. WILL AND INSURANCE DOCUMENTS) IN THE CLOUD	25%	57%	82%
TRACK	ACCESS PERFORMANCE REPORTS ON INVESTMENTS	26%	60%	86%
	TRACK PROGRESS TO FINANCIAL GOALS	14%	75%	89%
	TRACK SPENDING AND BUDGET	13%	57%	70%
EDUCATE	ACCESS RELEVANT FINANCIAL NEWS, INSIGHTS AND RESEARCH	17%	63%	80%
	ACCESS RELEVANT FINANCIAL EDUCATIONAL MATERIALS AND TOOLS (E.G. ONLINE CALCULATORS AND PODCASTS)	15%	65%	80%

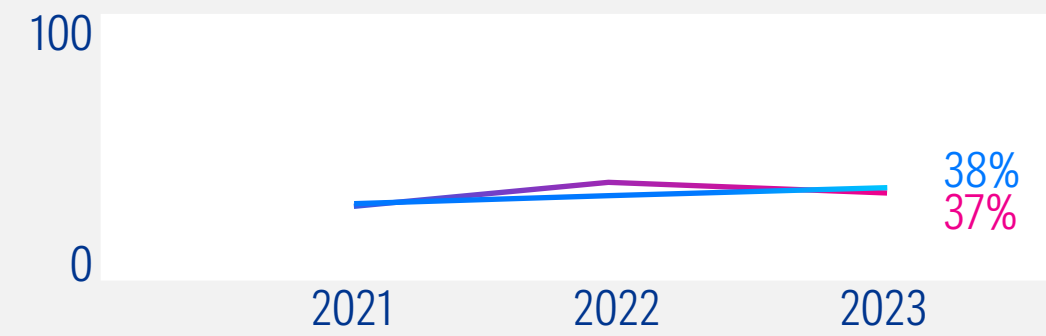
(People with client portal or planning to offer in next 24 months)

CLIENT PORTAL TECHNOLOGY CONT.

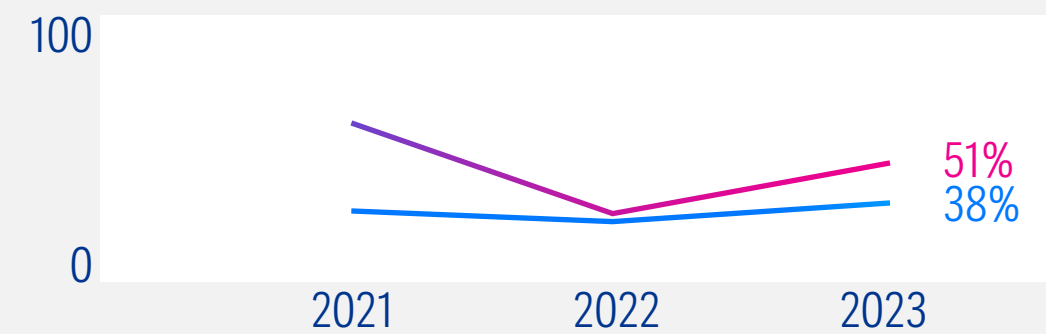
DO YOU USE A CLIENT PORTAL FOR CLIENT ENGAGEMENT IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE

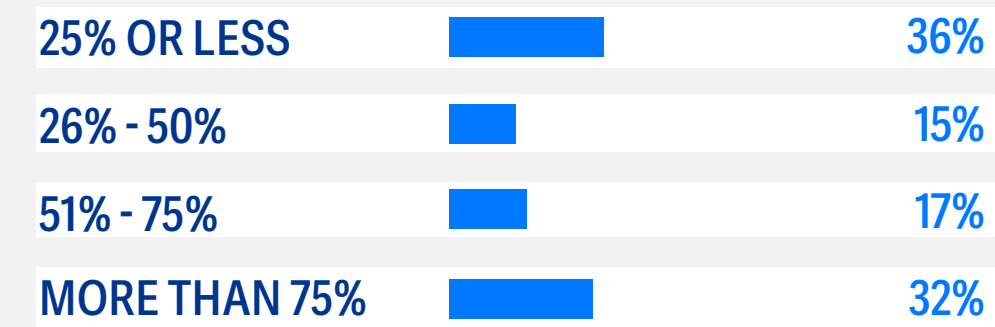


INTEND TO USE IN NEXT 24 MONTHS



WHAT PERCENTAGE OF YOUR CLIENT BASE DO YOU CURRENTLY PROVIDE CLIENT PORTAL ACCESS TO?

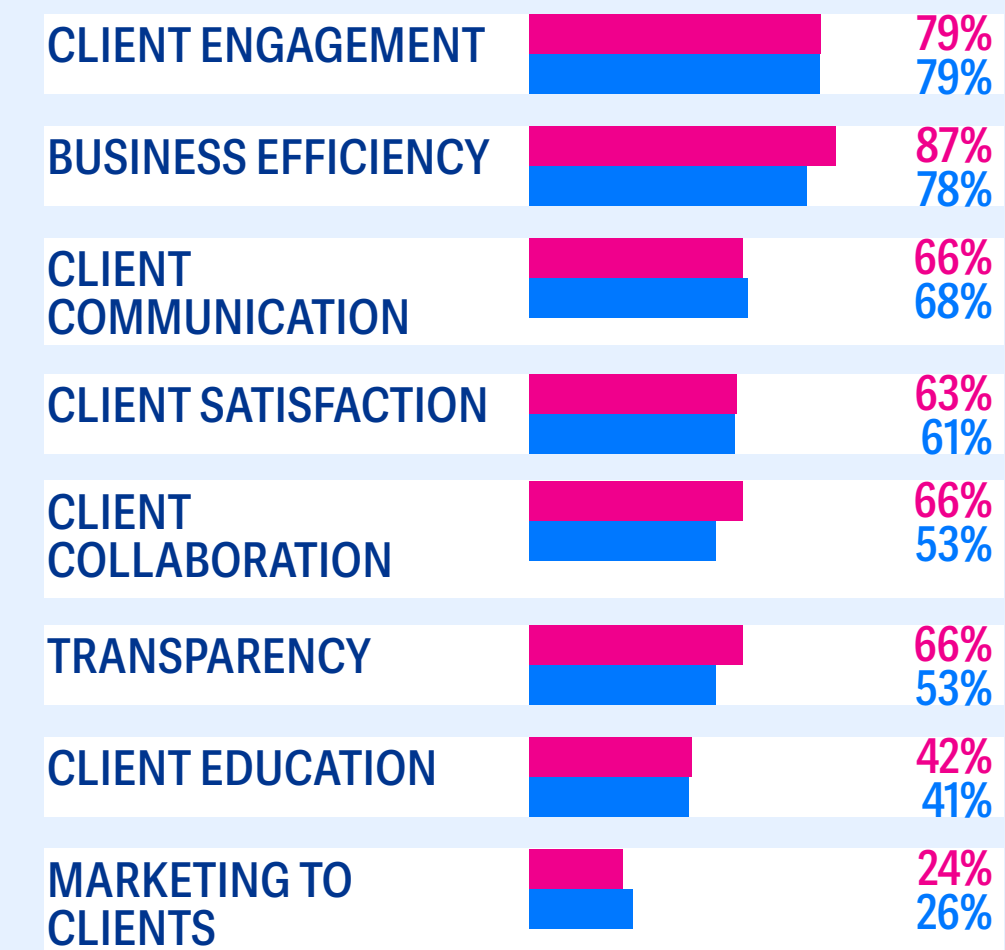
• Overall



(Businesses that use client portals)

WHAT KEY BENEFITS DO YOU CURRENTLY GET, OR EXPECT TO GET FROM YOUR CLIENT PORTAL?

• AdviceTech Stars • Overall



(Businesses that use or intend to use client portals)

WHICH OF THE FOLLOWING TECHNOLOGIES DO YOU USE FOR YOUR CLIENT PORTAL?

2021 → 2022 → 2023

Technology	2021	2022	2023
CRM/FINANCIAL PLANNING SOFTWARE	46	30	35%
MYPROSPERITY	26	17	17%
SUPER/INVESTMENT PLATFORM	19	12	15%
PLUTOSOFT	N/A	8	13%
BUILT IN-HOUSE	10	20	12%
IFACTFIND	N/A	5	7%

CLIENT PORTFOLIO AND INVESTMENT REPORTING

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

Data, tables and charts provided to clients that provide an analysis, summaries and calculations of key investment indicators, such as asset performance and asset allocation, generally provided in electronic or printed form. Reporting also extends to insights and market news.

Typically the reports advice firms provide to their clients relate to their portfolio, including portfolio valuation (97% of firms who create reports provide this, 94% of Stars), performance analysis (92%, 90%) and asset allocation analysis (87%, 90%). They are also providing news and insights, either of a general nature, such as economic outlooks/market reviews (63% overall, 77% Stars) or related to their portfolio (44%, 55%). Around half are providing updates on the clients financial goals (45%, 55%) and Stars are more likely to provide updates on relevant legislations and tax.

BENEFIT

The reporting facilitates two-way dialogue and engagement between the client and adviser. They also keep clients informed, up-to-date, and confident about the status of their investments or related activities.

USAGE

Two in three (66%) advice businesses and more than seven in 10 (72%) AdviceTech Stars are currently using technology to create and provide reports and analysis to clients. More are intending to start using them in the coming two years (23%) meaning this tech is approaching mass adoption.

Reporting is most likely provided to clients annually (45% overall, 35% Stars), whilst AdviceTech Stars look to increase this frequency with quarterly reporting (20% overall, 29% Stars) or half-yearly (28% overall, 26% Stars).

SUPPLIERS

Most businesses creating reports for their client use their CRM/financial planning software (69%), their super/investment platform (66%) or some combination of the two. Some firms will also use Excel (11%) or an option built in-house.

IN TERMS OF CLIENT REPORTING, WHICH OF THE FOLLOWING DO YOU PROVIDE TO CLIENTS?

PORTFOLIO	PORTFOLIO VALUATION		94% 97%
	PERFORMANCE ANALYSIS		90% 92%
	ASSET ALLOCATION ANALYSIS		90% 87%
	CASH FLOWS AND TRANSACTION HISTORY		55% 48%
NEWS AND INSIGHTS	ECONOMIC OUTLOOK/MARKET REVIEW		77% 63%
	NEWS AND UPDATES ABOUT INVESTMENTS HELD IN THE PORTFOLIO		55% 44%
	INFORMATION ABOUT INVESTMENT IDEAS		32% 25%
GOALS	UPDATES ON FINANCIAL GOALS		52% 45%
LEGISLATION	RELEVANT LEGISLATION UPDATES		48% 39%
	RELEVANT TAX INFORMATION		48% 34%

CLIENT PORTFOLIO AND INVESTMENT REPORTING CONT.

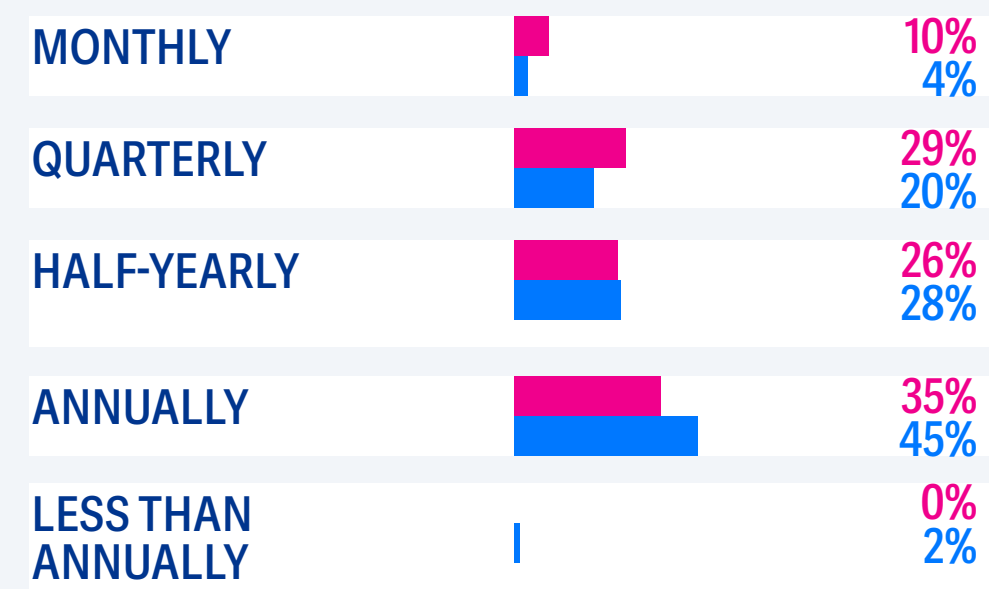
DO YOU USE TECHNOLOGY TO CREATE AND PROVIDE REPORTS AND ANALYSIS TO CLIENTS IN YOUR BUSINESS?

• AdviceTech Stars • Overall



IN TERMS OF CLIENT REPORTING, HOW FREQUENTLY DO YOU PROVIDE IT TO CLIENTS?

• AdviceTech Stars • Overall



CRM reporting tools

Client portfolio and investment reporting

WHICH OF THE FOLLOWING TECHNOLOGIES DO YOU USE TO CREATE CLIENT REPORTS?

	2022 → 2023
CRM REPORTING TOOLS	61 → 63%
MICROSOFT EXCEL (OR MANUAL)	18 → 24%
SUPER/INVESTMENT PLATFORM REPORTING TOOLS	19 → 21%
PLANNING/MODELLING REPORTING TOOLS (2023 ONLY)	N/A → 17%
POWER BI	16 → 19%
COMMISSION MANAGEMENT REPORTING TOOLS (2023 ONLY)	N/A → 13%
EMAIL MARKETING SYSTEM (2023 ONLY)	N/A → 9%
SOCIAL MEDIA MONITORING TOOLS (2023 ONLY)	N/A → 8%
GOOGLE ANALYTICS	5 → 6%

(Businesses that create client reports)

CLOUD-HOSTED ONLINE DOCUMENT STORAGE AND SHARING SERVICE

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mass adoption

DESCRIPTION

An online cloud environment where users can store, share, and sync data and files across multiple devices via a browser. Key features include: automatic backup, the ability to collaborate with others.

BENEFIT

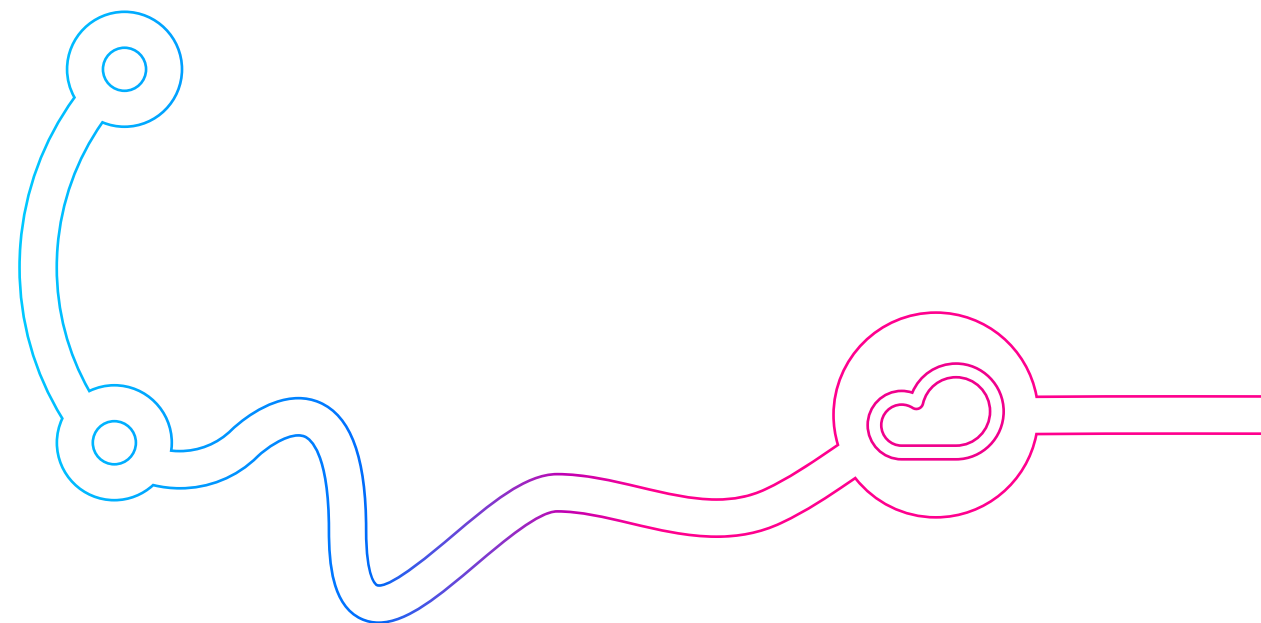
They facilitate collaboration, ensure data security and data backup, allow for remote access (normally device agnostic), and reduce the costs of data storage. They can be cost effective as fees are based on usage.

USAGE

Most advice businesses overall (82%) and almost all AdviceTech Stars (93%) are using cloud-hosted online file storage and sharing services in their operations. Usage is slightly higher this year, and has trended up slightly over the previous five years (74% in 2020). Now that most businesses have adopted this tech, and few are planning to do so soon (8%), it is classified as 'Mass adoption'.

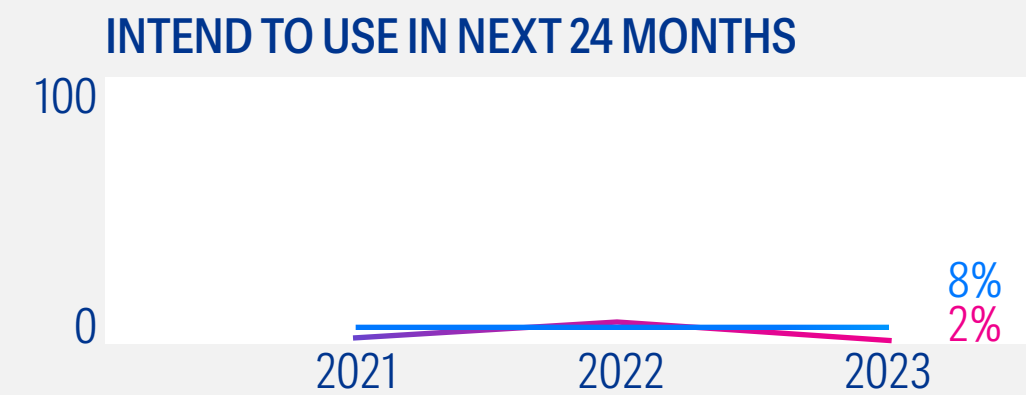
SUPPLIERS

This year has seen the continuation of a trend towards businesses opting to use Microsoft OneDrive (56%, up from 40% last year and used by 63% of Stars) and SharePoint (45%, up from 25% last year and used by 60% of Stars) for their online file storage, and a shift away from Dropbox (18%, down from 37% in 2019). Xplan is also used by approximately one in three businesses and Stars alike (35% overall, and 40% of Stars).



DO YOU USE CLOUD-HOSTED ONLINE DOCUMENT/FILE STORAGE AND SHARING SERVICES IN YOUR BUSINESS?

• AdviceTech Stars • Overall



Microsoft OneDrive
Cloud-hosted document storage and sharing

WHICH OF THE FOLLOWING CLOUD-HOSTED ONLINE DOCUMENT/FILE STORAGE AND SHARING TECHNOLOGIES DOES YOUR BUSINESS USE?

	2021	2022	2023
MICROSOFT ONEDRIVE	30	46	56%
SHAREPOINT	19	25	45%
XPLAN	34	28	35%
DROPBOX	24	20	18%
GOOGLE DRIVE	10	10	11%
ADVISERLOGIC	5	7	5%

CLOUD-HOSTED EMAIL OR OTHER CLOUD-HOSTED INTERNAL COMMUNICATION SERVICES

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mass adoption

DESCRIPTION

An online cloud environment accessible via a browser where users can access their email, calendar, instant messaging, video conferencing. Advanced security is a feature, with two-factor authentication and encryption.

BENEFIT

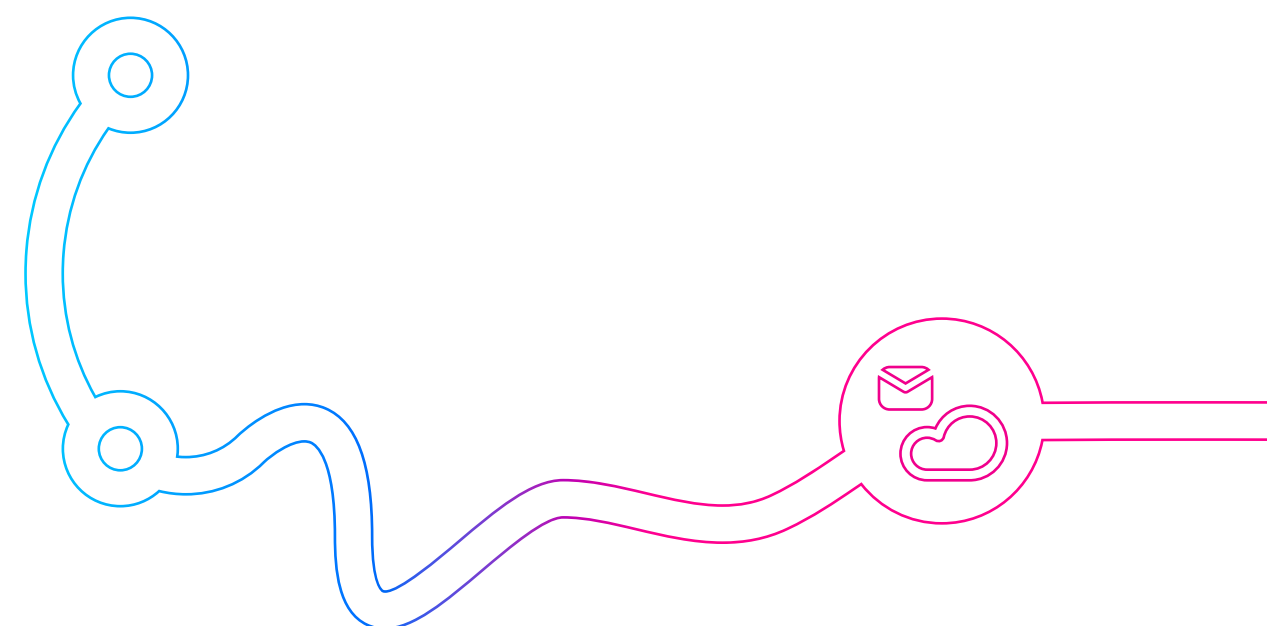
They enhance communication with access to email and other tools from any device with an internet connection, supports remote working and collaboration, ensures security and privacy.

USAGE

Most advice businesses overall (86%) and almost all AdviceTech Stars (95%) are now using cloud-hosted email and internal communication services, meaning these technologies are now categorised as 'Mass adoption'.

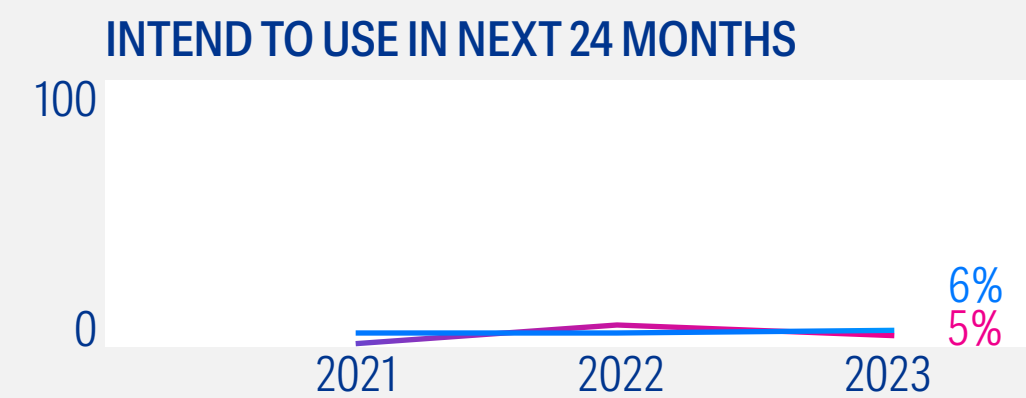
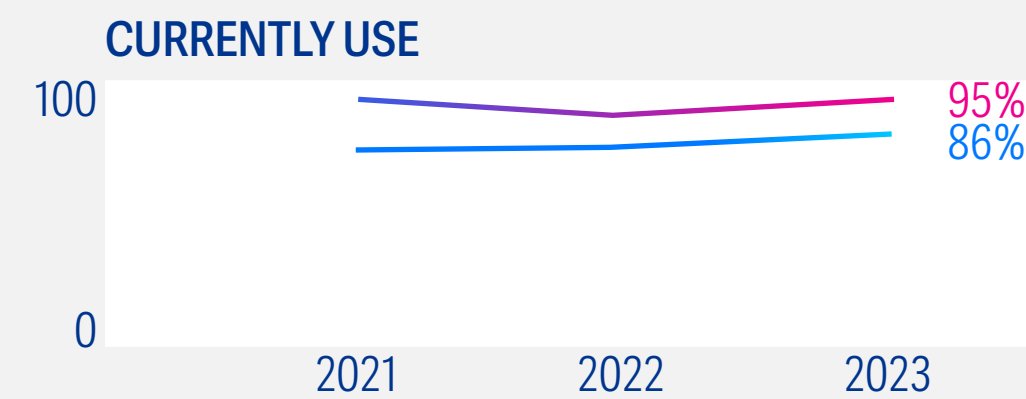
SUPPLIERS

The Microsoft Office 365 suite remains the dominant technology supplier in this space, used by nine in 10 firms (90%) and almost all AdviceTech Stars (98%), while three in 10 firms (30%) use Zoom, meaning many businesses are using both suppliers for their purposes.



DO YOU USE CLOUD-HOSTED EMAIL OR OTHER CLOUD-HOSTED INTERNAL COMMUNICATION SERVICES IN YOUR BUSINESS?

● AdviceTech Stars ● Overall



Microsoft Office 365
Cloud-hosted email and communication

WHICH OF THE FOLLOWING CLOUD-HOSTED EMAIL OR OTHER CLOUD-HOSTED INTERNAL COMMUNICATION SERVICES DOES YOUR BUSINESS USE?

	2021	2022	2023
MICROSOFT OFFICE 365 (INCLUDING MICROSOFT OFFICE AND TEAMS)	90	→ 90	→ 90%
ZOOM	21	→ 20	→ 30%
GOOGLE SUITE (GMAIL)	9	→ 10	→ 6%

COMMISSION MANAGEMENT SOFTWARE

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mature but not mass adoption

DESCRIPTION

A tool to automate commission tracking and management, where calculations are compliant with company policies and regulations. Reporting is a key feature.

BENEFIT

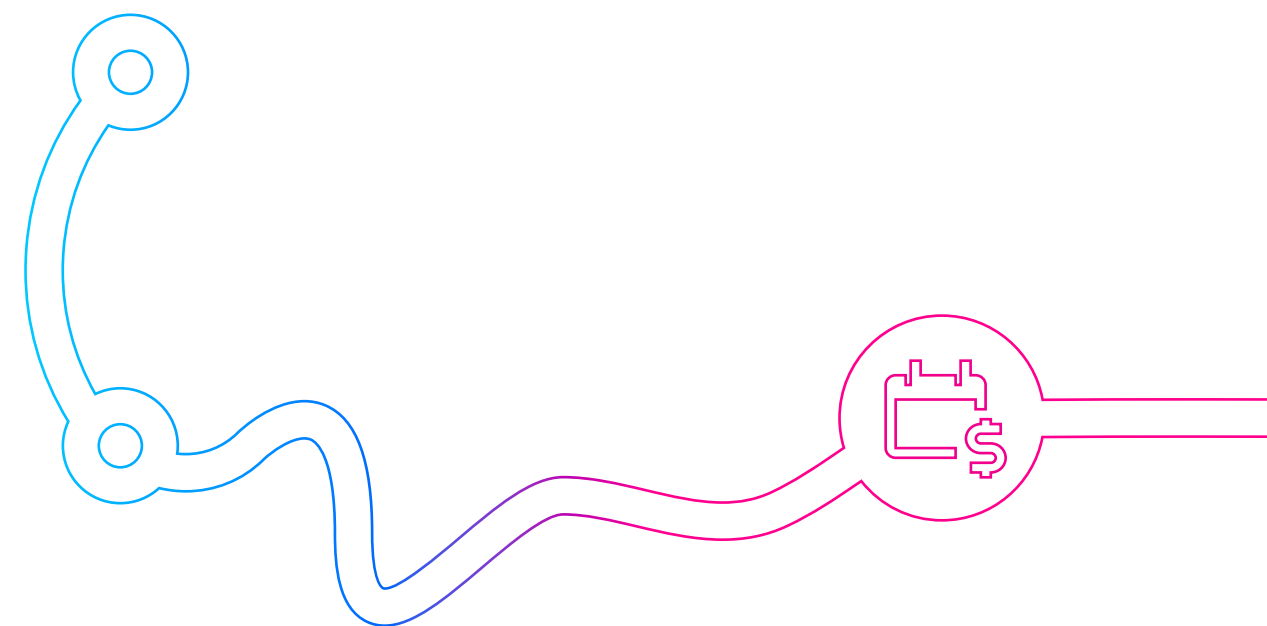
They improve accuracy by reducing the risk of errors that can occur with manual calculations, ensures better compliance through rules, and aid better decision making.

USAGE

Usage of software to manage commissions (53%) has remained relatively steady in advice businesses over the previous five years, and is only marginally higher among AdviceTech Stars (60%). Stagnant adoption and a relatively small proportion of businesses indicating they are planning to adopt commissions management software soon means this technology is 'Mature but not mass adoption'.

SUPPLIERS

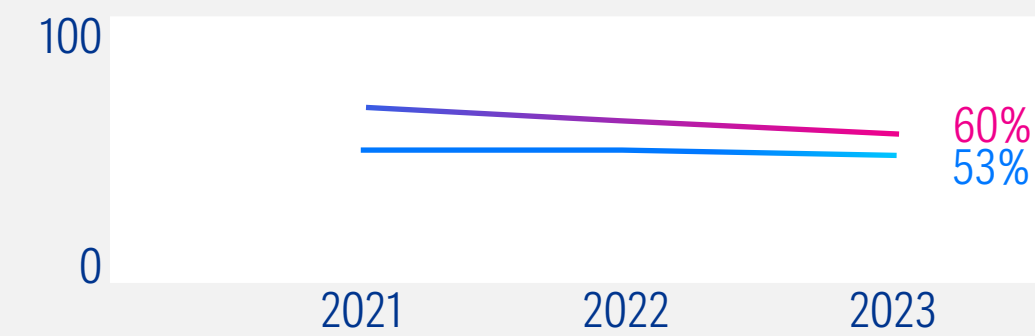
While Commpay is still the leading provider of commissions management software (34%), its usage has decreased over the past five years (45% in 2019%). Businesses are also using solutions from Revex (20%), Worksorted (17%) and PayLogic from Adviser Logic (15%).



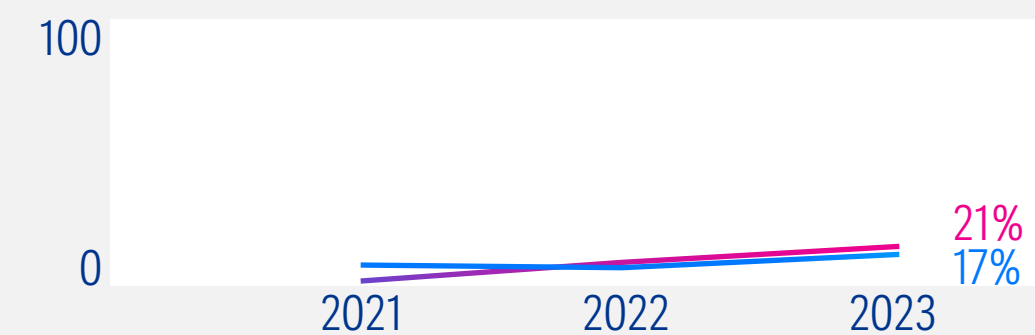
DO YOU USE COMMISSIONS MANAGEMENT SOFTWARE IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Commpay
Commission management software

WHICH COMMISSIONS MANAGEMENT SOFTWARE DOES YOUR BUSINESS USE?

	2021	2022	2023
COMMPAY	60	46	34%
REVEX	8	17	20%
WORKSORTED	16	17	17%
PAYLOGIC FROM ADVISERLOGIC	5	12	15%
MICROSOFT EXCEL	3	5	5%

CRM (CUSTOMER RELATIONSHIP MANAGEMENT TOOLS)

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mass adoption

DESCRIPTION

A comprehensive suite of features to support in the collection of client data, such as client details, file notes, documents, and other client interactions. Prospecting and relationship management is supported with task and workflow functionality, plus sales pipeline tracking. Advanced analytics and AI help analyse behaviour and identify client opportunities.

BENEFIT

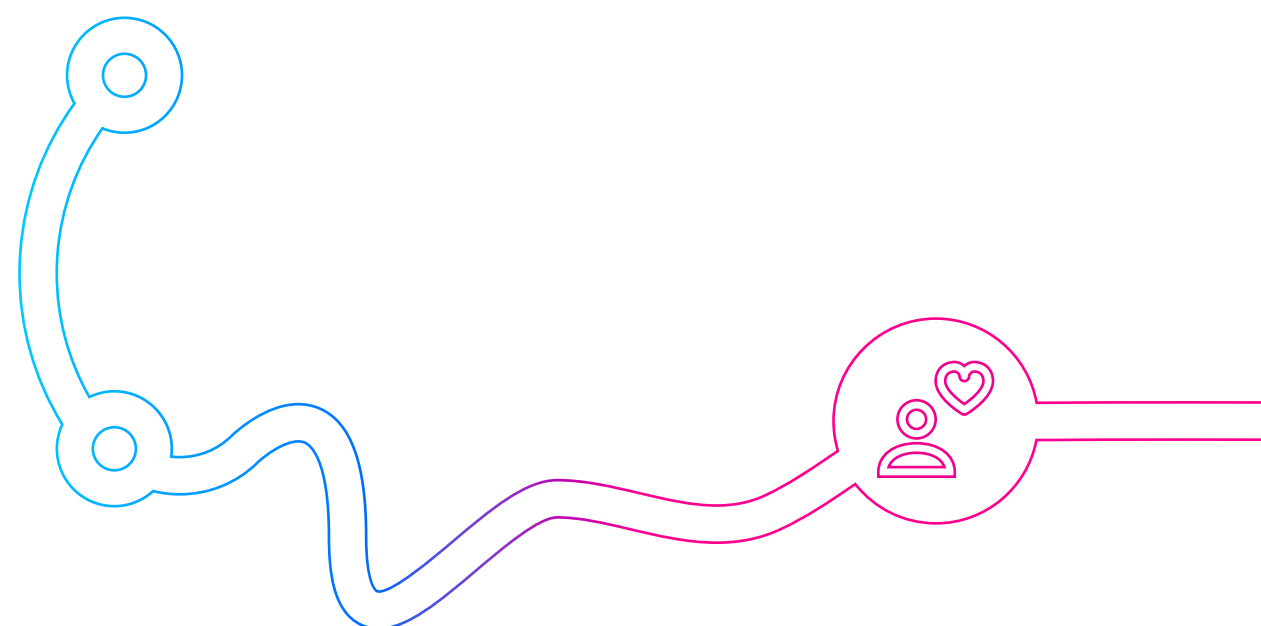
They enhance customer relationship management and service, help meet compliance and audit requirements, facilitate better lead management, and support data-driven decision making.

USAGE

Most advice firms (87%) and AdviceTech Stars (93%) are using a CRM system. As it is a 'Mass adoption' tech, intention to adopt it in the coming two years is low (10%).

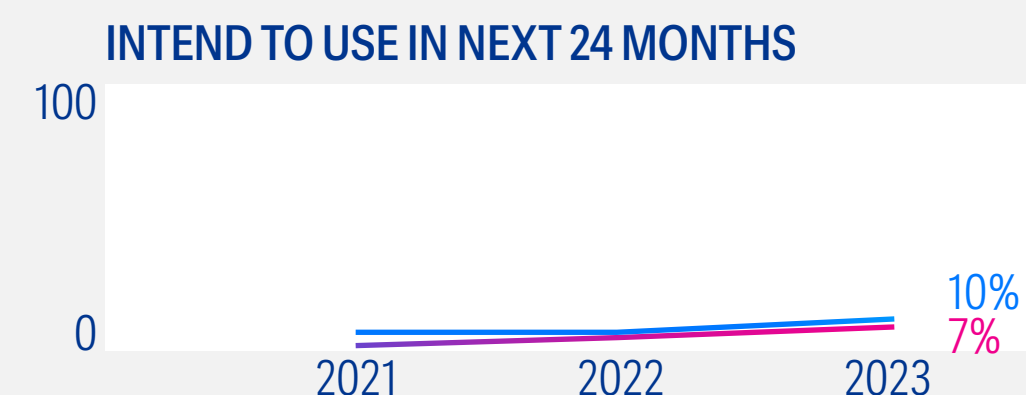
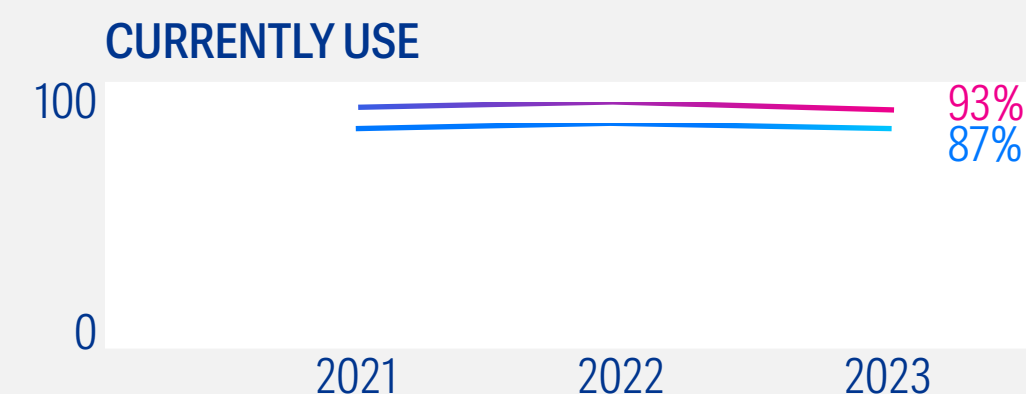
SUPPLIERS

Whilst Xplan remains the dominant provider in this space (51%), there has been a significant proportion of businesses that are adopting solutions from Worksorted (18%, up from 4% in 2019) and from Plutosoft (13%, up from 4% in 2021). Although only used by 7% of the firms overall, Salesforce is used by 20% of AdviceTech Stars, potentially indicating a future trend for the industry.



DO YOU USE A CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM TO MANAGE CLIENT INFORMATION?

• AdviceTech Stars • Overall



Xplan
CRM (customer relationship management tools)

WHICH OF THE FOLLOWING TECHNOLOGIES DO YOU USE AS A CRM?

	2021	→	2022	→	2023
XPLAN	61	→	52	→	51%
WORKSORTED	10	→	10	→	18%
PLUTOSOFT	4	→	8	→	13%
ADVISERLOGIC	8	→	10	→	9%
SALESFORCE	5	→	6	→	7%

DATABASE AND SYSTEM INTEGRATION TECHNOLOGY

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

Infrastructure tools to facilitate the connection and communication between different databases and systems to normalise the underlying data so it is consolidated, unified and in a structured format.

BENEFIT

They help to remove data double-handling across systems, enhance data visibility, improve data consistency, reduce data redundancy, facilitate data analysis and enhance operational efficiency.

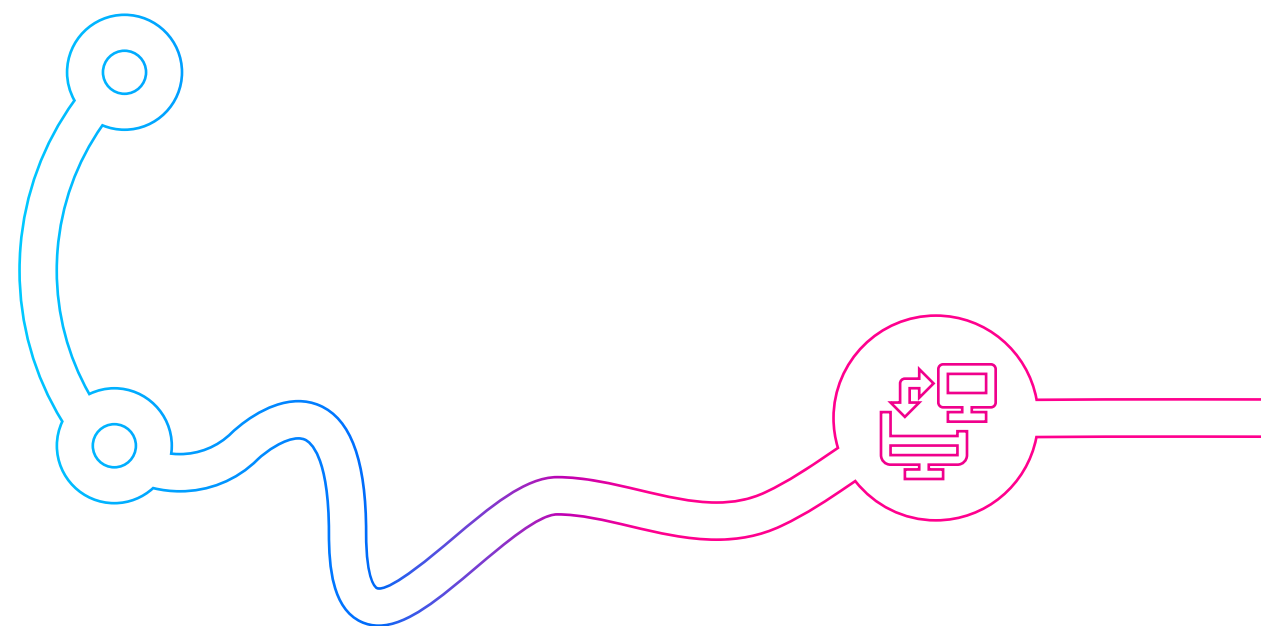
USAGE

AdviceTech Stars are leading in the adoption (47%) of technology to integrate their internal databases and systems. There has been a significant increase in uptake among advice firms more broadly (26%) over the previous few years (14%). A further third of firms (30% overall, 33% AdviceTech Stars) intend on implementing this in the next 24 months, making this 'High potential adoption' technology one to watch.

Advice firms are integrating or wanting to integrate is advice-related information (94%), comprising of things like fee and revenue information (70%), insurance information (66%), and Statements of Advice (63%). They are also looking to client information data (91%), which commonly involves integrating client details (82%), client portal usage and activity (48%) and email activity (44%). Firms are also commonly integrating or hoping to integrate investment information (84%), which involves aspects like on-platform asset holdings and transactions (66%), superannuation and SMSF information (58%) and banking balances and transactions (51%).

SUPPLIERS

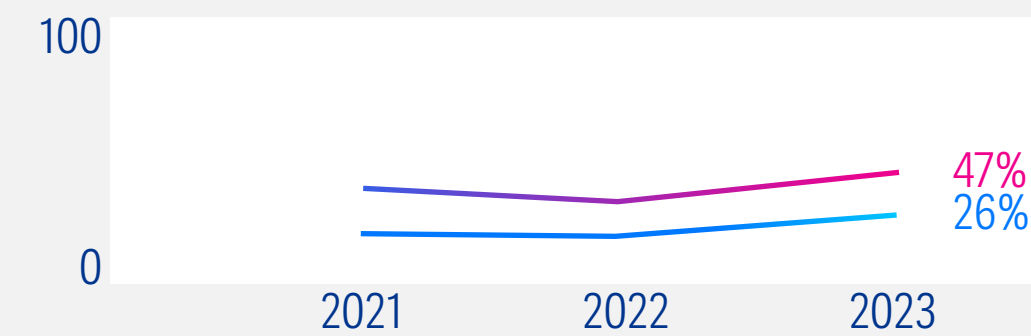
There is no clear leader in this space as firms are split between using their CRM system (26%), a solution built in-house (22%) or are outsourcing this process (20%).



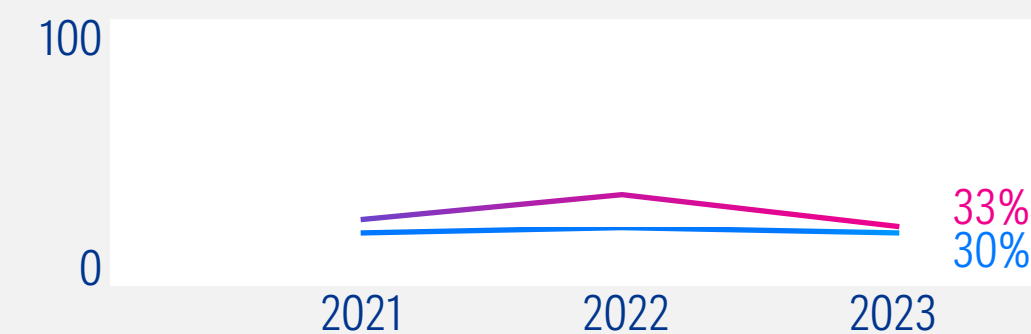
DO YOU USE TECHNOLOGIES TO CONNECT OR INTEGRATE DISPARATE/DIFFERENT DATABASES, DATA SETS OR INTERNAL SYSTEMS IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



My CRM
Database and system integration technology

WHICH OF THE FOLLOWING TECHNOLOGIES DO YOU USE TO CONNECT OR INTEGRATE DISPARATE/DIFFERENT INTERNAL SYSTEMS OR DATABASES?

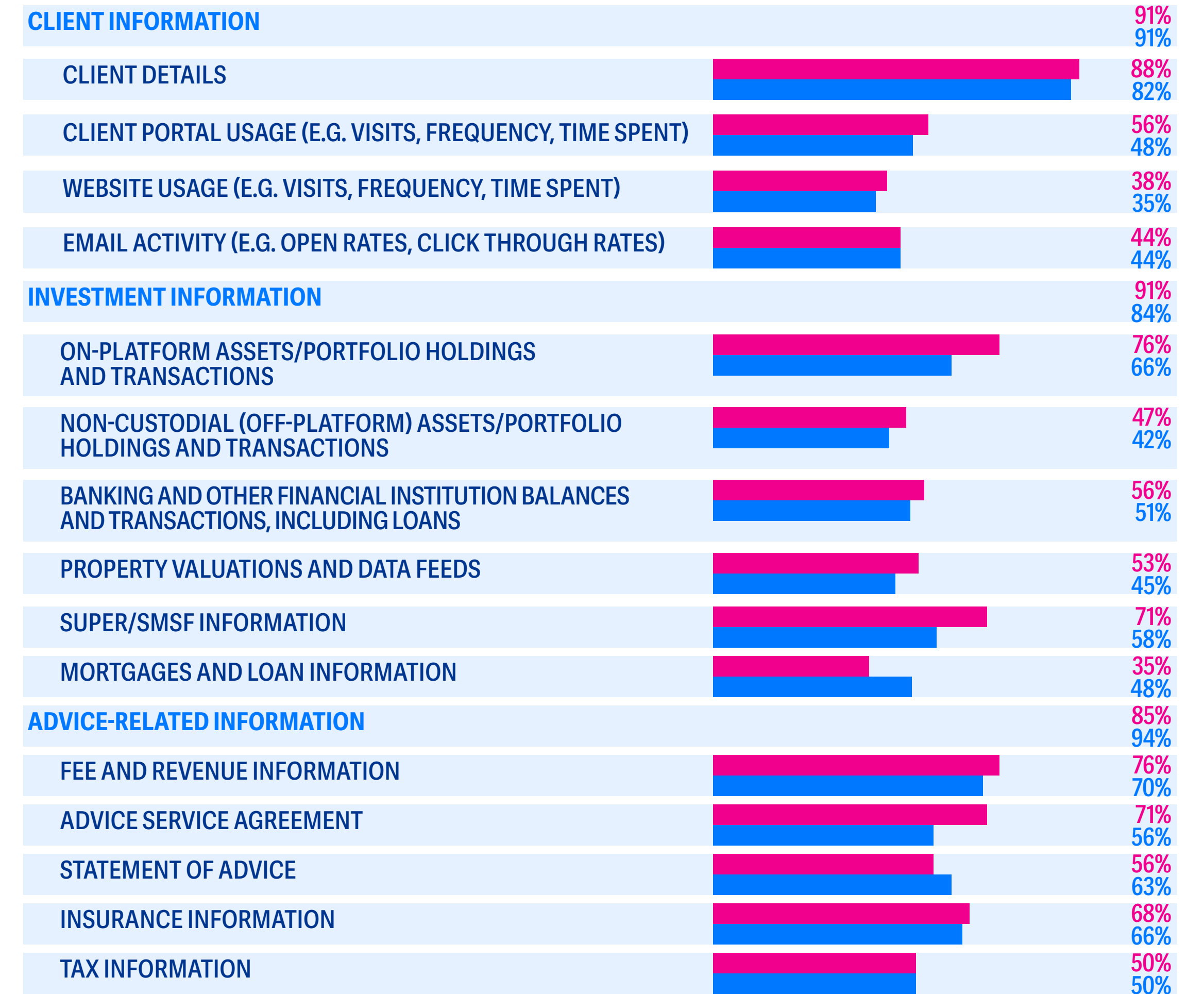
*LOW SAMPLE SIZE, RESULTING IN VOLATILE YEAR TO YEAR VARIATION

	2021	2022	2023
MY CRM (2023 ONLY)	N/A	N/A	26%
BUILT IN-HOUSE	16	31	22%
OUTSOURCED IT DEVELOPMENT (2023 ONLY)	N/A	N/A	20%
MICROSOFT EXCEL (OR MANUAL)	21	22	12%
ZAPIER	18	22	11%
XEPP0	32	24	9%
MY SUPER/INVESTMENT PLATFORM (2023 ONLY)	N/A	N/A	7%

DATABASE AND SYSTEM INTEGRATION TECHNOLOGY CONT.

WHAT CLIENT DATA DO YOU OR WOULD LIKE TO CONNECT/INTEGRATE ACROSS YOUR DIFFERENT SYSTEMS OR DATABASES?

• AdviceTech Stars • Overall



DIGITAL SIGNATURE TOOLS

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mass adoption

DESCRIPTION

A tool where documents or forms can be electronically signed securely and so they are legally binding. Advanced features include: templates, bulk sending, signature tracking, mobile signing for 'on the go', branded experiences, signer identity authentication, and APIs for integration.

BENEFIT

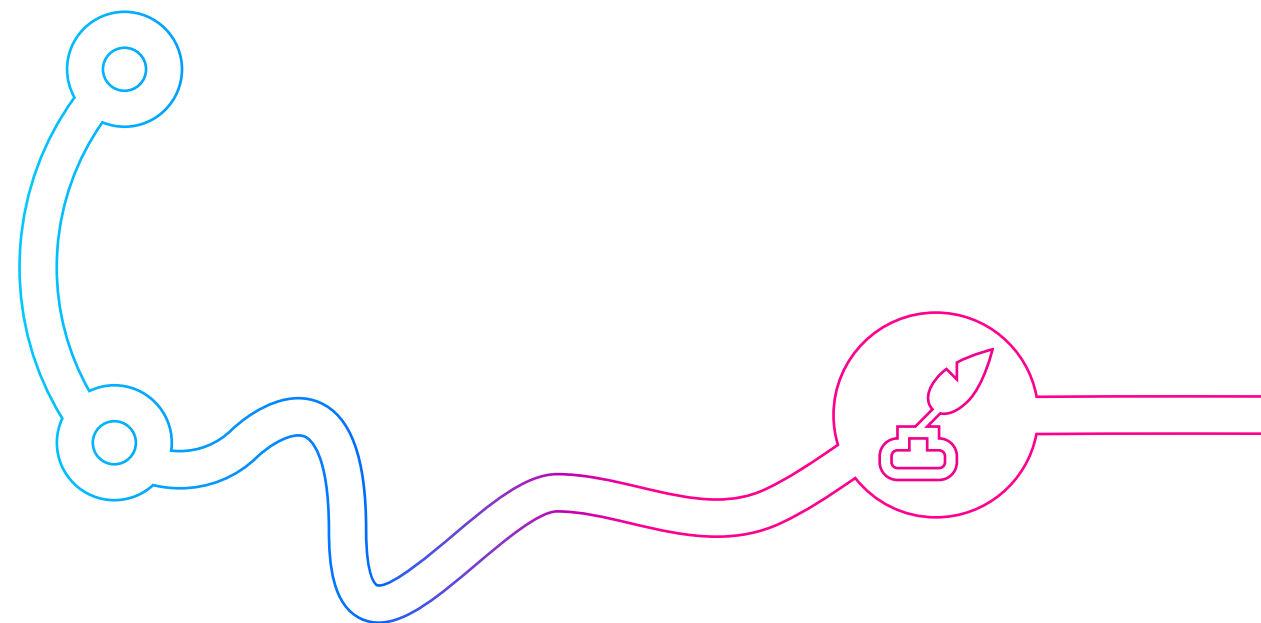
They streamline the signature workflow, saving time and resources, and support remote operations. They can improve compliance with their security protocols.

USAGE

Usage of digital signature tools has increased drastically over the previous five years (82%, up from 35%) and is used by almost all AdviceTech Stars (95%). High levels of usage means these tools have shifted this year to become 'Mass adoption' technologies.

SUPPLIERS

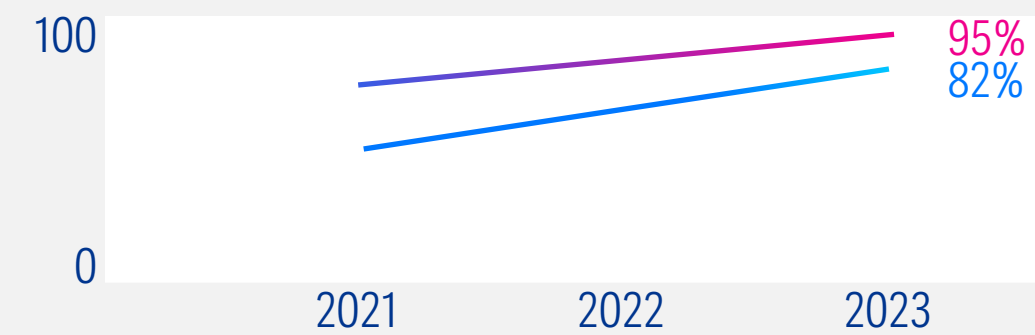
DocuSign remains the dominant supplier of digital signature tools to the advice industry (70%), though there has been a significant increase in businesses using Adobe's offering (41%, up from 24% in 2019).



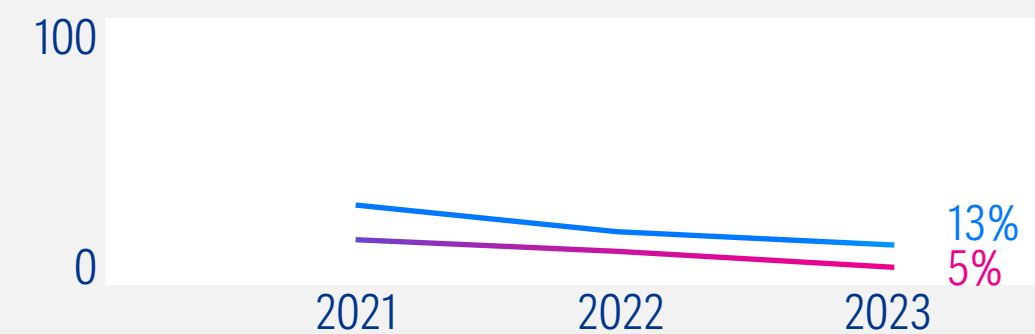
DO YOU USE DIGITAL SIGNATURE TOOLS IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



DocuSign
Digital signature tools

WHICH OF THE FOLLOWING DIGITAL SIGNATURE TOOLS DO YOU USE WITH CLIENTS?

	2021	2022	2023
DOCUSIGN	68	76	70%
ADOBE	30	23	41%
INTEGRATED INTO CRM (2023 ONLY)	N/A	N/A	11%
MYPROSPERITY	9	6	8%
INTEGRATED INTO INVESTMENT/SUPER PLATFORM (2023 ONLY)	N/A	N/A	7%

EMAIL CAMPAIGN AND NEWSLETTER MANAGEMENT PLATFORM

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Approaching mass adoption

DESCRIPTION

A system that facilitates the creation, personalisation, distribution, and tracking of email campaigns and newsletters (but can extend to text and in-app messaging). Advanced features include: segmentation, email templates, subject-line optimisers, reporting and analytics, and integration with CRM and social media systems.

BENEFIT

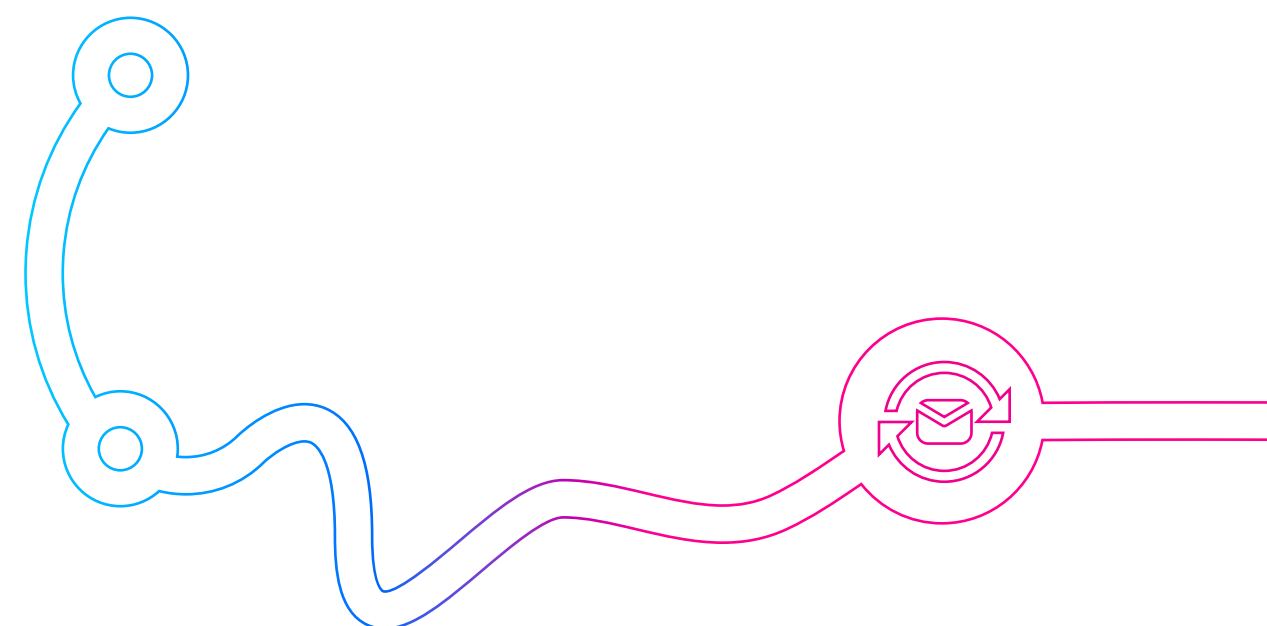
They streamline the process of designing, delivering, and monitoring email campaigns, enhance the effectiveness of these campaigns, and improve email engagement. They have tools to create visually appealing and personalised, which can increase engagement and conversion rates. Through analytics businesses can understand campaign effectiveness.

USAGE

The proportion of firms using email and campaign newsletter management platforms has remained steady at two in three businesses using them (67%). AdviceTech Stars are all either using them (79%) or intending to adopt them in the next two years (21%). High usage and intention by the Stars means this technology is 'Approaching mass adoption'.

SUPPLIERS

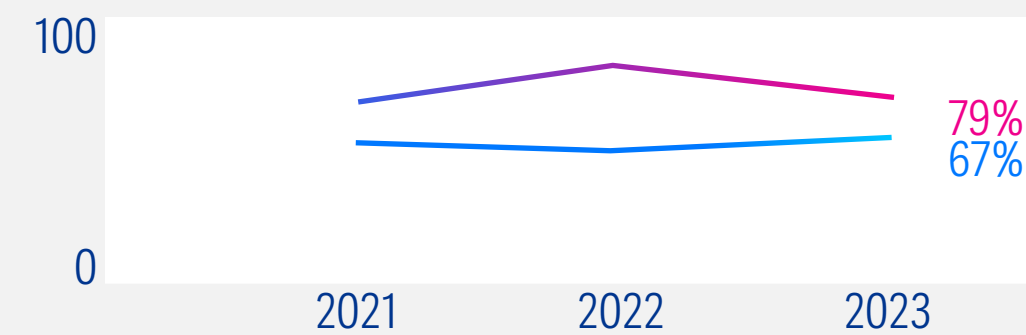
There are a few key suppliers in this space, with advanced email marketing platform Mailchimp remaining the most popular (42%), while Xplan (29%), Microsoft Outlook (18%) and Worksorted (11%) are also used by other businesses.



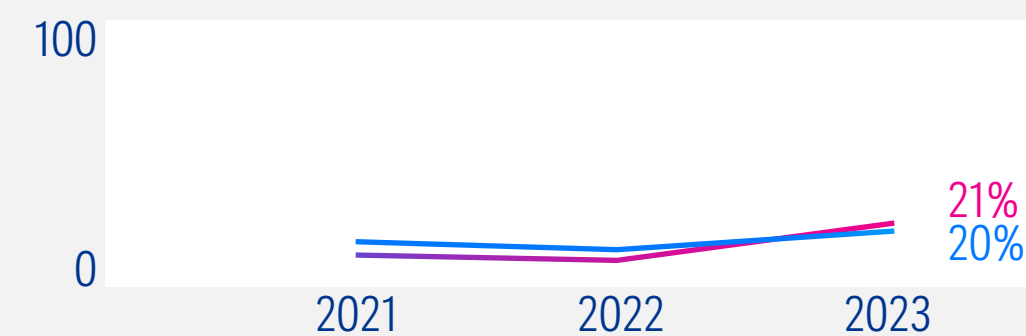
DO YOU USE TECHNOLOGY TO CREATE AND SEND EMAIL CAMPAIGNS AND NEWSLETTERS (OF AN EDUCATIONAL OR INFORMATIONAL NATURE TO CLIENTS BUT NOT PERSONAL CORRESPONDENCE) IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Mailchimp
Email campaigns and newsletter management platform

WHICH OF THE FOLLOWING TECHNOLOGIES DO YOU USE TO SEND EMAIL CAMPAIGNS AND NEWSLETTERS OF AN EDUCATIONAL OR INFORMATIONAL NATURE TO CLIENTS?

	2021	2022	2023
MAILCHIMP	37	44	42%
XPLAN	34	26	29%
MS OUTLOOK	8	14	18%
WORKSORTED	6	7	11%
OUTSOURCED (TO EXTERNAL AGENCY)	N/A	5	6%
SALESFORCE (2023 ONLY)	N/A	N/A	5%
PLUTOSOFT (2023 ONLY)	N/A	N/A	5%

EMPLOYEE BENEFIT PORTAL

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Niche adoption

DESCRIPTION

An online platform where employees can access, manage and claim their benefits (such as discounted gym membership or health insurance, volunteer days and charities).

BENEFIT

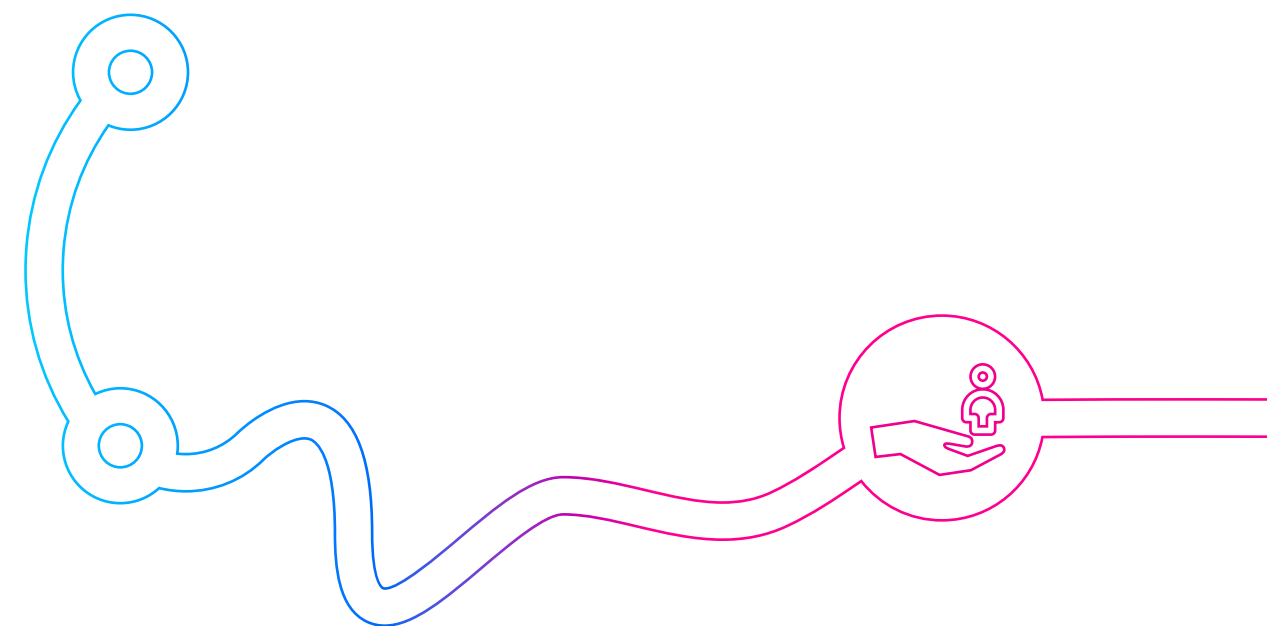
They streamline employee benefit management and reward staff over and above their salary to improve employee engagement and satisfaction.

USAGE

While this technology is currently only categorised as 'Niche adoption', employee benefit portals have increased strongly in usage this year (15%, up from 5% last year). AdviceTech Stars higher adoption (40%) and intention to adopt (28%) means this will be one to watch as it shifts to being a 'High potential adoption' tech.

SUPPLIERS

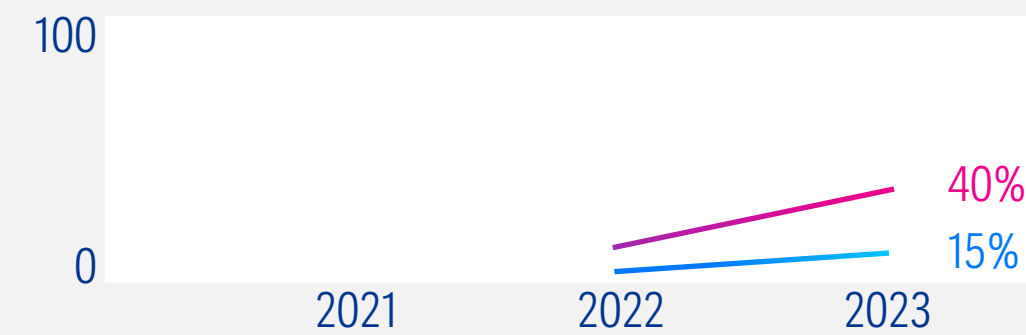
Employment Hero remains the most popular supplier (37%) of employee benefit portals, though a sizeable proportion are using a solution they've built in house (29%).



DO YOU USE AN EMPLOYEE BENEFIT PORTAL IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Employment Hero
Employee benefit portal

WHICH OF THE FOLLOWING EMPLOYEE BENEFITS PORTAL DOES YOUR BUSINESS USE?

*LOW SAMPLE SIZE

	2022 → 2023
EMPLOYMENT HERO	29 → 37%
BUILT IN-HOUSE	36 → 29%
MYOB (2023 ONLY)	14 → 5%
HAPPYHR (2023 ONLY)	7 → 5%

FINANCIAL PLANNING AND MODELLING SOFTWARE

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mass adoption

DESCRIPTION

A tool that supports the creation of accurate financial plans and models based on client data and a set of assumptions. Additional features include: document creation tools to help build personalised advice documents (like SoAs and RoAs), integration with CRMs and investment platforms.

BENEFIT

They offer the ability to efficiently develop multiple scenarios to compare the outcome of different strategies for clients, accurately. They can improve efficiency via streamlined advice document production, and reduction in manual data entry.

USAGE

For the purposes of the survey, it is assumed that all firms use this technology.

SUPPLIERS

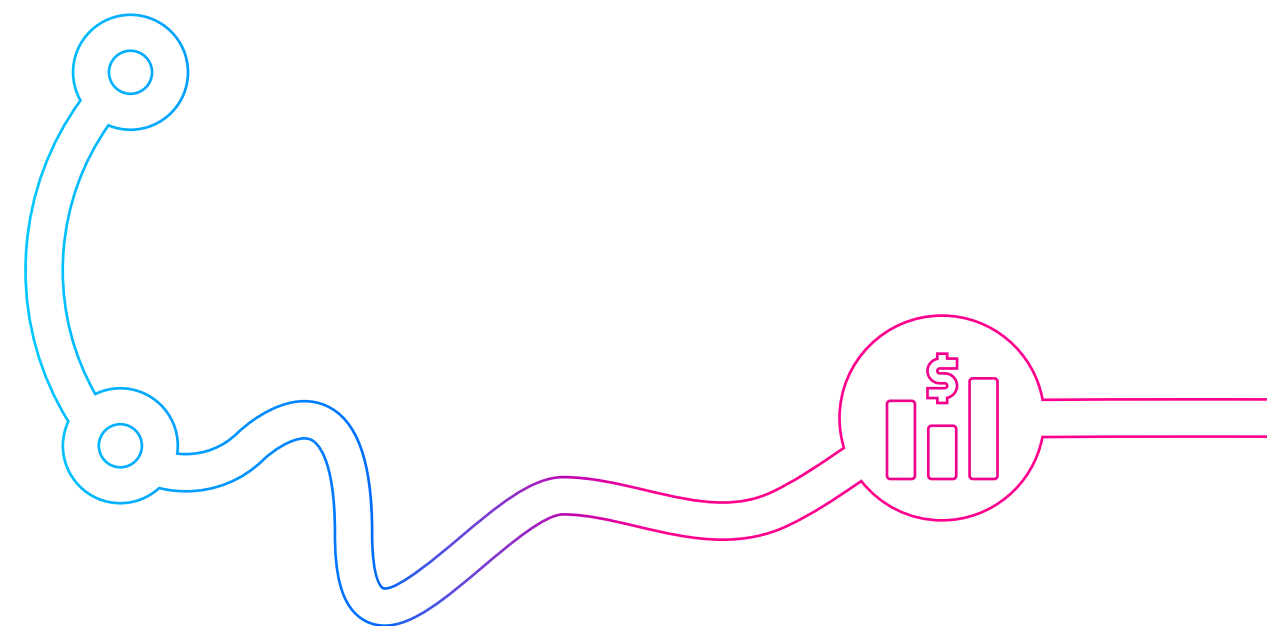
This year, Xplan remains the dominant supplier of planning and modelling software to advice businesses (62%) and AdviceTech Stars (72%). Despite this, there has been a significant increase from last year in businesses using Microsoft Excel (38%, up from 23%) for this purpose.



Xplan
Financial planning and modeling software

WHICH OF THE FOLLOWING TECHNOLOGIES AND TOOLS DO YOU USE TO MODEL, DEVELOP AND MANAGE A FINANCIAL PLAN FOR A CLIENT?

	2021 → 2022 → 2023
XPLAN	62 → 61 → 62%
MICROSOFT EXCEL	21 → 23 → 38%
MICROSOFT WORD	15 → 16 → 30%
PLUTOSOFT	N/A → 8 → 5%
ADVISERLOGIC	8 → 10 → 9%
MIDWINTER	8 → 7 → 9%
BUILT IN-HOUSE	9 → 9 → 5%



INVESTMENT RESEARCH TOOL

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Approaching mass adoption

DESCRIPTION

An online tool with access to comprehensive research, analysis and data that supports investment decision-making. Often reliant on a mix of qualitative research and quantitative analysis using big data, algorithms and sometimes artificial intelligence. Some key features include: real-time market data, advanced charting, educational resources, rule-based alerts.

BENEFIT

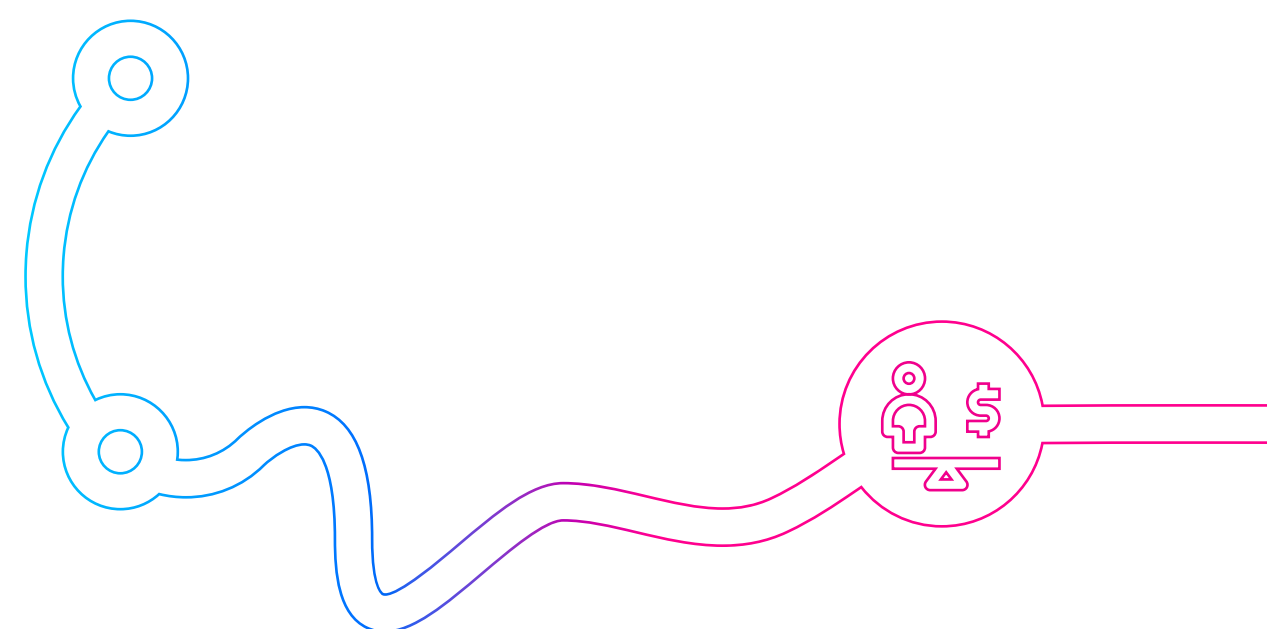
They aid in portfolio construction, help risk management, drives informed investment decisions, and offers market insights. Can be useful to help educate clients.

USAGE

Investment research tools are used by about two in three advice businesses (67%) and by only slightly more AdviceTech Stars (72%). An intention by advice firms to adopt it in the next 24 months (17% overall, 14% Stars) mean it is currently 'Approaching mass adoption'.

SUPPLIERS

Morningstar remains the most popular investment research tool provider (60%), which is closely followed by Lonsec (51%).



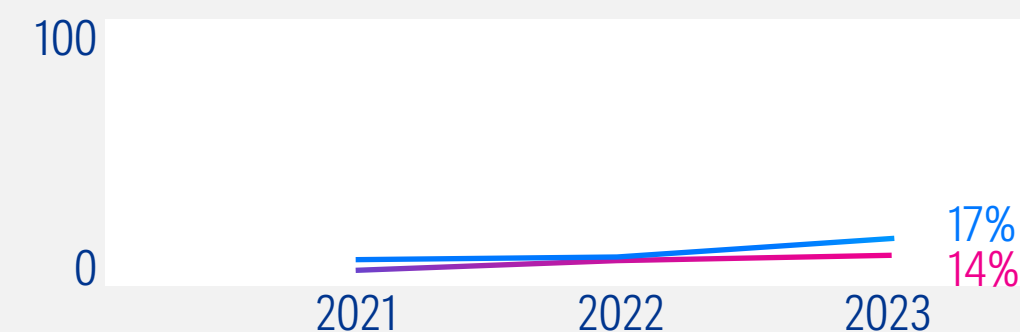
DO YOU USE INVESTMENT RESEARCH TOOLS AND TECHNOLOGIES FOR INVESTMENT SELECTION IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Morningstar
Investment research tool

WHICH INVESTMENT RESEARCH TOOLS AND TECHNOLOGIES DOES YOUR BUSINESS USE FOR INVESTMENT SELECTION?

	2021	2022	2023
MORNINGSTAR	63	57	60%
LONSEC	47	52	51%
XPLAN (2023 ONLY)	N/A	N/A	28%
ZENITH	10	14	14%
NETWEALTH COMPARE MANAGED FUNDS	8	10	12%
CHANT WEST	9	10	11%
BROKER RESEARCH	7	9	7%

MANAGED ACCOUNTS

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mature but not mass adoption

DESCRIPTION

A suite of technologies that support the creation and management of managed account models. Managed accounts are portfolios managed by a professional investment manager where the underlying assets are beneficially held by the client. The technology means that changes to the managed account can be implemented across some or all clients as frequently as required, without the need for individual RoAs or SoAs.

BENEFIT

They look to provide a more consistent investment process, with the potential to reduce investment implementation leakage. They can potentially reduce the amount of client approvals when trading, and enhances investment operational efficiency. Client benefits include improved transparency of underlying assets. Advice firms identify many benefits of managed accounts, for both the business and their clients. The 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.

Seven in 10 (69%) firms using managed accounts report getting improved efficiency. This comes in the form of time savings (88%), reduced paperwork (77%), scalability (61%) and expert investment assistance (57%). They also report better trading efficiency (60%), client engagement (49%) and clients having improved understanding of their investment portfolio (37%).

USAGE

Managed accounts are used by just over half of advice firms (52%), though AdviceTech Stars are more likely to be embracing them (60%). Usage is likely to increase as one in five Stars (19%) anticipate adopting them in the next 24 months. As a technology that has been around for a long while without yet being embraced by most businesses, they are 'Mature but not mass adoption'.

With that said, we have seen an increase since 2020 in the percentage of a firm's client base that use managed accounts, with one third of advice firms (35%) who use them, now use them for over half of their client base, having grown from a quarter (26%).

WHAT BUSINESS AND CLIENT BENEFITS DO YOU RECEIVE FROM USING MANAGED ACCOUNTS?

		2021	→	2022	→	2023
BUSINESS	IMPROVED EFFICIENCY*	76	→	83	→	69%
	ADDITIONAL REVENUE STREAM	7	→	6	→	11%
CLIENT	BETTER CLIENT ENGAGEMENT	42	→	43	→	49%
	BETTER TAX OUTCOMES FOR CLIENTS	37	→	30	→	34%
	BETTER TRADING EFFICIENCY	66	→	48	→	60%
	CLIENTS HAVE IMPROVED UNDERSTANDING OF THEIR INVESTMENT PORTFOLIO	36	→	46	→	37%

(Businesses using managed accounts)

*IN WHAT AREAS ARE YOU GETTING IMPROVED EFFICIENCY FROM USING MANAGED ACCOUNTS?

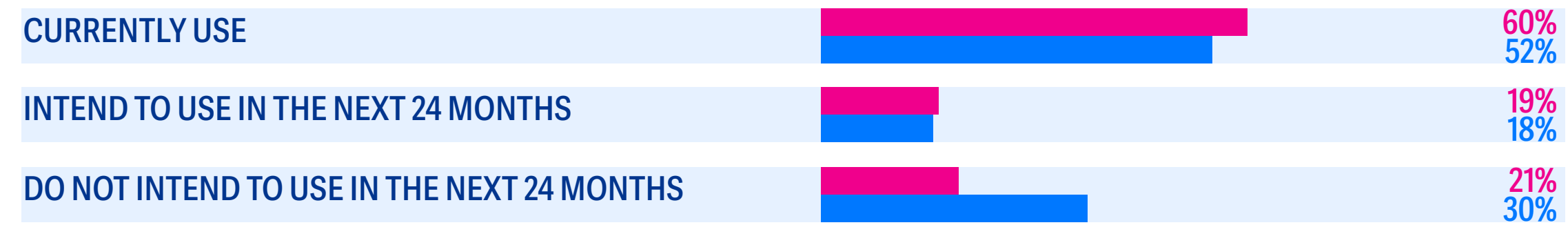
TIME SAVINGS		88%
REDUCED PAPERWORK (ROAS)		77%
SCALABILITY		61%
EXPERT INVESTMENT ASSISTANCE		57%
CONSISTENT PORTFOLIO RETURNS		40%
BETTER TAX EFFICIENCY		29%
MORE CUSTOMISATION		20%
OTHER		3%

(Businesses using managed accounts who are getting improved efficiency)

MANAGED ACCOUNTS CONT.

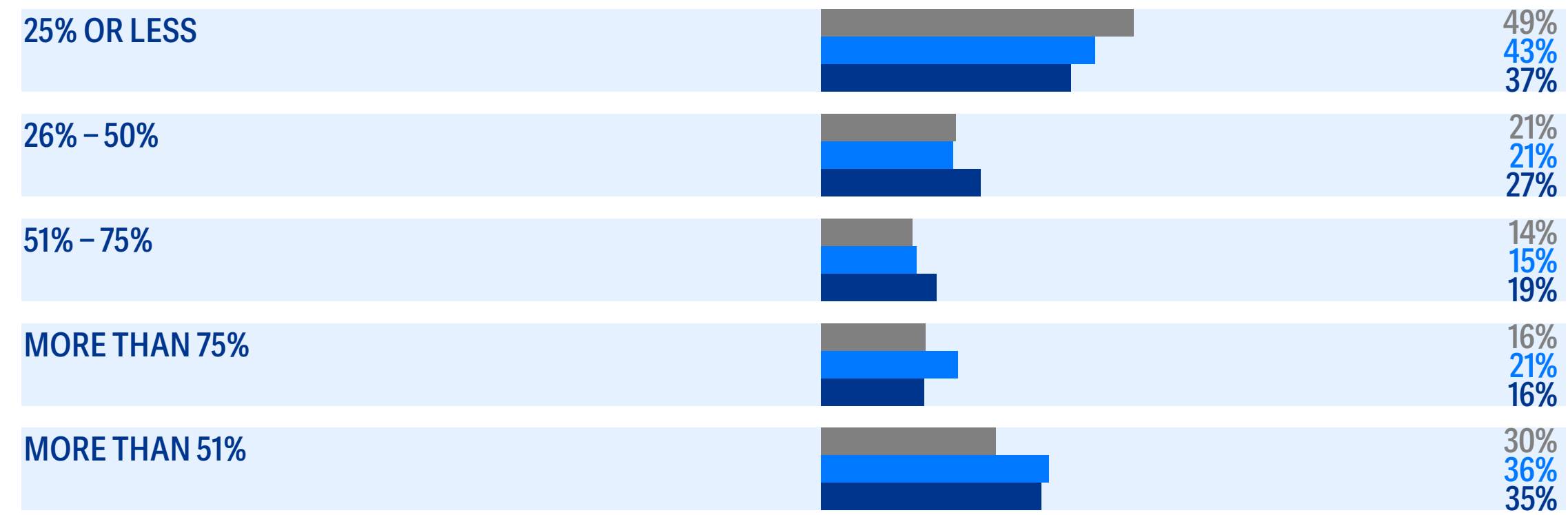
DO YOU USE MANAGED ACCOUNTS IN YOUR BUSINESS?

• AdviceTech Stars • Overall



WHAT PERCENTAGE OF YOUR CLIENT BASE DO YOU USE MANAGED ACCOUNTS FOR?

• 2021 • 2022 • 2023



(Businesses using managed accounts)



OFF-PLATFORM ASSET MANAGEMENT

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mass adoption

DESCRIPTION

A technology and administration solution where management of non-custodial assets, typically held outside traditional platforms, is still managed by the platform provider. Relying on an outsourced admin and mail house to manage transactions and data for assets such as private equity or internationally domiciled funds.

The off-platform assets that advice firms look to manage are varied, with the most popular ones being direct property (44% overall, 54% Stars), private equity funds (28% overall, 59% Stars), unlisted property trusts/syndicates (21% overall, 44% Stars), private business/venture capital (14% overall, 31% Stars), and private debt funds (12%, 38% Stars).

BENEFIT

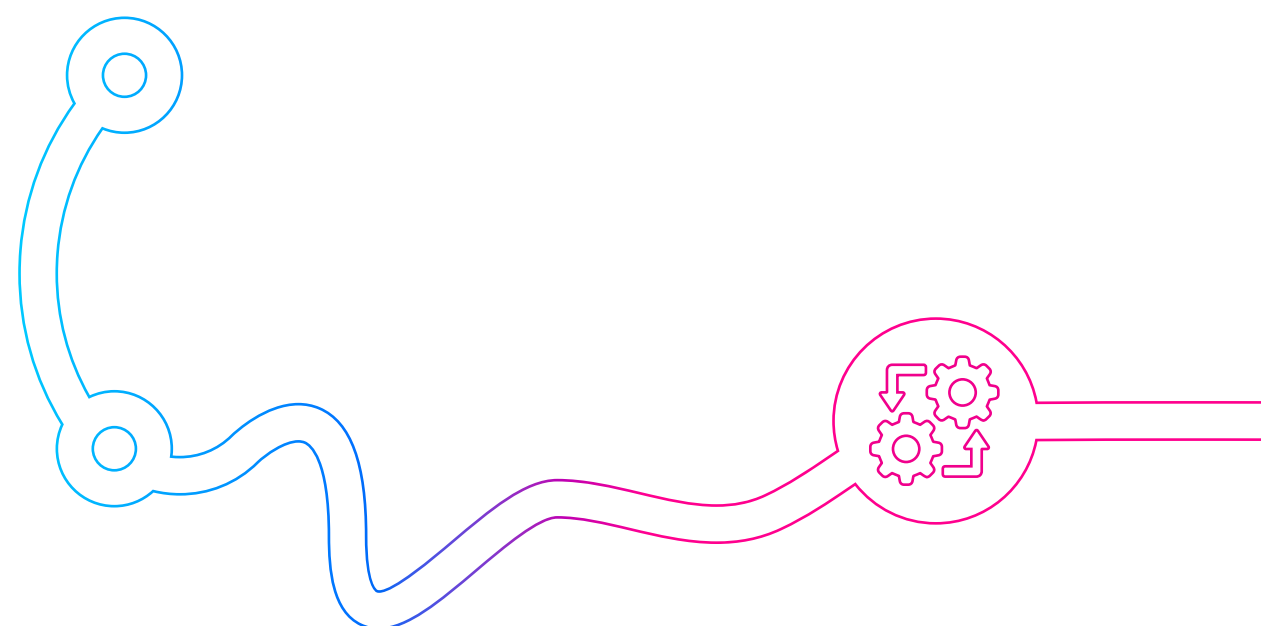
These reduce the operational overhead when managing non-custodial assets, improving efficiency. The client benefits include a broader investment universe and more customised strategies.

USAGE

Just over a quarter of both AdviceTech Stars and firms overall (26% each) manage off-platform assets in things like property or in a direct share portfolio for more than 25% of the value of their client portfolios. So, on average we find 20% of their clients' super and investments is held off-platform. Allocation has remained relatively steady year on year.

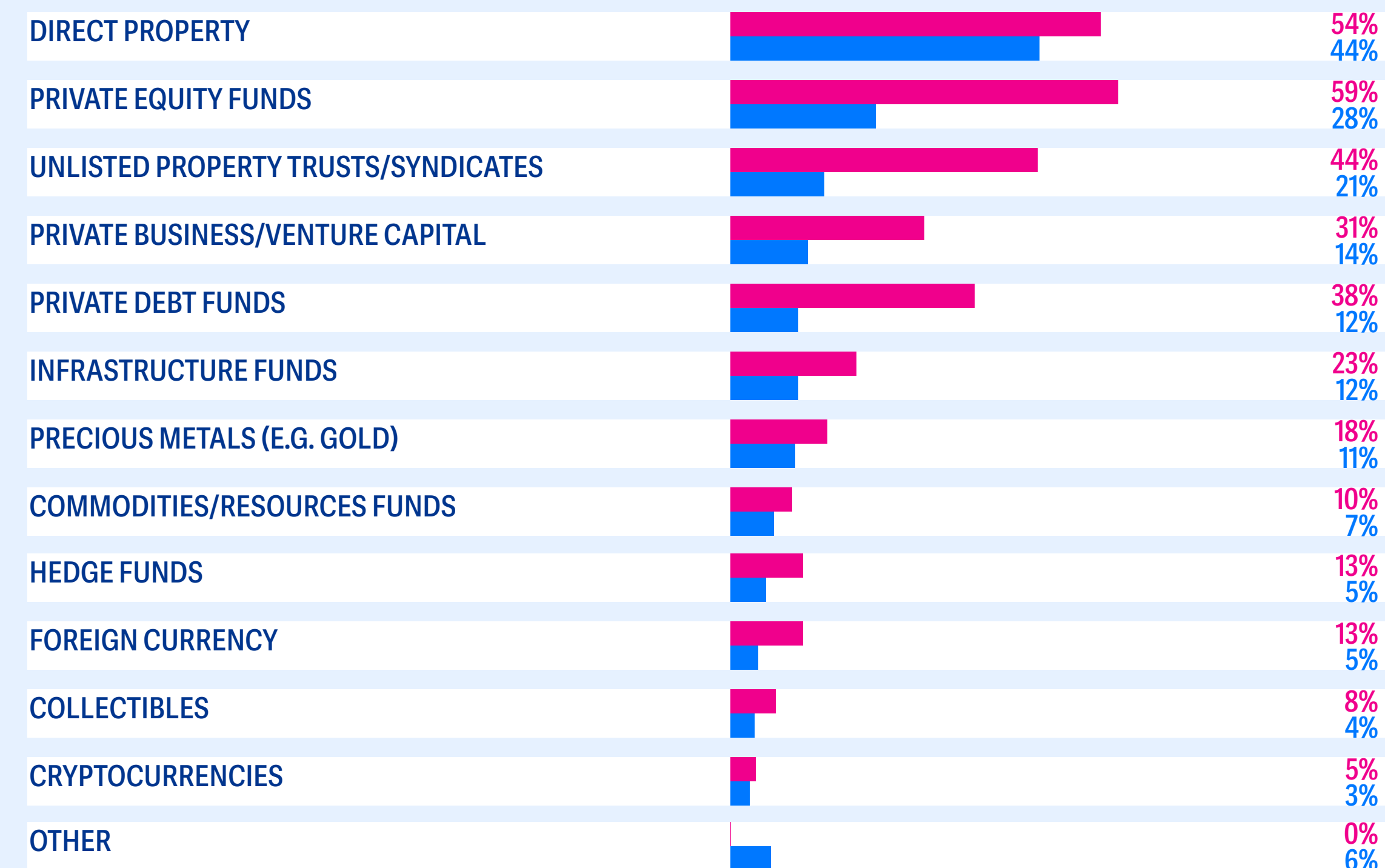
SUPPLIERS

Most firms holding assets off-platform will use their CRM system (52%) to do so, though a smaller proportion of business will use offerings from Xplan (30%) or from their online broking/trading platform (23%), which is more popular with AdviceTech Stars (41% use this).



WHICH OF THE FOLLOWING NON-CUSTODIAL ASSETS DO YOU MANAGE FOR YOUR CLIENTS?

• AdviceTech Stars • Overall

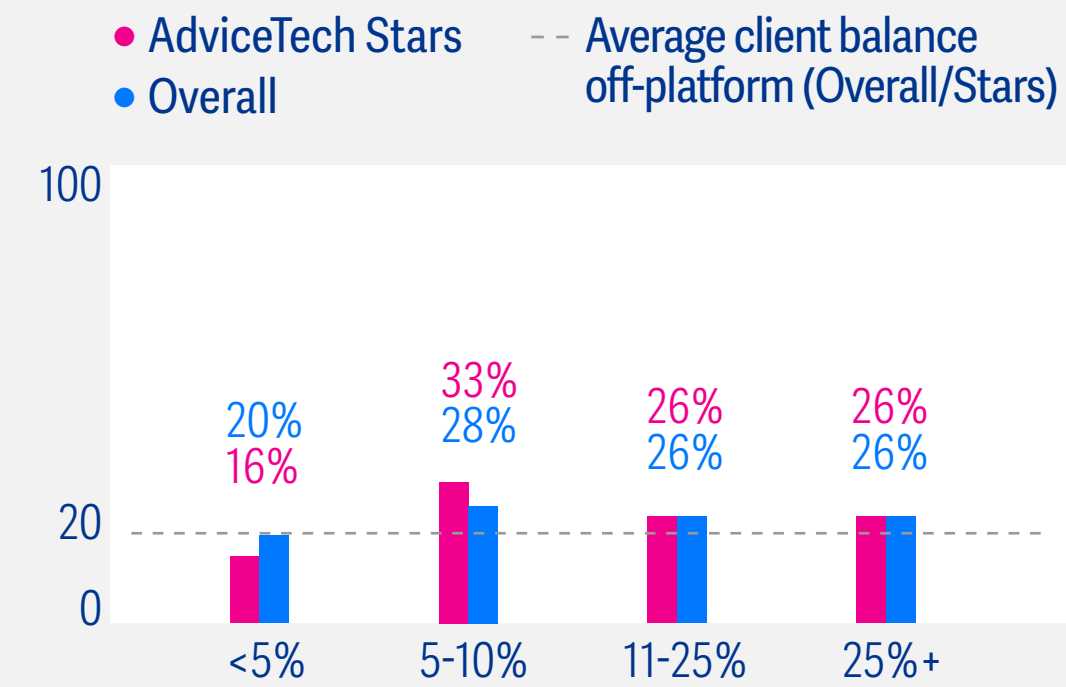


OFF-PLATFORM ASSET MANAGEMENT CONT.



My CRM system
Off-platform asset management

ON AVERAGE, WHAT PERCENTAGE OF YOUR CLIENTS' SUPER AND INVESTMENTS IS HELD 'OFF-PLATFORM' (E.G. IN PROPERTY OR IN A DIRECT SHARE PORTFOLIO)?



WHAT TECHNOLOGIES DO YOU USE TO MANAGE SOME OF YOUR CLIENTS' SUPER AND INVESTMENTS 'OFF-PLATFORM' (IN A NON-CUSTODIAL ENVIRONMENT)?

	2021	2022	2023
MY CRM SYSTEM	48	55	52%
XPLAN	N/A	4	30%
ONLINE BROKING/ TRADING PLATFORM	27	23	23%
MICROSOFT EXCEL/ GOOGLE SHEETS	16	16	15%
SMSF SOFTWARE	N/A	N/A	13%
MY SUPER/INVESTMENT PLATFORM	9	8	8%
ACCOUNTING/ TAX SOFTWARE	N/A	11	7%

ONLINE FACT-FIND AND RISK PROFILING TOOL

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

These tools digitally collect or capture information about the client during the fact-finding process, including basic information plus their risk profile.

BENEFIT

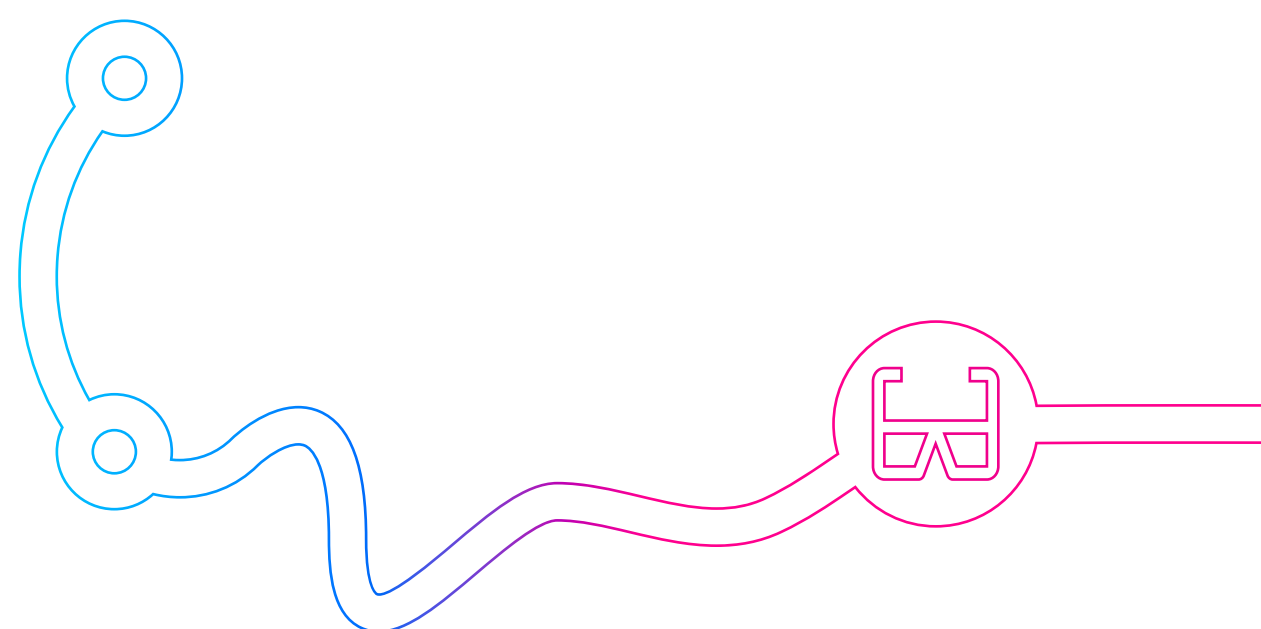
They streamline initial meetings and the fact-finding process, improving customer experience and speeding up the Statement of Advice (SoA) and Record of Advice (RoA) process.

USAGE

Online tools to capture client information and their risk profile are used by about half of advice firms (46%), which has trended up steadily over the previous five years (34%). About the same proportion of AdviceTech Stars (51%) also use these, though the strong levels of intention to adopt (40%) make these tools a technology with 'High potential adoption'.

SUPPLIERS

Xplan is the most popular supplier used by advice firms (36%) and AdviceTech Stars (41%). Firms are also looking to in-house built solutions (13% overall and 18% of Stars) and Plutosoft (12% overall and 18% Stars). Astute Wheel has fallen significantly in the past few years (5%, down from 19% in 2019).



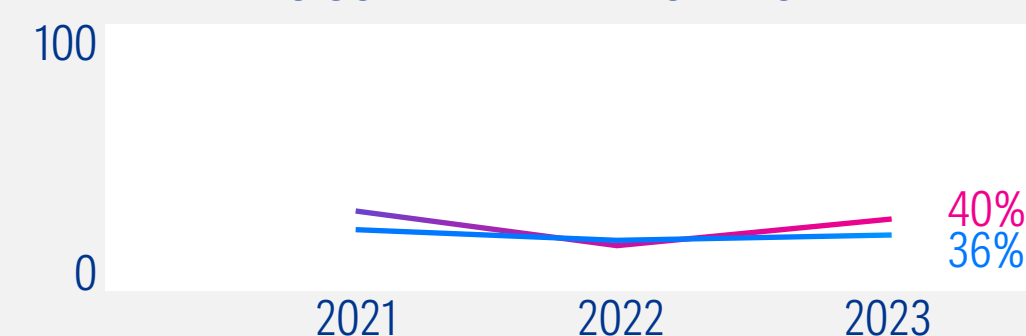
DO YOU USE SELF-SERVICE TOOLS TO CAPTURE CLIENT (OR PROSPECT) INFORMATION, INCLUDING THEIR RISK PROFILE AND FACT-FIND INFORMATION IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Xplan
Online fact-find & risk profiling tool

WHICH OF THE FOLLOWING TECHNOLOGIES AND TOOLS DO YOU USE TO COLLECT FACT FIND AND RISK PROFILING INFORMATION ONLINE?

	2021	2022	2023
XPLAN	18	22	36%
MICROSOFT WORD	3	6	14%
BUILT IN-HOUSE	11	17	13%
PLUTOSOFT	4	11	12%
MYPROSPERITY	14	17	11%
FINAMETRICA	16	10	10%
ADVISERLOGIC	6	5	10%
IFACTFIND	3	6	9%
WORKSORTED	3	5	8%
ASTUTE WHEEL	34	15	5%

ONLINE MEETING TOOLS

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mass adoption

DESCRIPTION

A tool that enables virtual meetings through audio, video, and chat communication, often with screen sharing and polling capabilities.

BENEFIT

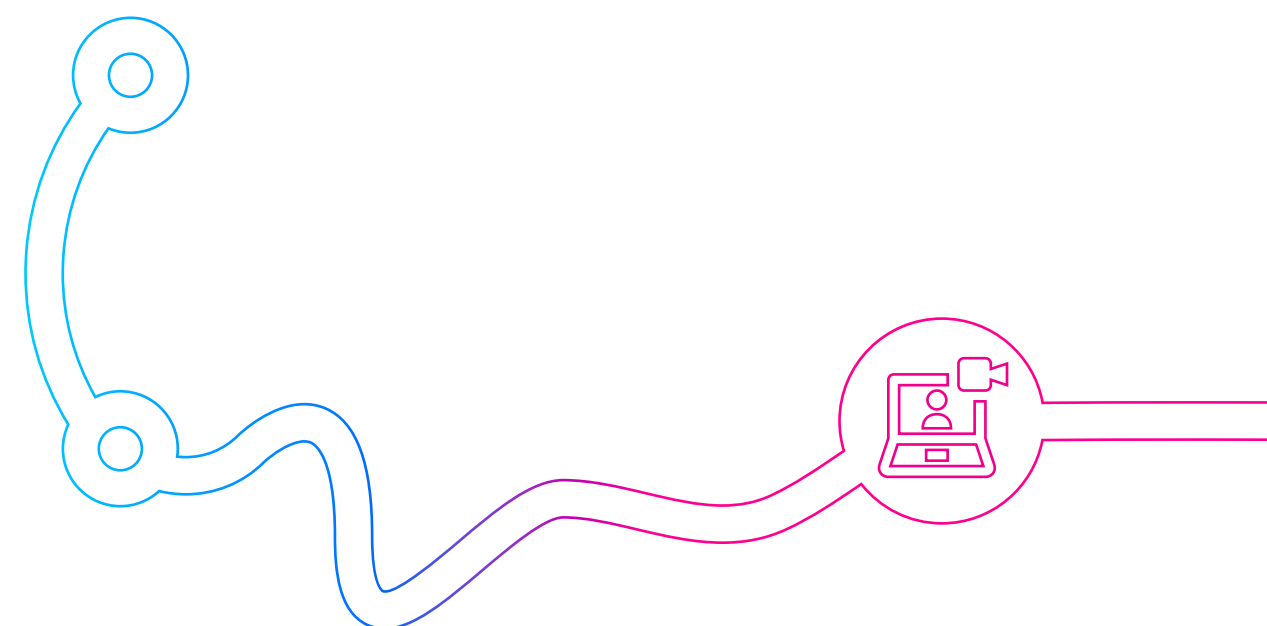
They support remote collaboration (regardless of geographical location), increase meeting accessibility, and improve communication efficiency.

USAGE

As an after-effect of the pandemic, online meeting tools are here to stay and their usage (78%) has plateaued, after peaking last year (80%, up from 51% in 2019). AdviceTech Stars are using them at a similar rate (79%), and these factors mean online meeting tools are practically 'Mass adoption' technology now.

SUPPLIERS

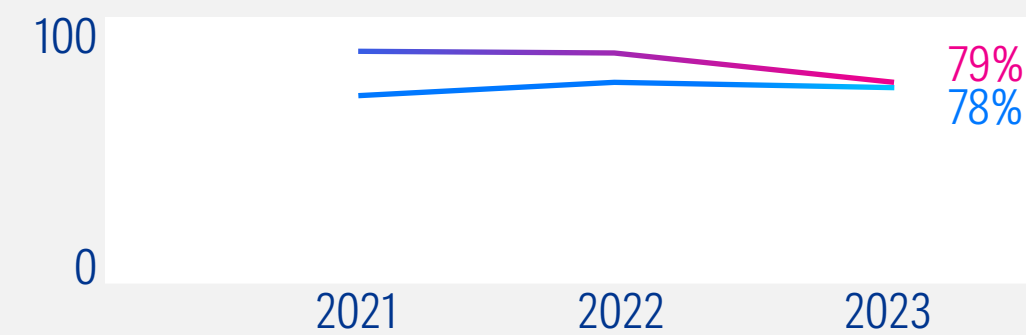
Most businesses are now using Microsoft Teams (86%, and 97% of Stars) for online meetings (up from 13% in 2020), and Zoom's early dominance in this space has plateaued and even declined slightly (78%, down from 89% in 2021). High usage of both suppliers means many businesses are using both suppliers in their operations.



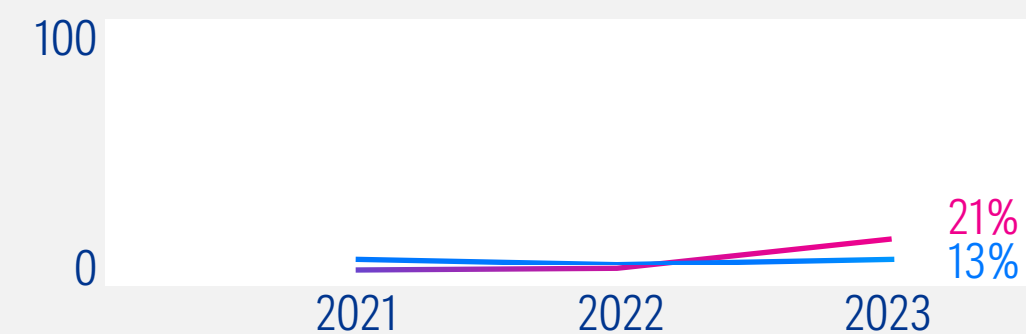
DO YOU USE ONLINE MEETING TOOLS FOR CLIENT MEETINGS IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Microsoft Teams
Online meeting tools

WHICH OF THE FOLLOWING ONLINE MEETING TOOLS DO YOU USE FOR CLIENT MEETINGS?

	2021	2022	2023
MICROSOFT TEAMS	54	65	86%
ZOOM	89	85	78%
VIDEO CHAT APPS (E.G. FACEBOOK MESSENGER, FACETIME, WHATSAPP)	N/A	9	9%
SKYPE	12	8	5%
GOTOMEETING	11	8	5%

ONLINE AND MOBILE ADVERTISING

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Niche adoption

DESCRIPTION

A suite of tools that allow for the creation, publishing and analysis of online advertising – that is advertising appearing in a search engine, social media site, website, mobile app, video or audio stream, email newsletter or another digital medium.

BENEFIT

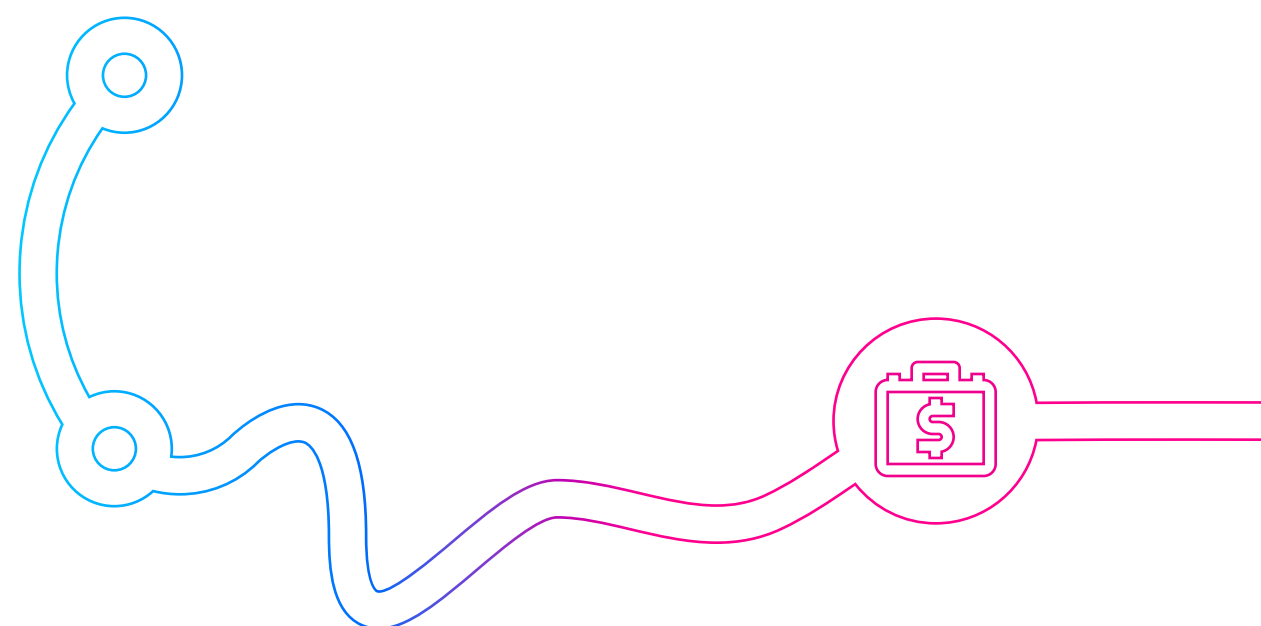
They look to expand audience reach and enhance brand visibility (often cost effectively) by delivering messages based on the consumer's interests, behaviour, and/or location. Detailed analytics provide measurable results. They can enhance creativity and staff productivity with self-service tools for the easy creation of advertising.

USAGE

Only a small number of advice firms are utilising online or mobile advertising such as search or banner ads to promote their businesses (13%), a fact that has remained consistent over the previous five years (15% in 2019). AdviceTech Stars are slightly more likely to be advertising online (21%), though they do have high intentions to change this in the coming two years (35%). Low overall usage makes this a 'Niche adoption' technology.

SUPPLIERS

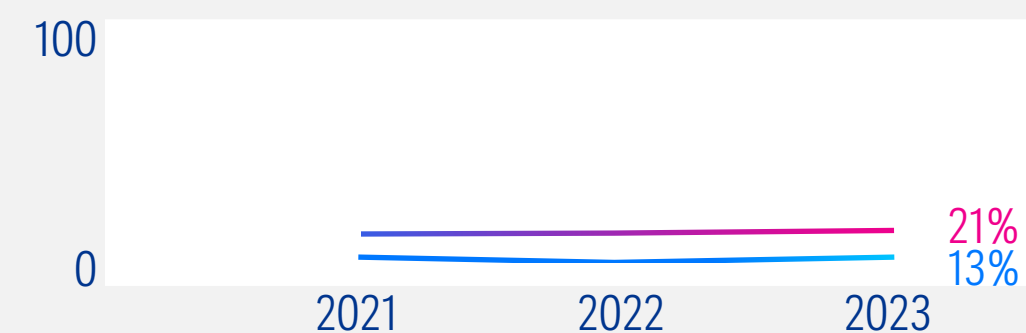
Most who are advertising online are using Google paid search (49%) or Facebook paid advertising (38%). A smaller number of businesses are using LinkedIn (16%) and Instagram (8%) to advertise.



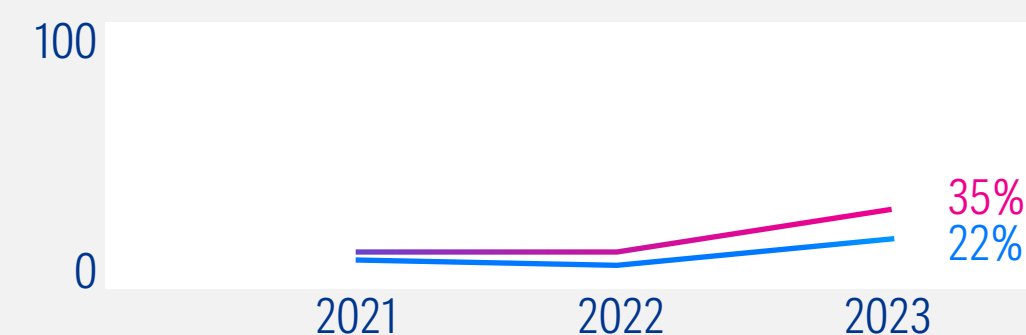
DO YOU USE PAID ONLINE OR MOBILE ADVERTISING (E.G. SEARCH OR BANNER ADS) IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Google
Online & mobile advertising

WHICH OF THE FOLLOWING ONLINE PAID ADVERTISING PLATFORM DO YOU USE FOR YOUR BUSINESS?

*LOW SAMPLE SIZE, RESULTING IN VOLATILE YEAR TO YEAR VARIATION

	2021	→	2022	→	2023
GOOGLE PAID SEARCH	50	→	66	→	49%
FACEBOOK PAID ADVERTISING	68	→	59	→	38%
LINKEDIN PAID ADVERTISING	16	→	25	→	16%
INSTAGRAM PAID ADVERTISING	N/A	→	13	→	8%

PEOPLE MANAGEMENT TECHNOLOGY

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

A comprehensive suite of features to streamline HR tasks like recruitment, onboarding, payroll, performance feedback, learning and development, expense management, leave applications, workforce analytics, and compliance – for both staff and HR staff. Features include: employee self-service, applicant tracking, onboarding checklists, payroll information.

BENEFIT

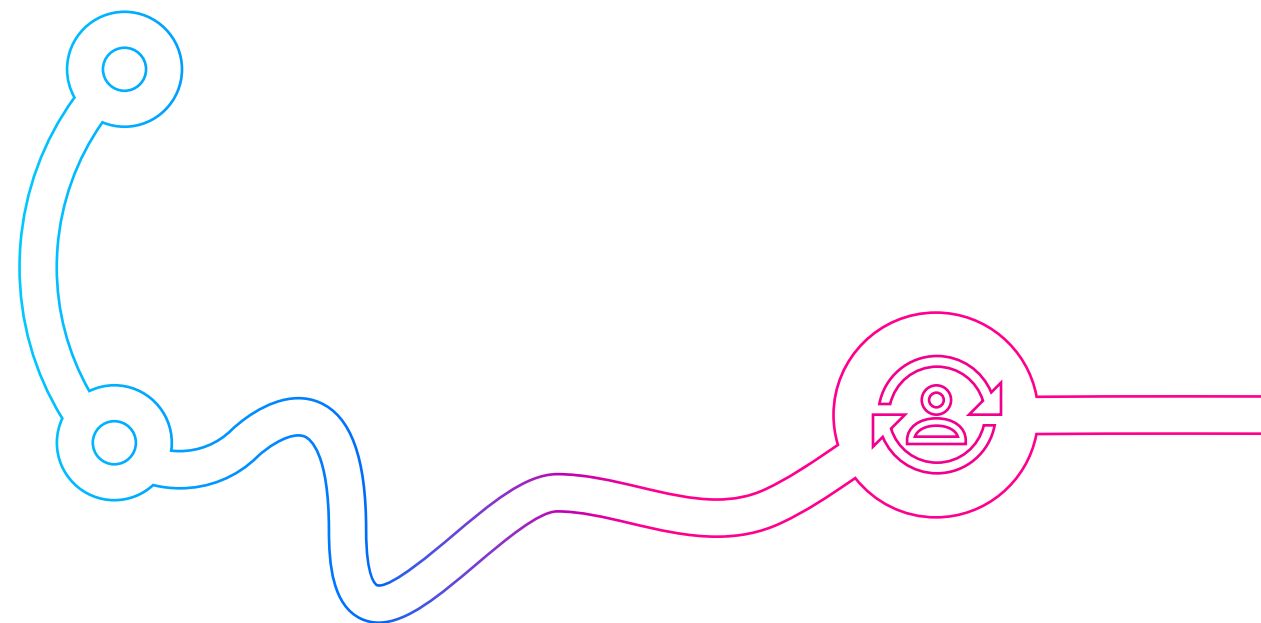
They improve HR efficiency, staff satisfaction and support employee development. They can improve accuracy and compliance by reducing the risk of human error and ensuring adherence to legal and regulatory requirements.

USAGE

Over half (55%) of businesses are now using people management technology to manage leave, expenses, performance, etc. AdviceTech Stars are much more likely to use them (70%) or to plan on adopting them in the next 24 months (21%), meaning these tools are ‘High potential adoption’ technologies.

SUPPLIERS

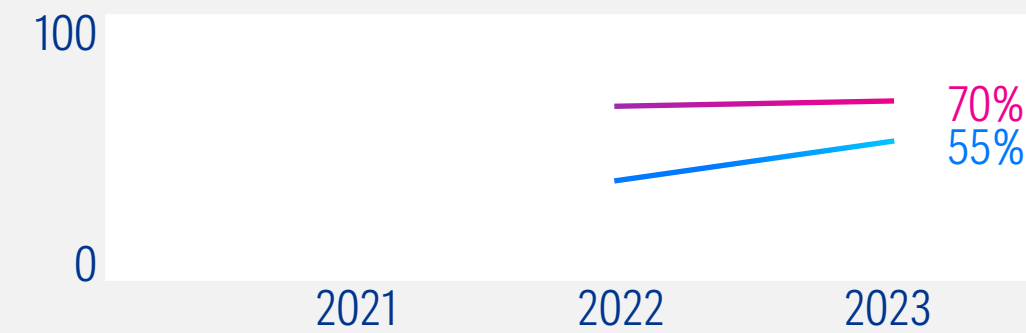
Xero continues to dominate this space, used by more than two in three firms (68%, 47% of Stars), while a smaller proportion use Employment Hero (12%), yet is more widely adopted by Stars with almost a quarter adopting it (23%). Happy HR is also used by a small group of Stars (10%).



DO YOU USE PEOPLE MANAGEMENT TECHNOLOGY TO MANAGE LEAVE, EXPENSES, PERFORMANCE, ETC. IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Xero

People management technology

WHICH OF THE FOLLOWING PEOPLE MANAGEMENT TECHNOLOGIES DOES YOUR BUSINESS USE TO MANAGE LEAVE, EXPENSES, PERFORMANCE, ETC.?

	2022 → 2023
XERO	38 → 68%
EMPLOYMENT HERO	7 → 12%
MICROSOFT EXCEL	9 → 11%

PRESENTATION SOFTWARE

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mature but not mass adoption

DESCRIPTION

A tool that supports the creation and display of presentations with text, graphics, and multimedia. Key features include: templates, slide animations and transitions, the ability to add audio and videos, share and collaborate with staff online.

BENEFIT

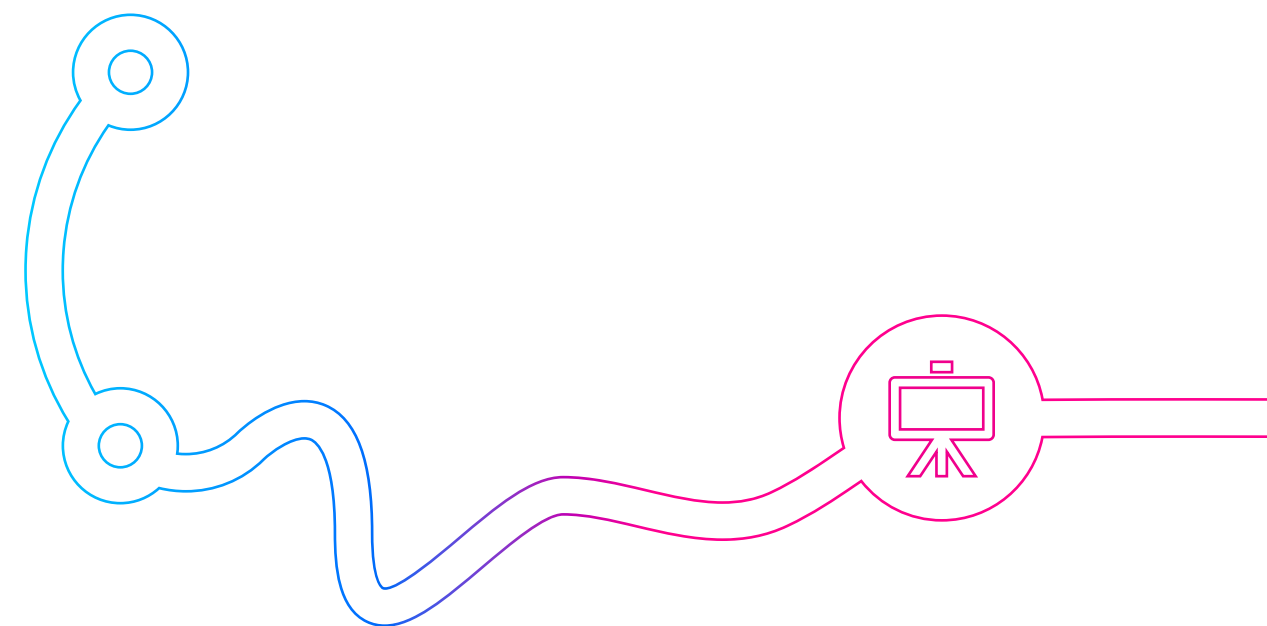
They can aid in effective communication, supporting visual learning, and enhancing audience engagement. Templates and other tools help improve visual consistency and help save time.

USAGE

Software to create presentations to clients is used by just over half (53%) of advice firms and only slightly more AdviceTech Stars (56%). A third (33%) of Stars and businesses overall say they will implement these tools in the next two years, though this technology is expected to remain in the 'Mature but not mass adoption' categorisation.

SUPPLIERS

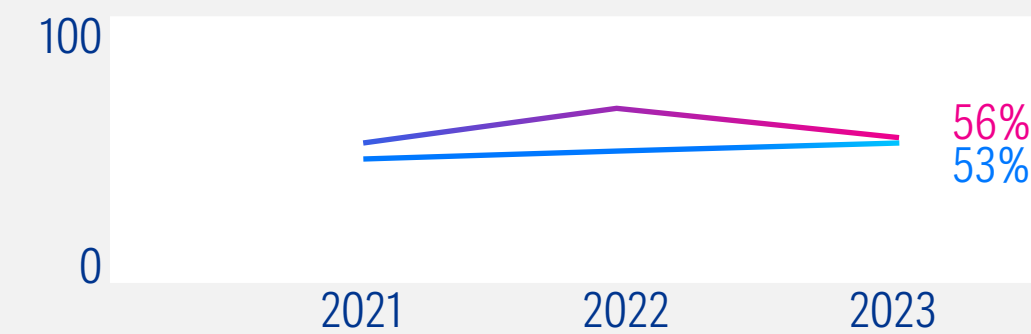
Microsoft PowerPoint is still the most popular provider of presentation software (54%), though its usage has decreased significantly over the previous five years (86% in 2019). Many businesses are shifting towards using Xplan instead (43%, up from 21% last year), potentially using its online reporting capabilities.



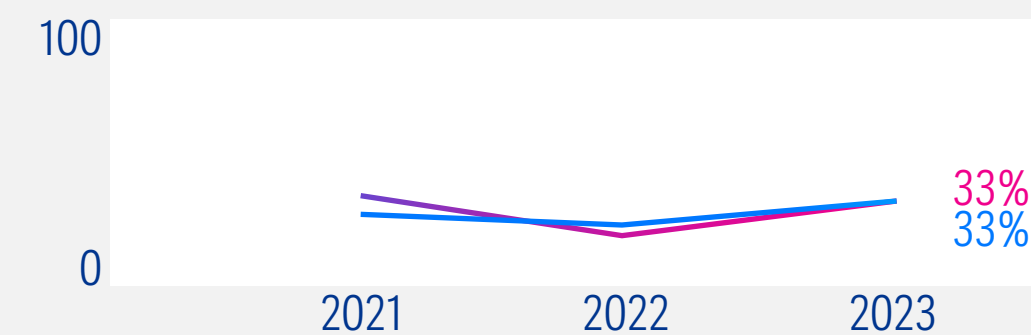
DO YOU USE TECHNOLOGY TO CREATE PRESENTATIONS TO CLIENTS IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Microsoft PowerPoint
Presentation software

WHICH OF THE FOLLOWING SOFTWARE PACKAGES DOES YOUR BUSINESS USE TO CREATE PRESENTATIONS TO CLIENTS?

	2021	→	2022	→	2023
MICROSOFT POWERPOINT	85	→	71	→	54%
XPLAN	N/A	→	21	→	43%
CANVA	13	→	25	→	14%

PROFESSIONAL DEVELOPMENT TOOLS

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mass adoption

DESCRIPTION

An online resource for learning and development, designed to enhance professional skills and support mandatory continuing professional development (CPD) requirements. Typically supported by self-learning modules, quizzes, administration reporting.

BENEFIT

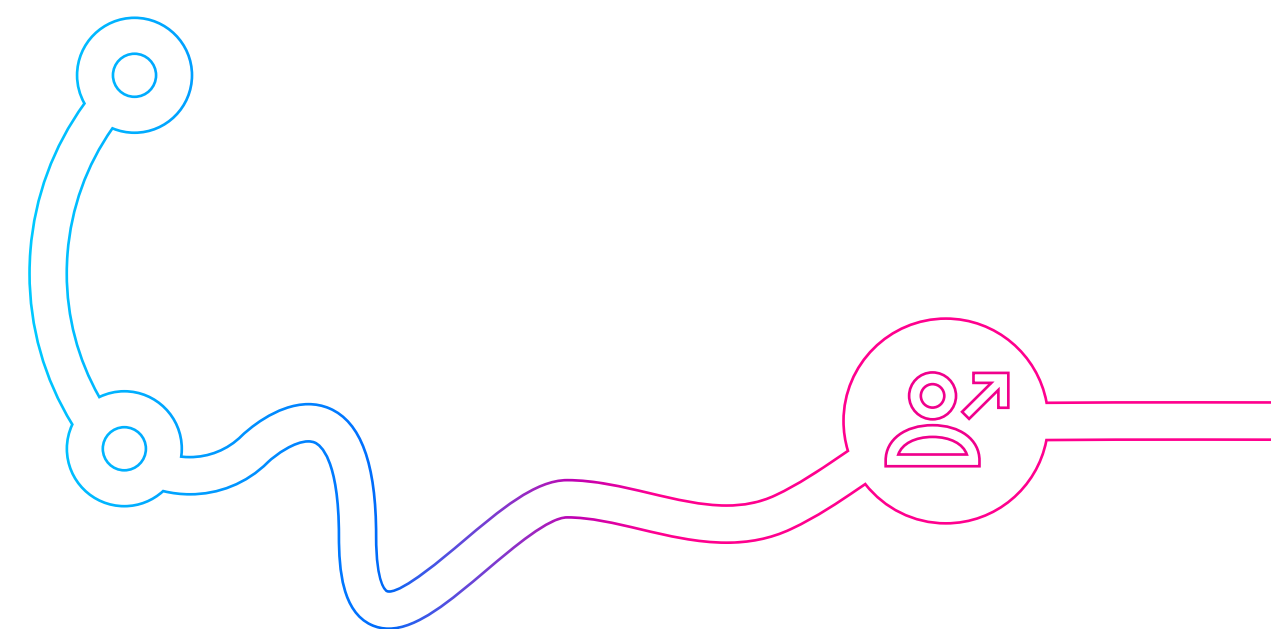
They support career growth through continuous learning, increase employee retention, and allow management to understand training and compliance gaps.

USAGE

Professional development tools for CPD training are categorised as a 'Mass adoption' tech as they are used by eight in 10 firms (82%) and nine in 10 (91%) AdviceTech Stars. This figure is unlikely to increase much as this technology has almost reached full implementation in the advice industry (7% intention to adopt).

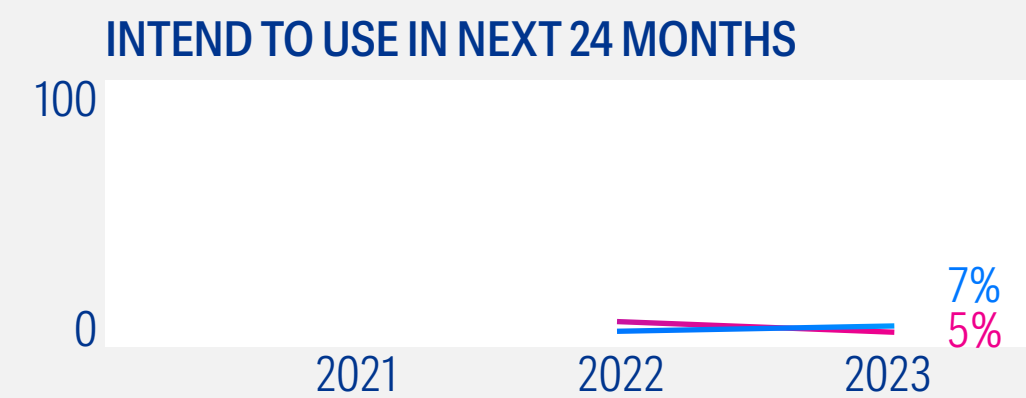
SUPPLIERS

Kaplan remains the dominant supplier of professional development tools (89%), though some firms use offerings from their licensee (13%) or from Aspire (6%).



DO YOU USE PROFESSIONAL DEVELOPMENT TOOLS OR PROVIDERS FOR CPD TRAINING IN YOUR BUSINESS?

• AdviceTech Stars • Overall



Kaplan
Professional development tools

WHICH OF THE FOLLOWING ONLINE PROFESSIONAL DEVELOPMENT TOOLS OR PROVIDERS FOR CPD DOES YOUR BUSINESS USE?

	2022 → 2023
KAPLAN	85 → 89%
FROM MY LICENSEE	14 → 13%
ASPIRE	2 → 6%

REGTECH SOLUTION FOR COMPLIANCE AND REGULATORY MANAGEMENT

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Niche adoption

DESCRIPTION

RegTech solutions are design to provide oversight of regulatory procedures, regulatory surveillance, disclosure, and adherence to compliance rules. For the purpose of this report, we are only looking at 'stand-alone' compliance and regulatory management systems, that is, those that are not embedded in other software solutions, like your investment platform or CRM.

BENEFIT

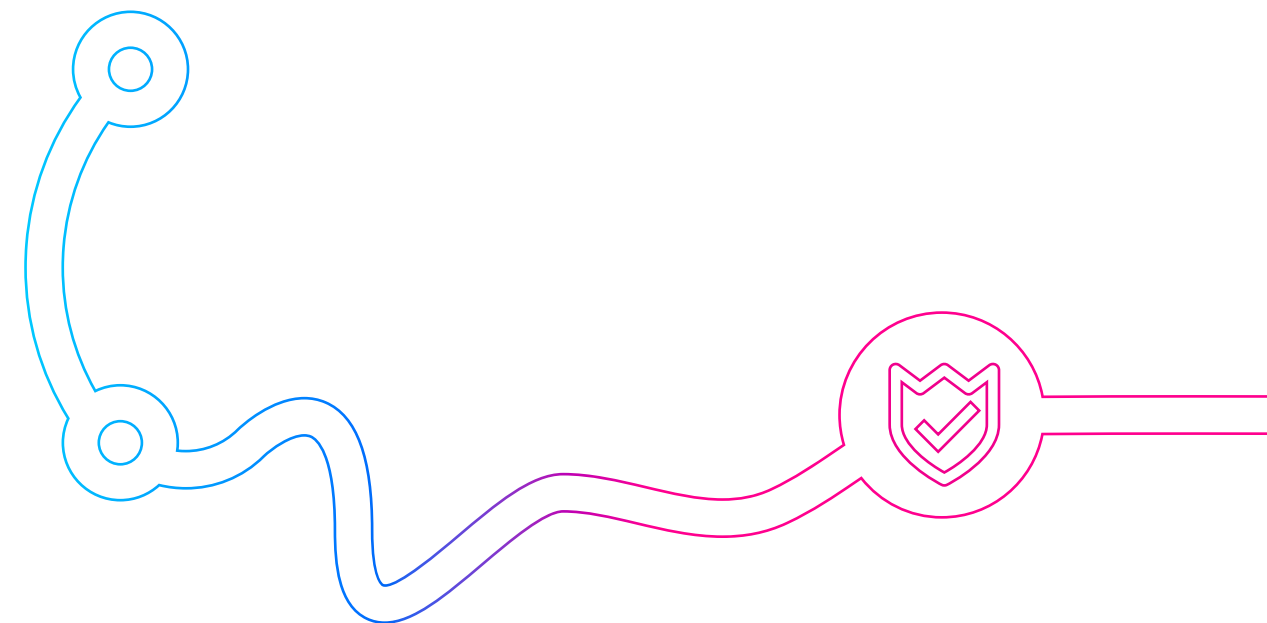
Through the automation of routine and manual activities, RegTech systems can help diminish the burden of adherence to regulations. In terms of risk reduction, sophisticated data analytics and forecasting features aid in pinpointing and evaluating potential risks prior to them becoming regulatory violations.

USAGE

Stand-alone regtech solutions are currently only used by about one in five (19%) advice firms, and the same amount (19%) intend on implementing them in the coming two years. AdviceTech Stars are more than twice as likely to be currently using them (44%) and are similarly likely to be intending on adoption them soon (23%). While the technology is currently quite niche in overall firms, it has high adoption potential.

SUPPLIERS

These technologies are only used by a small number of firms, and the suppliers they use are fragmented. The most popular suppliers are Fourth Line (9%), SAMI (Supervision and Monitoring Intelligence) (8%), and KitLegal (8%).



DO YOU USE STAND-ALONE REGTECH SOLUTIONS FOR COMPLIANCE AND REGULATORY MANAGEMENT IN YOUR BUSINESS?

• AdviceTech Stars • Overall



Fourth line
Regtech solution for compliance and regulatory management

WHICH OF THE FOLLOWING STAND-ALONE REGTECH SOLUTIONS DOES YOUR BUSINESS USE?

Solution	2023(ONLY)
FOURTH LINE	9%
SAMI (SUPERVISION AND MONITORING INTELLIGENCE)	8%
KITLEGAL	8%

SCALED ADVICE TECHNOLOGY

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

A suite of tools that assist in the provision of financial advice that only addresses one or a few specific needs of a client (rather than a comprehensive financial plan). The tools supports data collection, modelling, plus the efficient creation of advice documents.

BENEFIT

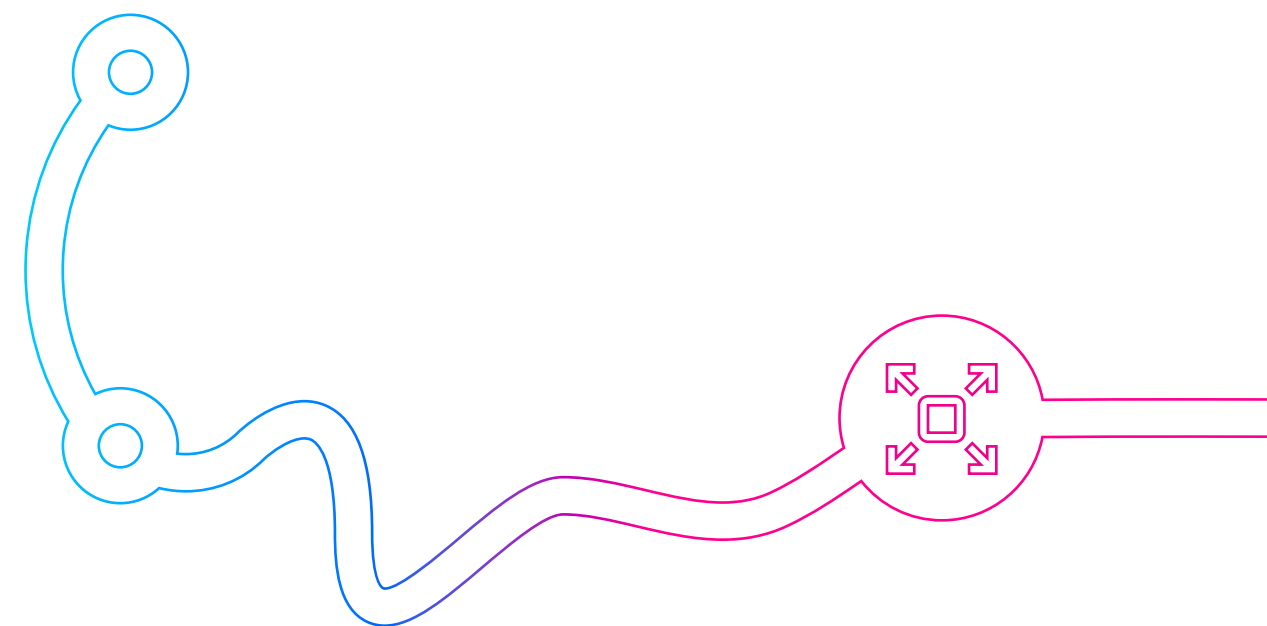
They can improve access to advice for clients through reduced cost, which has the potential to expand an advice firms' client base. This approach may be particularly suitable for younger clients who may not require or be able to afford comprehensive advice.

USAGE

Scaled advice technology usage has increased significantly this year (38%, up from 29% last year). High intention to adopt among firms overall (36%) and AdviceTech Stars (37%) means scaled advice tech is one to watch with 'High potential adoption' categorisation.

SUPPLIERS

A variety of suppliers provide scaled advice technology including Xplan Prime (17%), Plutosoft (14%) and AdviserLogic (10%), while a smaller proportion of firms use an option from Midwinter AdviceOS (9%) or one that has been built in-house (8%).



DO YOU USE SCALED ADVICE TECHNOLOGIES FOR THE PROVISION OF LIMITED OR ONE-OFF ADVICE, INCLUDING SOA/ROAS TO CLIENTS IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Xplan Prime
Scaled advice technology

WHICH SCALED ADVICE TECHNOLOGIES DO YOU USE FOR YOUR CLIENTS?

*LOW SAMPLE SIZE, RESULTING IN VOLATILE YEAR TO YEAR VARIATION

	2021	2022	2023
XPLAN PRIME	32	→ 38	→ 17%
PLUTOSOFT	5	→ 18	→ 14%
ADVISERLOGIC	N/A	→ 7	→ 10%
MIDWINTER ADVICEOS	13	→ 10	→ 9%
BUILT IN-HOUSE	17	→ 13	→ 8%

SMSF ADMINISTRATION SOFTWARE

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mature but not mass adoption

DESCRIPTION

A comprehensive suite of features that helps in the operation, regulatory and tax reporting, and compliance management of a self-managed superannuation fund (SMSF). Advanced features include: accounting workpapers, corporate actions, annual tax statement tools, transaction matching and reconciliation.

BENEFIT

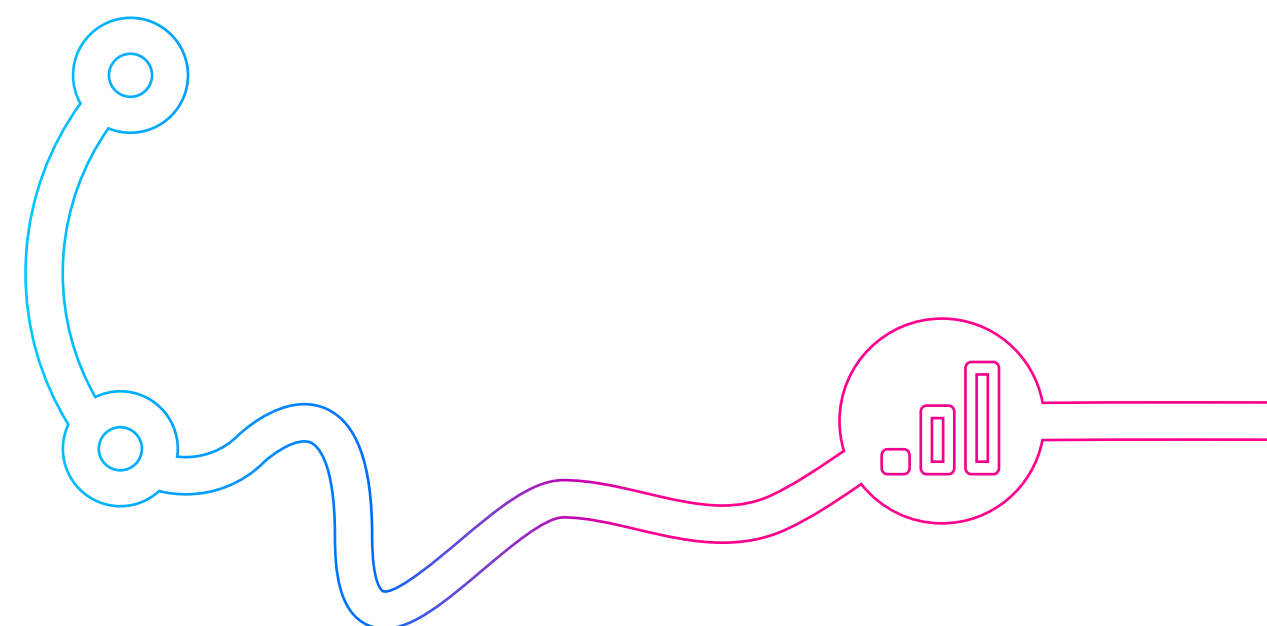
These reduce administrative burden, ensures better compliance, improves accuracy by reducing human error, aids tax and performance reporting.

USAGE

This mature technology has maintained a steady adoption rate by approximately three in 10 advice firms (29%), though it finds more frequent use among AdviceTech Stars (47%).

SUPPLIERS

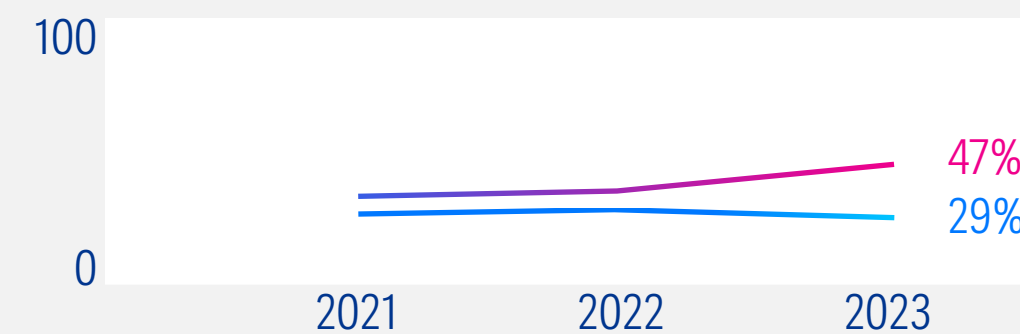
Class Super remains the most popular provider of SMSF administration software (40%), though some firms are shifting towards using SuperConcepts' offering (23%, up from 4% in 2021). A similar proportion use BGL (21%), while a small number of advice businesses use Heffron (7%).



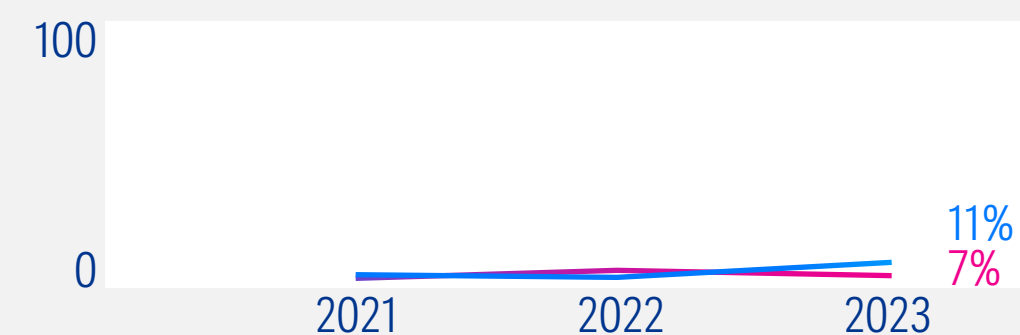
DO YOU USE SMSF ADMINISTRATION SOFTWARE IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Class super
SMSF administration software

WHICH OF THE FOLLOWING SMSF ADMINISTRATION SOFTWARE DOES YOUR BUSINESS USE?

*LOW SAMPLE SIZE, RESULTING IN VOLATILE YEAR TO YEAR VARIATION

	2021	→	2022	→	2023
CLASS SUPER	53	→	51	→	40%
SUPERCONCEPTS	4	→	21	→	23%
BGL	30	→	26	→	21%
HEFFRON	N/A	→	4	→	7%

SOCIAL MEDIA NETWORKS

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

An online platforms or app that enables the sharing of content and information, plus facilitates communication and interaction among its users. Each social media platform offers unique features and caters to different user demographics.

BENEFIT

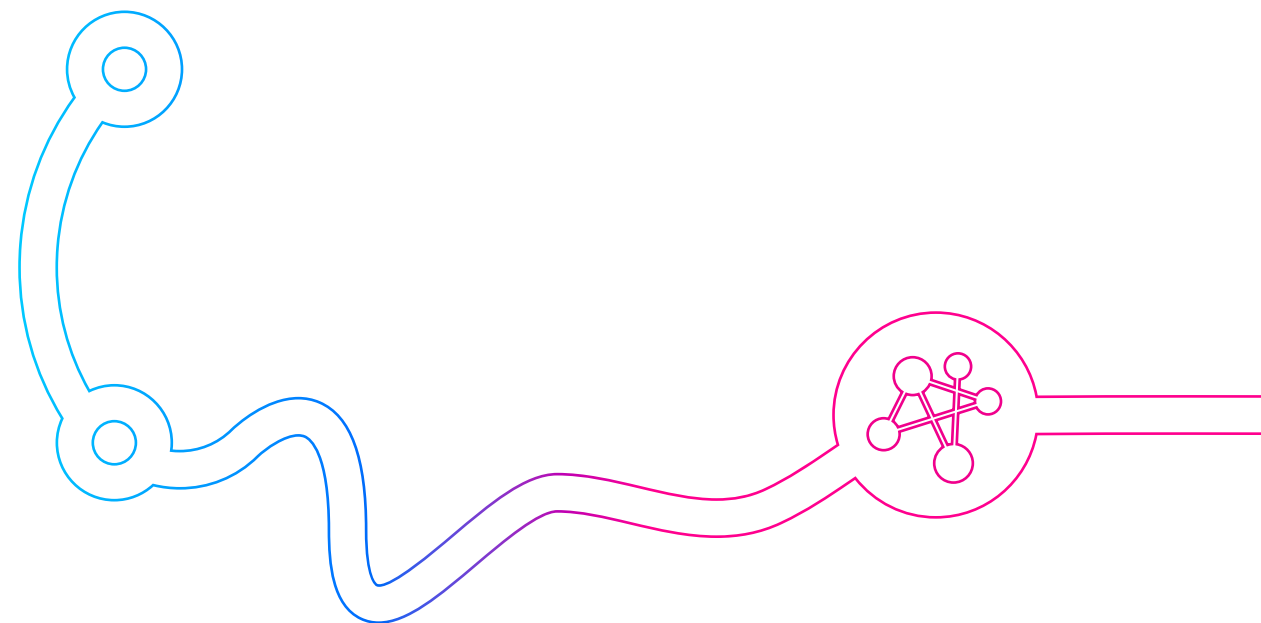
For businesses, they offer a platform to connect with their current and future clients. They can also help expand brand visibility through their advertising options. Furthermore, they can provide with valuable insights into their audience.

USAGE

Only about half (48%) of advice firms are currently harnessing social media networks to reach their client base and potential new leads. Although AdviceTech Stars are more likely to use social media (63%) and many other Stars (23%) intend to start in the next two years, making this a 'High potential adoption' tech.

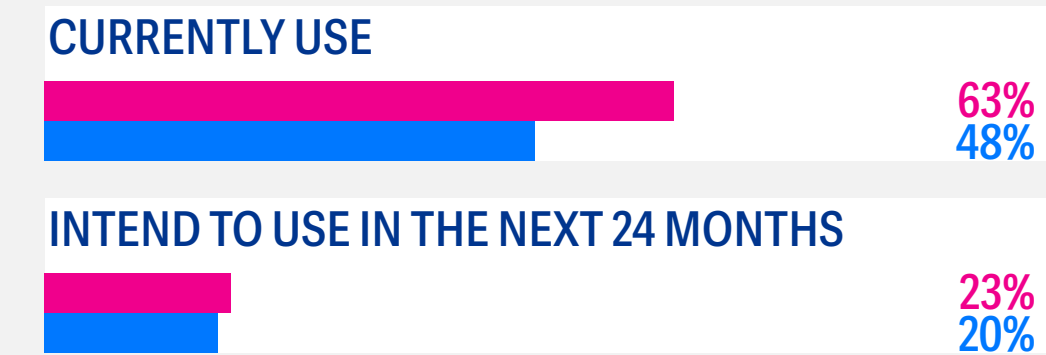
SUPPLIERS

Usage of LinkedIn has increased this year (74%) so that it is now used by the same proportion of businesses as those using Facebook (74%). Instagram has had a sharp increase in usage this year (44%, up from 25%), while a smaller proportion of business are using YouTube (13%) or X, formerly known as Twitter (12%). High rates of usage of both Facebook and LinkedIn, and to a lesser degree Instagram, means businesses using social media are using several platforms at once to post to.



DO YOU USE SOCIAL MEDIA NETWORKS IN YOUR BUSINESS?

• AdviceTech Stars • Overall



Facebook/LinkedIn
Social media networks

WHICH SOCIAL MEDIA NETWORKS DO YOU POST TO?

	2021	→	2022	→	2023
FACEBOOK	89	→	76	→	74%
LINKEDIN	59	→	64	→	74%
INSTAGRAM	33	→	25	→	44%
YOUTUBE	9	→	14	→	13%
X (TWITTER)	14	→	14	→	12%

SOCIAL MEDIA MANAGEMENT TOOLS

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

A tool that streamlines the process of managing and scheduling posts across multiple social media platforms. Other features include: reporting and analytics, social listening, a smart inbox that compiles all incoming messages from different social media platforms, custom URL tracking.

BENEFIT

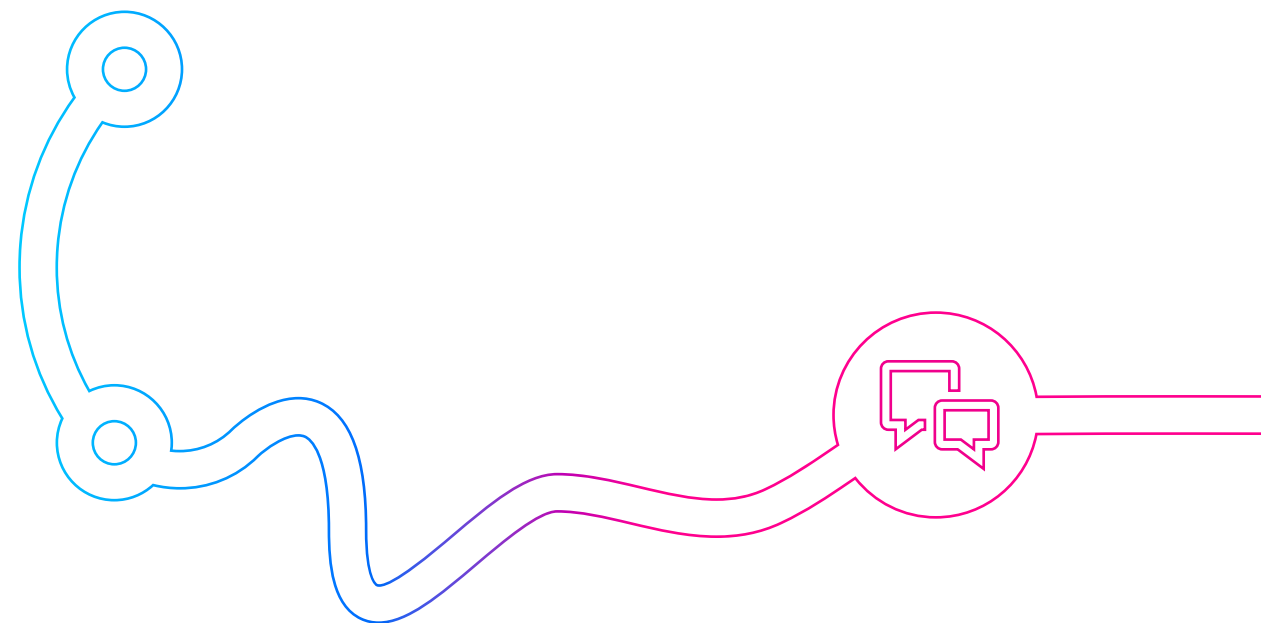
These save time when posting frequently, facilitate better social content planning, help respond to comments on social platforms in near real-time, and provide analytics into which platforms and/or posts perform better.

USAGE

The number of businesses using a platform for their social media content has increased significantly this year to three in 10 businesses (31%, from 19% last year). AdviceTech Stars are more likely to be using this already (44% up from 40% last year), and their high intention to adopt these platforms in the next 24 months (28% overall, 37% Stars) make this a 'High potential adoption' technology.

SUPPLIERS

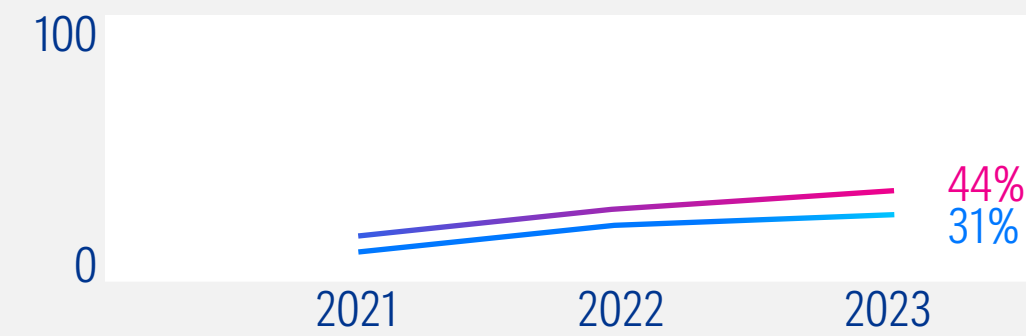
The most businesses that are using a social media management platform outsource this to an external agency (31%). Those that are doing this themselves have declined this year (although based on a smallish sample size), shifting away from using Hootsuite (6%, from 19% last year) and Buffer (6%, from 15% last year).



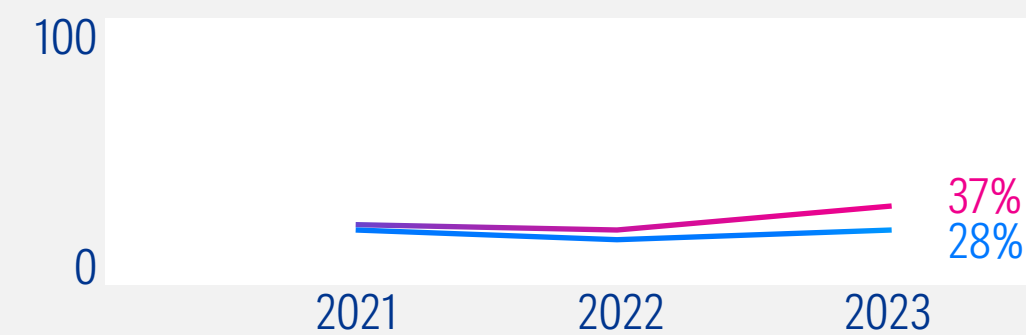
DO YOU USE TECHNOLOGY TO MANAGE POSTS AND ACTIVITIES ON SOCIAL MEDIA NETWORKS IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



WHICH OF THE FOLLOWING TECHNOLOGIES DO YOU USE TO MANAGE POSTS AND ACTIVITIES ON SOCIAL MEDIA NETWORKS?

*LOW SAMPLE SIZE, RESULTING IN VOLATILE YEAR TO YEAR VARIATION

	2021	2022	2023
OUTSOURCED (TO EXTERNAL AGENCY)	27	25	31%
HUBSPOT (2023 ONLY)	N/A	N/A	7%
HOOTSUITE	35	19	6%
BUFFER	23	15	6%

STAFF KNOWLEDGE SHARING TECHNOLOGY

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

An online resource that facilitates the distribution and exchange of knowledge and information (such as procedure manuals) among team members.

BENEFIT

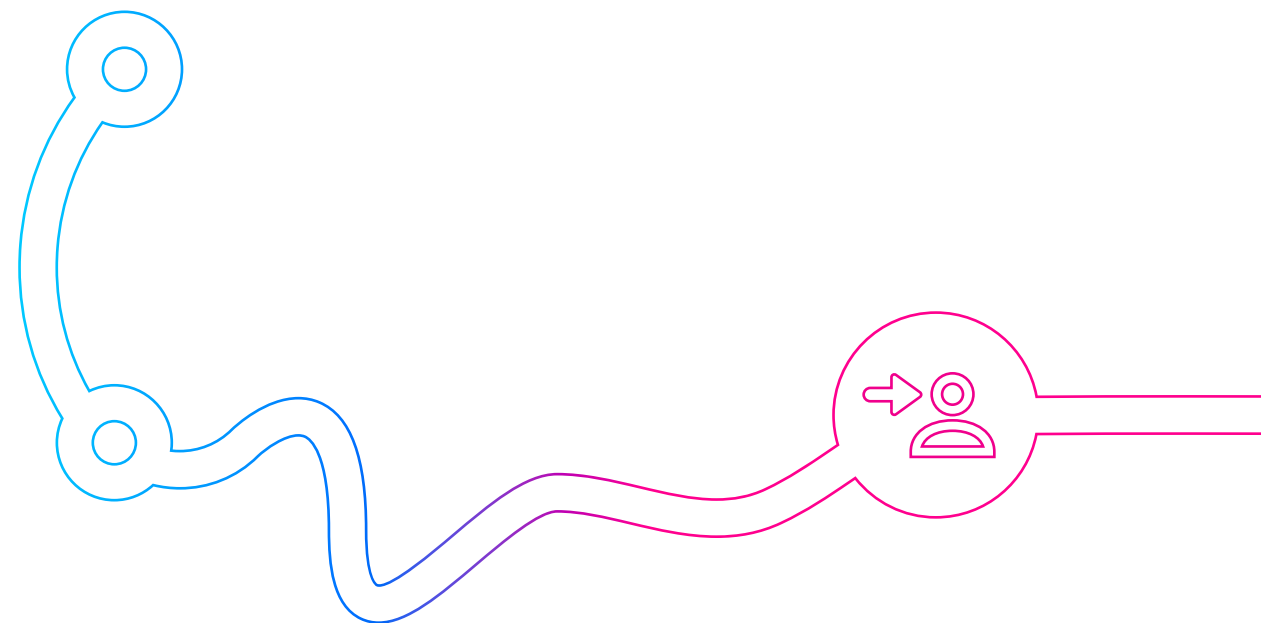
They improve productivity because information is easier to find. They can prevent the loss of specialised knowledge, and promote collaboration through the exchange of information across silos. They enhance organisational learning and employee skills.

USAGE

Staff knowledge sharing technology is currently used by two in five advice businesses overall (41%) and more than three in five AdviceTech Stars (65%). High intention rates among businesses (23%) mean that this technology is set to become more popular in the coming years and is classified as 'High potential adoption'.

SUPPLIERS

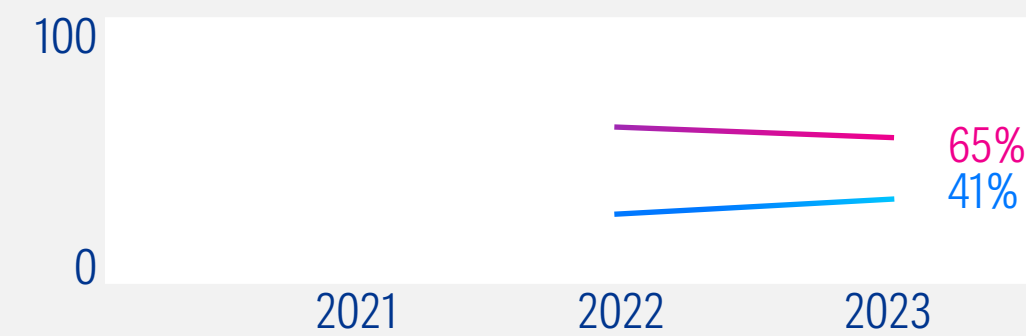
A similar proportion of businesses are using differing offerings from Microsoft with about half of businesses using either MS Teams (52%) or SharePoint(49%). A smaller subset of firms utilise their intranet (12%) or a solution built in-house (7%).



DO YOU USE TECHNOLOGY FOR STAFF KNOWLEDGE SHARING, FAQs OR SELF-SERVICE TRAINING IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Microsoft Teams
Staff knowledge sharing technology

WHICH OF THE FOLLOWING TECHNOLOGIES FOR STAFF KNOWLEDGE SHARING, FAQs OR SELF-SERVICE TRAINING DOES YOUR BUSINESS USE?

	2022 → 2023
MICROSOFT TEAMS	48 → 52%
SHAREPOINT	38 → 49%
INTRANET	11 → 12%
BUILT IN-HOUSE	24 → 7%

STAFF SURVEYS

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

A survey tool that allows for the creation and collection of feedback from staff about their experiences, perceptions, and satisfaction at work.

BENEFIT

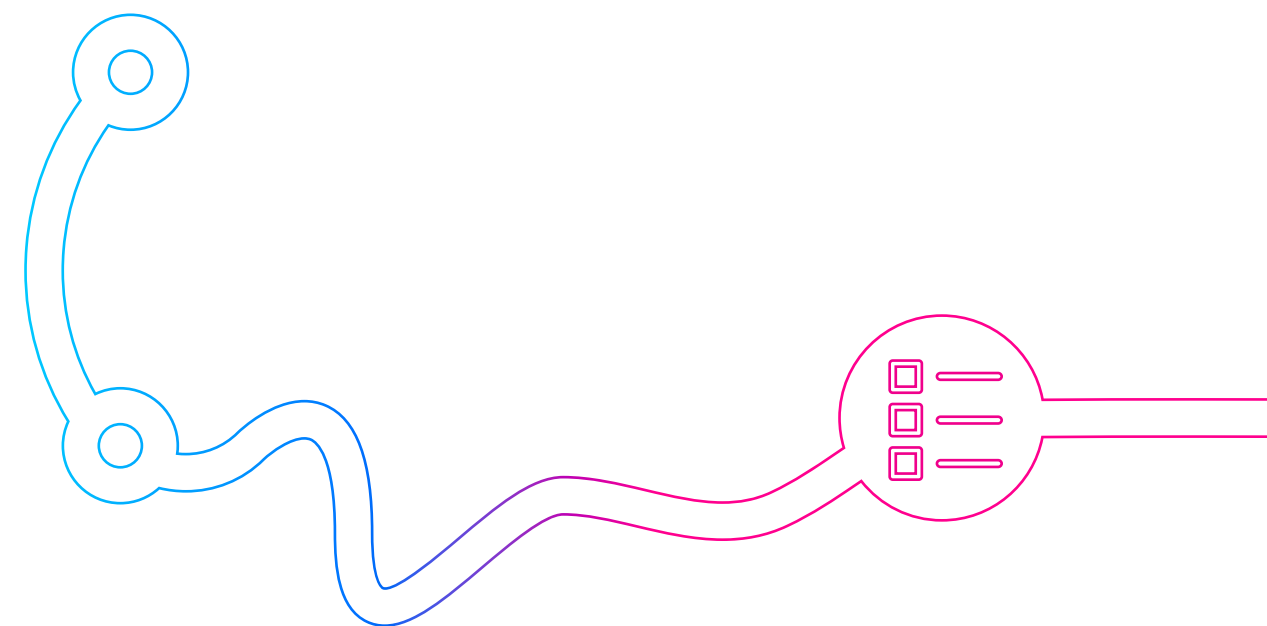
They allow for improved understanding of your staff, encourage employee dialogue, and support continuous improvement.

USAGE

While not many businesses are using staff surveys yet (21%), this technology has high potential adoption as it is used by almost half of AdviceTech Stars (49%) and a further quarter intend to implement them soon (26%).

SUPPLIERS

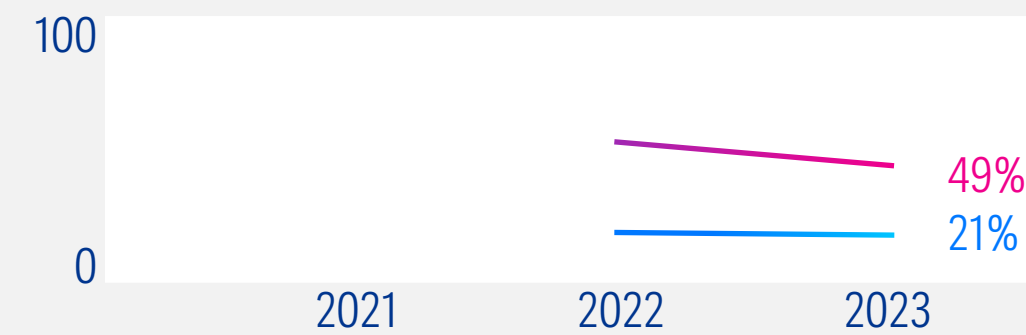
Survey Monkey continues to be the dominant supplier in this space (56% usage), while a significantly smaller number of businesses use the Forms solution from Microsoft (17%) or Google Forms (8%).



DO YOU USE STAFF SURVEY TECHNOLOGY IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Survey Monkey
Staff surveys

WHICH OF THE FOLLOWING PLATFORMS FOR STAFF SURVEYS DOES YOUR BUSINESS USE?

2022 → 2023

SURVEY MONKEY	51 → 56%
MICROSOFT FORMS	18 → 17%
GOOGLE FORMS	3 → 8%

SUPER AND INVESTMENT PLATFORMS

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mass adoption

DESCRIPTION

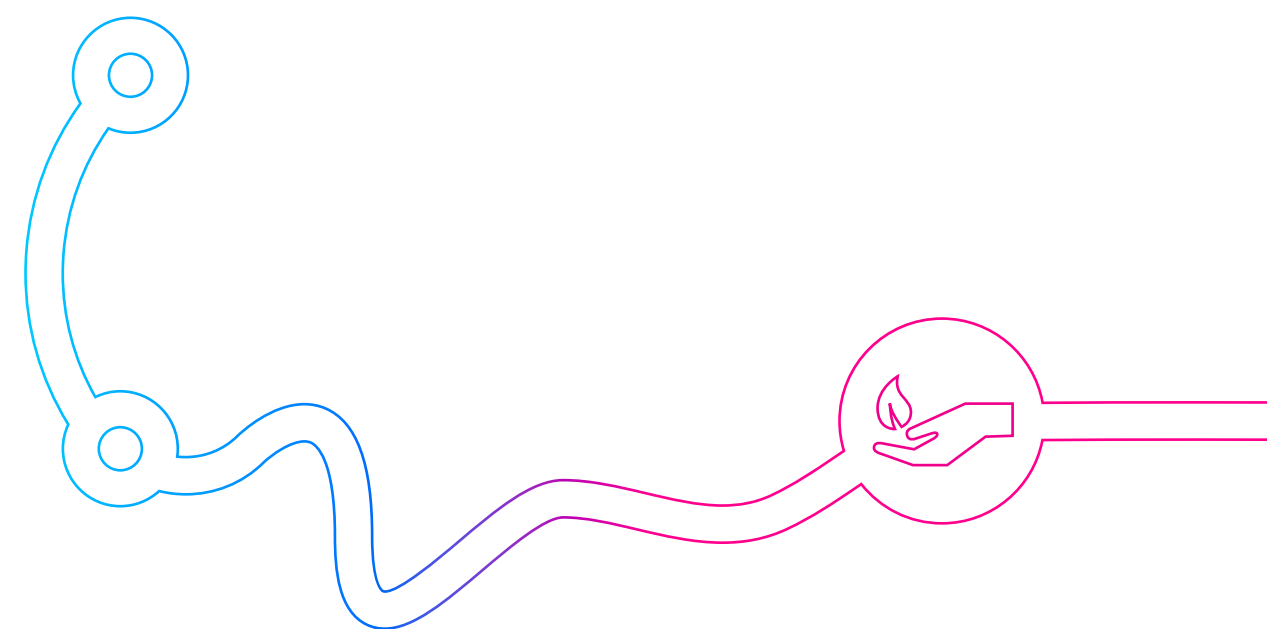
An online platform that allows for the administration, trading, and management of superannuation and investments portfolios. Other features include: fee management, cash management, client and business reporting, managed accounts, non-custodial asset administration, client portal.

BENEFIT

They offer convenience, provides consolidated view and reporting across investments and entities, provides large choice of investment options, and facilitates real-time transactions. They improve investment operations through advanced transaction tools. The client portal can help improve client engagement.

USAGE

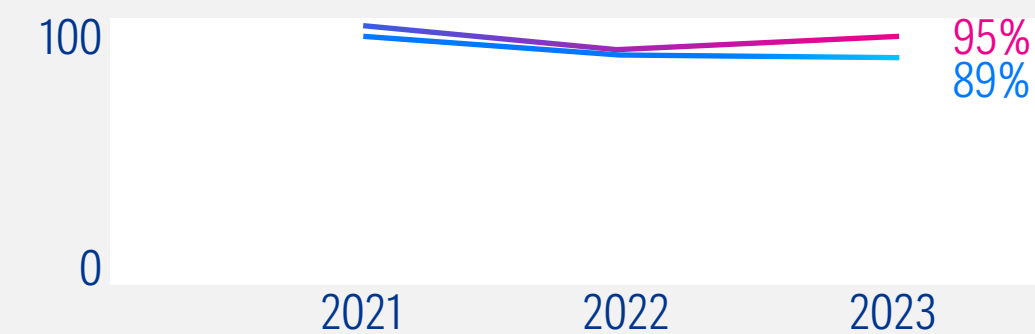
Super and investment platforms are a mass adoption technology as they continue to be used by about nine in 10 advice firms (89%) and almost all AdviceTech Stars (95%).



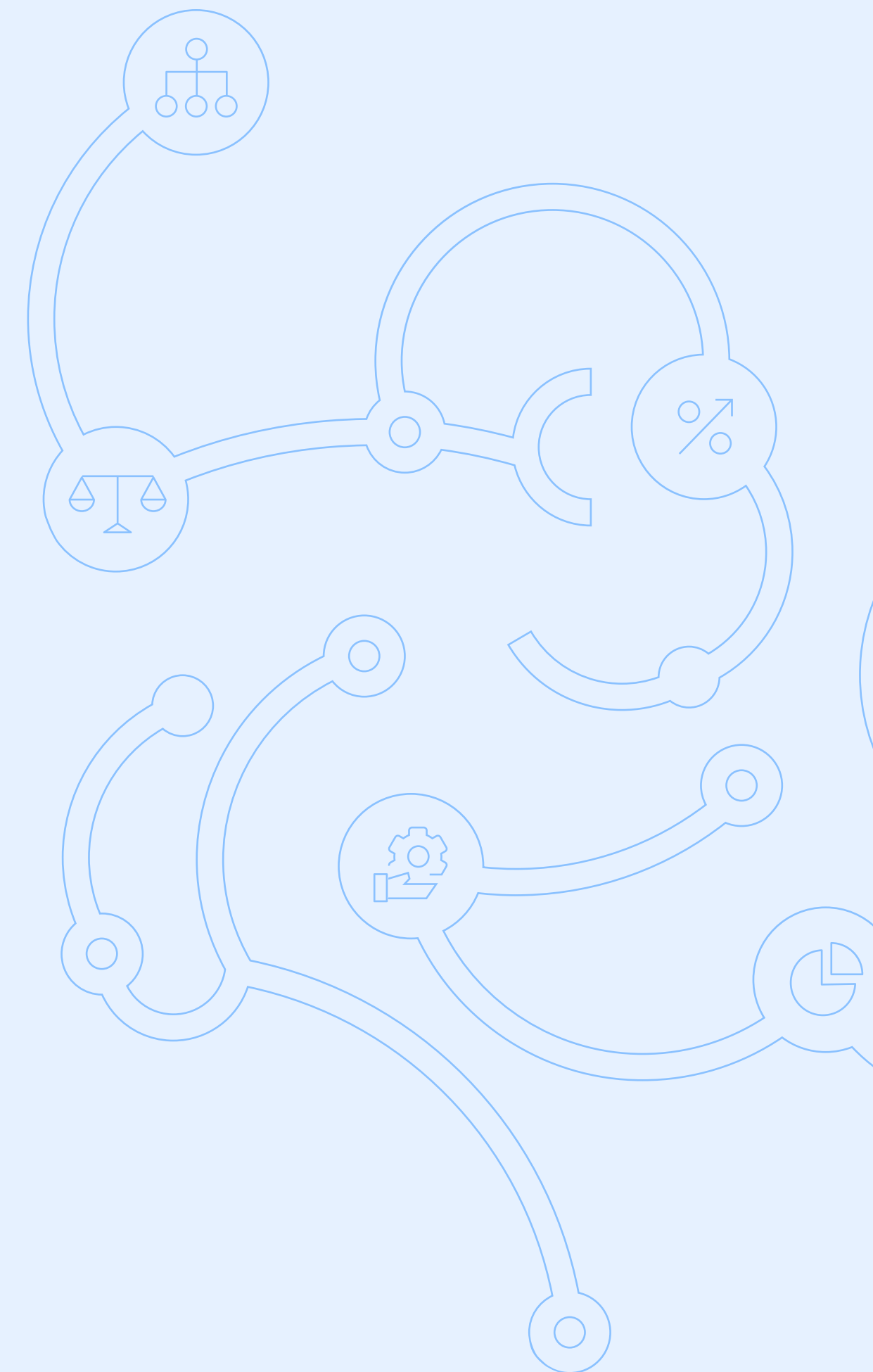
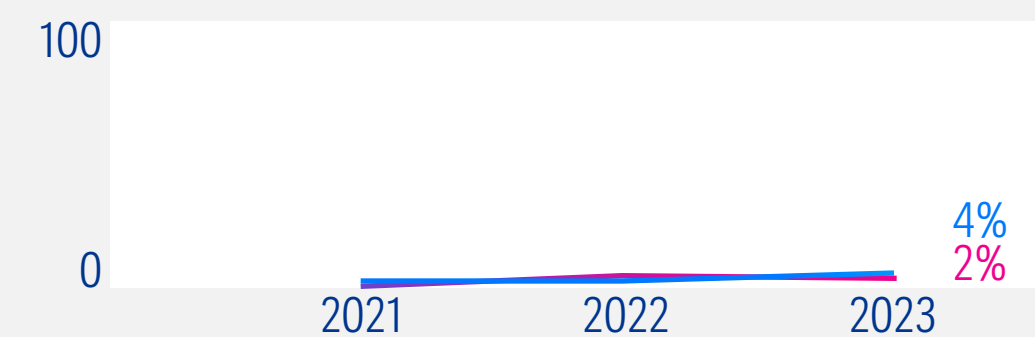
DO YOU A SUPER/INVESTMENT PLATFORM IN YOUR BUSINESS?

● AdviceTech Stars ● Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



SURVEY AND CLIENT FEEDBACK TOOL

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mature but not mass adoption

DESCRIPTION

A survey tool that allows for the collection of feedback from clients. Features include: survey templates, intelligent survey logic, question randomization, analytics and reporting, ability to publish positive reviews to websites, like Google Reviews.

BENEFIT

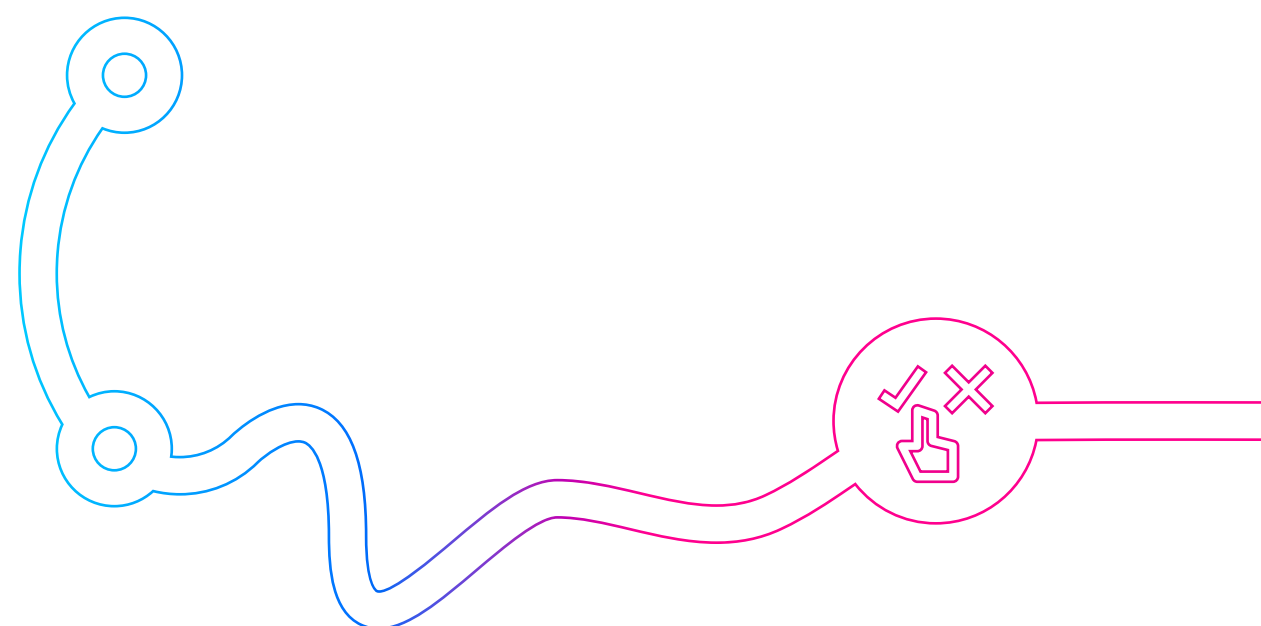
They help improve your understanding of clients, track customer satisfaction over time and encourage client dialogue. With this knowledge you can identify service and product improvement, and client innovation. When published to a public website, client reviews and ratings can enhance public perceptions.

USAGE

Adoption of tools for conducting surveys and collecting data from clients has remained stagnant with approximately one in four (28%) advice firms continuing to use them. They are, however, more popular with AdviceTech Stars who have higher adoption rates (42%) and intention to adopt (44%).

SUPPLIERS

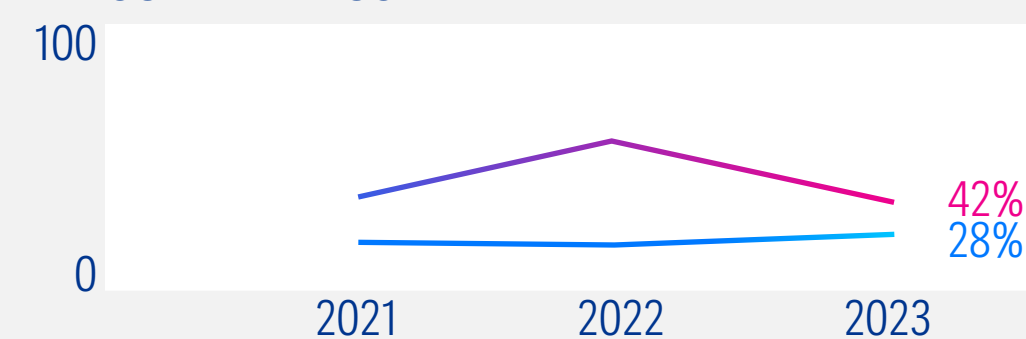
Among the businesses utilising technology for surveys and client feedback, about half (54%) use review and rating tools, such as Google reviews (31%) and Adviserratings.com.au, while half (45%) use online survey tools such as Survey Monkey (40%) and Microsoft Forms (13%).



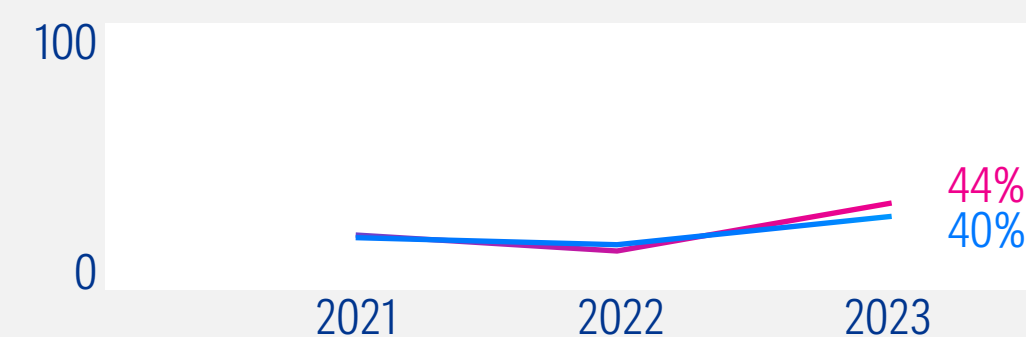
DO YOU USE ONLINE SURVEY, REVIEW AND RATING TOOLS TO CAPTURE FEEDBACK FROM CLIENTS IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Survey Monkey
Survey and client feedback tool

WHICH OF THE FOLLOWING ONLINE SURVEY, REVIEW AND RATING TOOLS DO YOU USE TO CAPTURE FEEDBACK FROM CLIENTS?

	2021	2022	2023
REVIEW AND RATINGS TOOLS	63	56	54%
GOOGLE REVIEWS	28	35	31%
ADVISERRATINGS.COM.AU	35	35	23%
ONLINE SURVEY TOOLS	44	49	45%
SURVEY MONKEY	53	42	40%
MICROSOFT FORMS	4	8	13%
TYPEFORM	2	8	9%

TASK, ACTIVITY, AND PROJECT MANAGEMENT TECHNOLOGY

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mature but not mass adoption

DESCRIPTION

A tool that helps manage projects and tasks, with task creation, task allocation, task dependency and workflow functionality. Track progress and status, use time tracking, and rely on reports and data analytics to manage projects.

BENEFIT

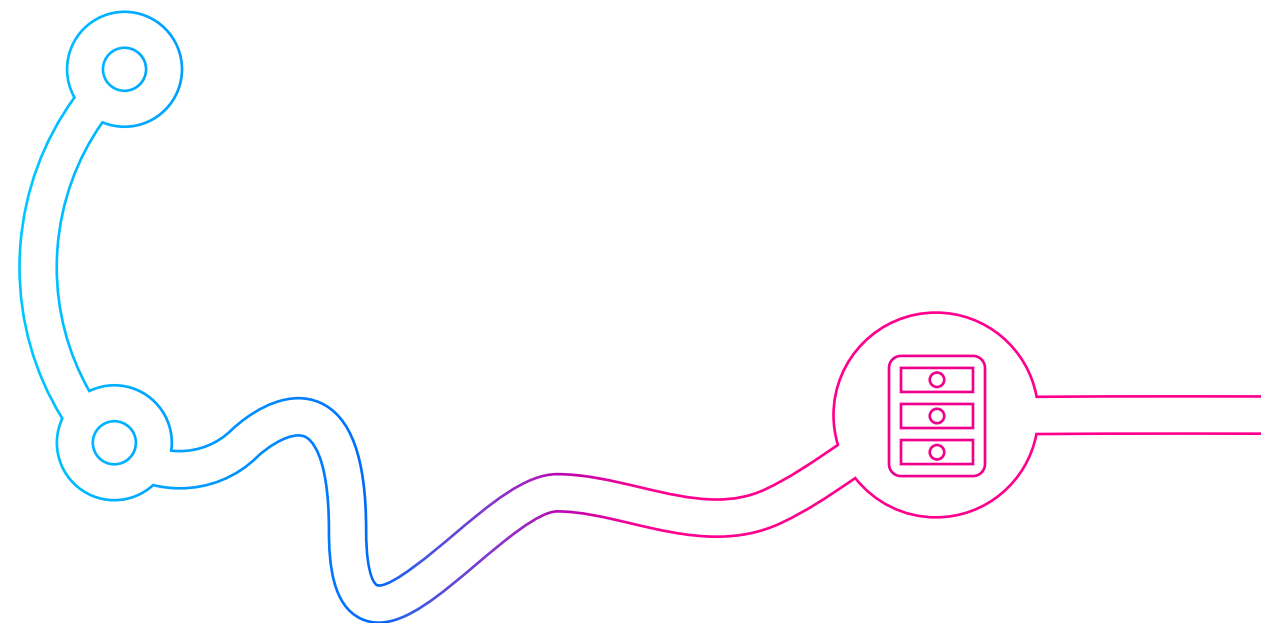
They improve project planning and resource optimisation, enhance team communication and collaboration, provide task visibility, standardise project delivery, and support deadline management.

USAGE

Usage of technology to manage tasks, activities and project management has remained steady with about seven in 10 (67%) firms continuing to use them. Usage among AdviceTech Stars is not much higher (72%), however intention is still relatively high with almost a quarter of Stars (23%) planning to adopt it in the next 2 years, meaning this technology has the potential to become 'mass adopted'.

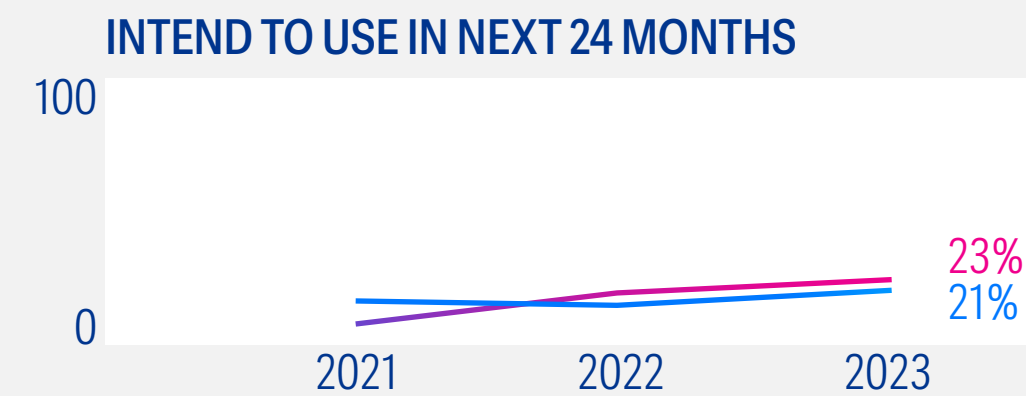
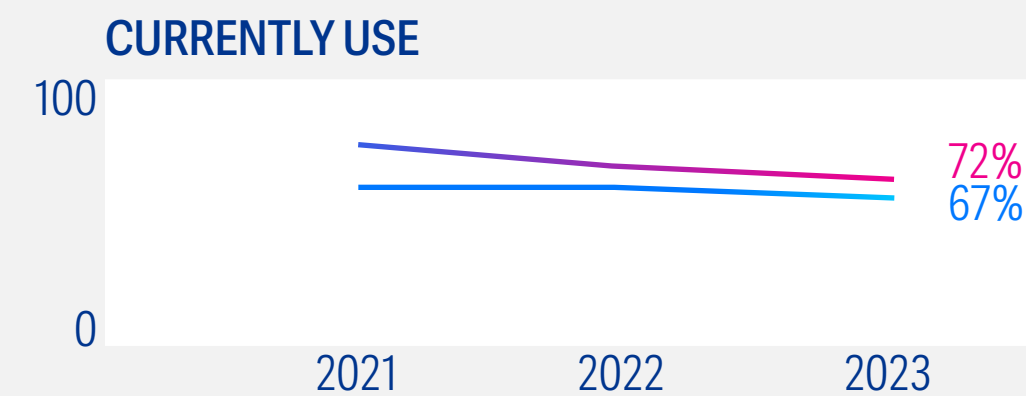
SUPPLIERS

A firms CRM/Planning software is the most common way for a business to manage internal tasks, activities or projects (77% of firms, increasing from 60% in 2019), following by productivity tools like Microsoft Outlook/Calendar (40%) and MS Teams (34%). Around one in five (20%) use Microsoft Excel and a further one in 10 (13%) use Trello.



DO YOU DIGITAL TOOLS TO MANAGE INTERNAL TASKS, ACTIVITIES AND/OR PROJECTS (I.E. NOT CLIENT TASKS, ACTIVITIES AND/OR PROJECTS) IN YOUR BUSINESS?

• AdviceTech Stars • Overall



My CRM/planning software

Task, activity, and project management technology

WHAT DIGITAL TOOLS DO YOU AND/OR YOUR STAFF USE TO MANAGE INTERNAL TASKS, ACTIVITIES AND/OR PROJECTS?

	2021	2022	2023
MY CRM/PLANNING SOFTWARE	68	→ 56	→ 77%
MICROSOFT OUTLOOK/CALENDAR	N/A	→ N/A	→ 40%
MICROSOFT TEAMS	2	→ 25	→ 34%
MICROSOFT EXCEL	23	→ 19	→ 20%
TRELLO	11	→ 9	→ 13%

TOOLS AND CALCULATORS TO DEMONSTRATE STRATEGIES

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mature but not mass adoption

DESCRIPTION

A suite of digital tools that help advisers and their clients better understand complex financial strategies via interactive visuals and numerical aids.

BENEFIT

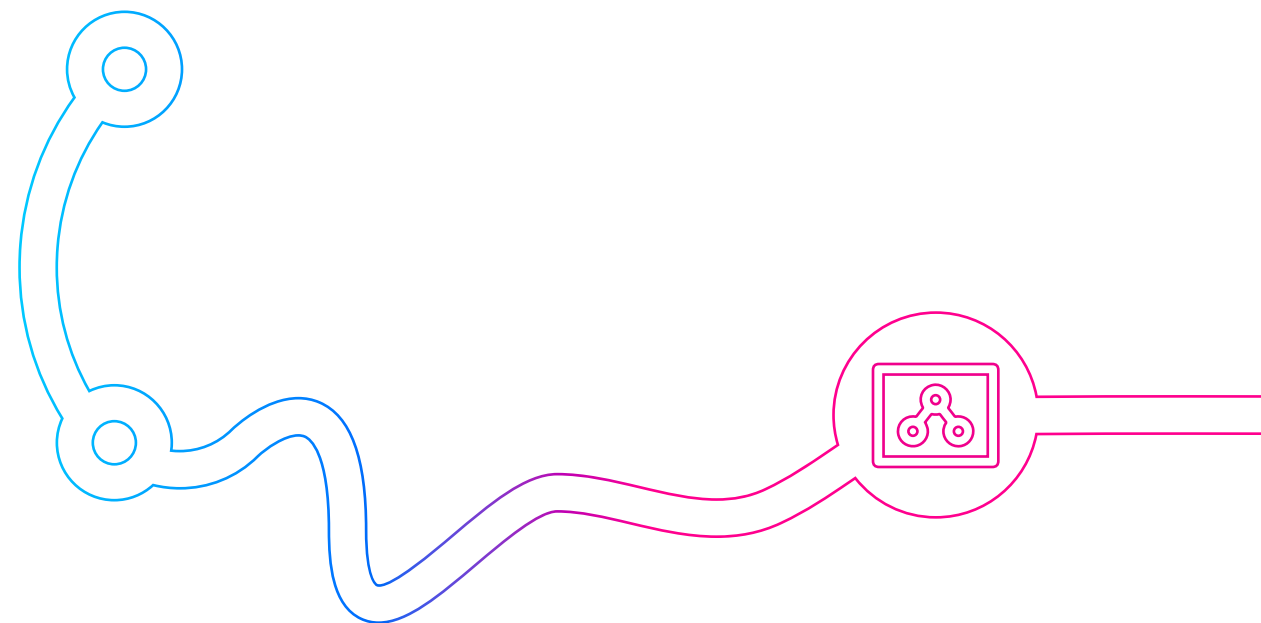
They aid a clients' understanding of sometimes complex financial concepts. They also help advice firms and their clients visually review different strategies and choose the best one.

USAGE

Similar proportions of firms overall and AdviceTech Stars are using tools and calculators to demonstrate strategies to their clients (73% and 70%) respectively. Usage of these tools has remained relatively consistent over the previous two years (65% in 2021). Intention is still relatively high with a quarter of Stars (26% and 21% overall) planning to adopt them in the next 2 years, meaning this technology has the potential to become 'mass adopted'.

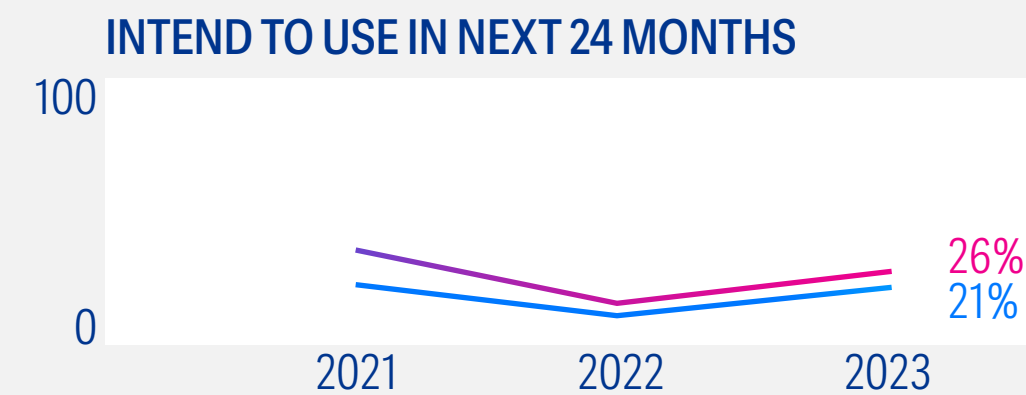
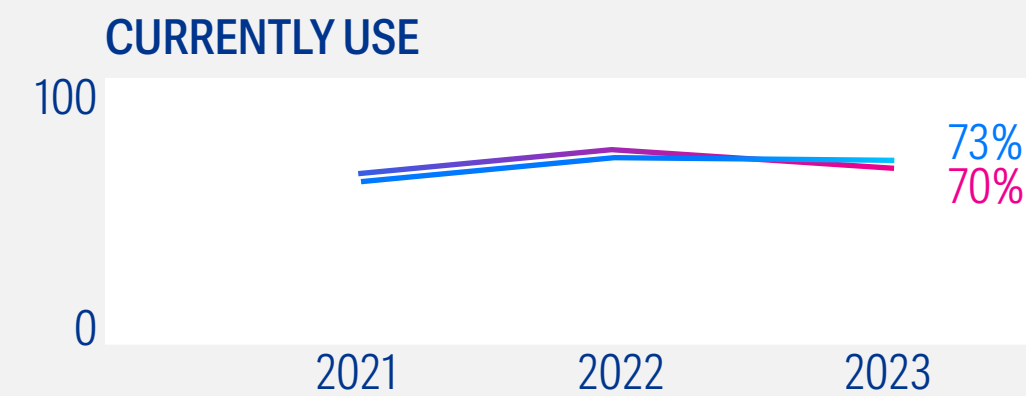
SUPPLIERS

Xplan has continued to be the most popular provider of calculators (65% overall, 67% of Stars), though Microsoft Excel has had a significant uptick in usage this year (41%, from 26% last year), as has the usage of calculators from other providers like fund managers and licensees (28%, up from 8% in 2021), as well as Plutosoft (12% up from 4% in 2021). Building them in-house (outside of Excel) is declining in popularity, with only 10% of firms doing so, down from a quarter (27%) in 2021.



DO YOU USE TOOLS AND CALCULATORS TO DEMONSTRATE STRATEGIES TO CLIENTS (E.G. RETIREMENT CALCULATORS) IN YOUR BUSINESS?

• AdviceTech Stars • Overall



Xplan
Tools & calculators to demonstrate strategies

WHICH OF THE FOLLOWING TOOLS AND CALCULATORS DO YOU USE TO DEMONSTRATE STRATEGIES TO CLIENTS (E.G. RETIREMENT CALCULATORS)?

	2021	2022	2023
XPLAN	28	51	65%
MICROSOFT EXCEL	3	26	41%
PROVIDER CALCULATORS (FUND MANAGERS, LICENSEES, INSURANCE ETC.)	8	21	28%
PLUTOSOFT	4	10	12%
BUILT IN-HOUSE	27	13	10%

VIRTUAL PRIVATE NETWORKS (VPNS)

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

Mature but not mass adoption

DESCRIPTION

A technology that creates a secure encrypted connection between devices from other networks over the internet, ensuring private browsing and data security.

BENEFIT

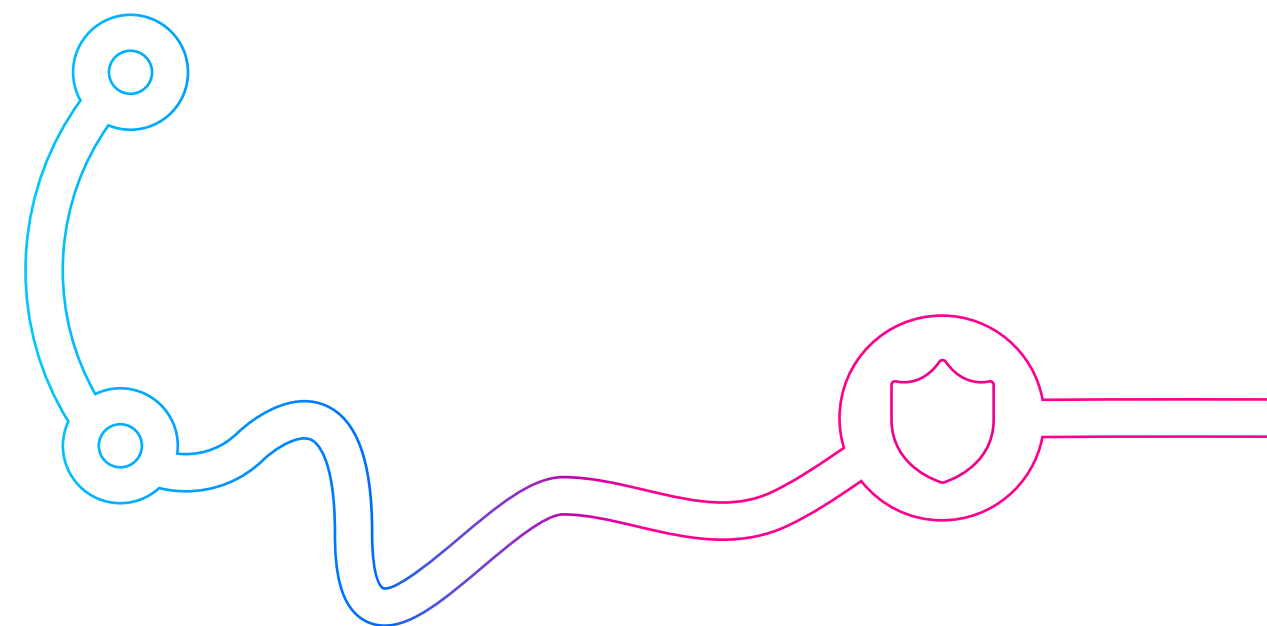
They aid data privacy, provide a secure internet connection in public spaces, enable remote access to resources by staff, and can bypass regional restrictions (if required).

USAGE

Despite increased sensitivity surrounding security, usage of VPNs in advice practices has remained relatively low (36%). AdviceTech Stars are more likely to be using them (47%), though their low intentions to adopt VPNs (12%) means this is a mature but not mass adoption tech.

SUPPLIERS

For most businesses, the name of the supplier is unknown (53%), yet for those that do name their VPN, Nord VPN (10%), FortiClient (9%) and Express VPN (5%) are used.



DO YOU USE VPN (VIRTUAL PRIVATE NETWORK) TECHNOLOGY IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Provided by IT team
Virtual private networks (VPNs)

WHICH OF THE FOLLOWING VPNS (VIRTUAL PRIVATE NETWORK) DOES YOUR BUSINESS USE?

*LOW SAMPLE SIZE

	2022 → 2023
PROVIDED BY IT TEAM/ COMPANY	54 → 53%
NORD VPN	10 → 10%
FORTICLIENT	N/A → 9%
EXPRESS VPN	6 → 5%

WEBSITE MANAGEMENT AND BLOG TOOLS

ADVICETECH ADOPTION FRAMEWORK CATEGORISATION

High potential adoption

DESCRIPTION

A comprehensive suite of features that support the creation, management, and optimisation of content for a website and blog. Tools include: themes, templates, text and image editors, plugins.

BENEFIT

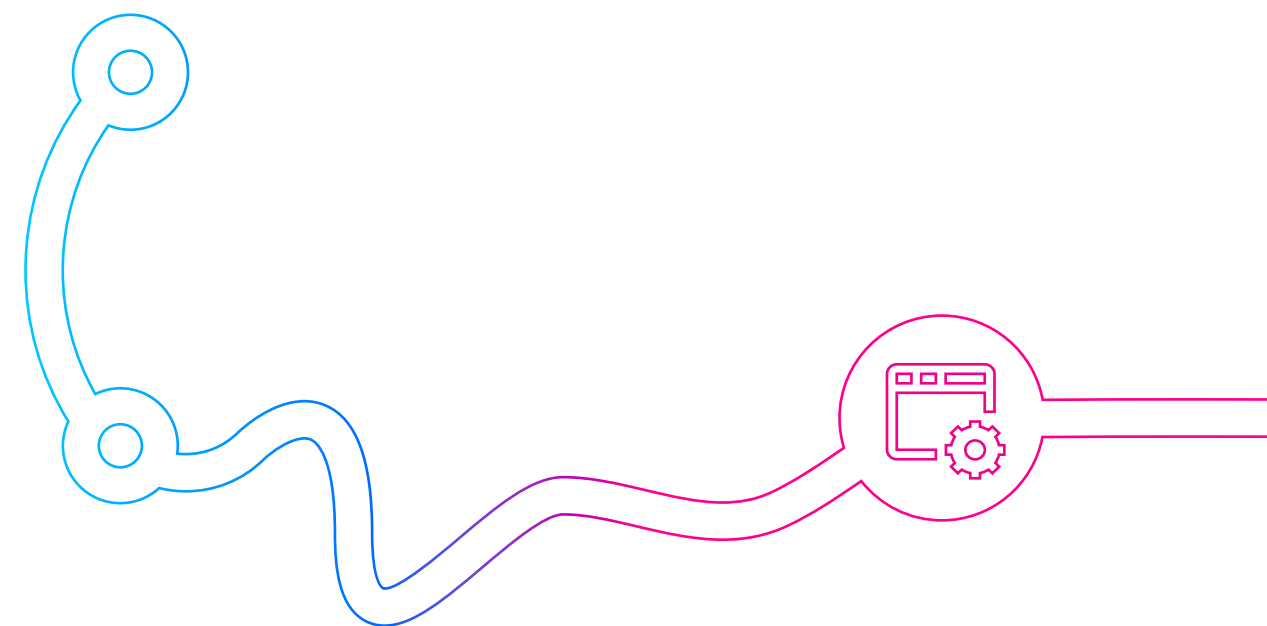
They help administrators of the website keep a website 'fresh' with new information and content, also supporting SEO strategies.

USAGE

About half of firms (48%) are already using a platform to manage content on their websites or blogs, a strong increase in the last two years (34% in 2021), and a further quarter (27%) have plans to use them soon. AdviceTech Stars are even more like to use them (63%) and have similarly high intentions to implement this tech (23%) making it 'high potential adoption'.

SUPPLIERS

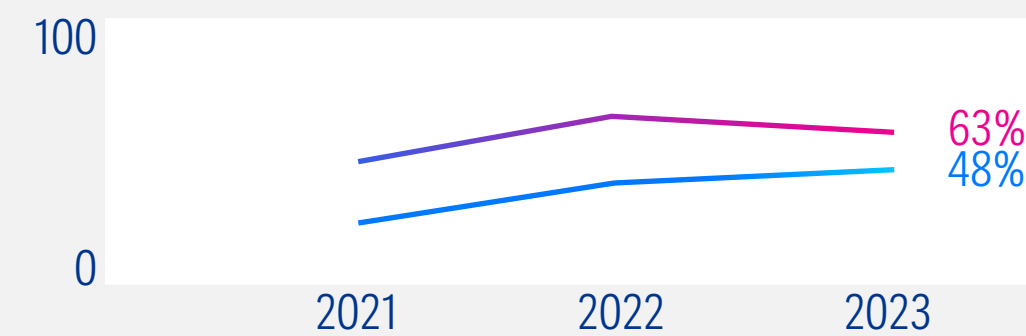
Wordpress is the most popular provider (38%) for advice firms using a platform to manage their website content, followed by Squarespace (9%), though a large proportion of firms choose to outsource this activity to an external agency (28%).



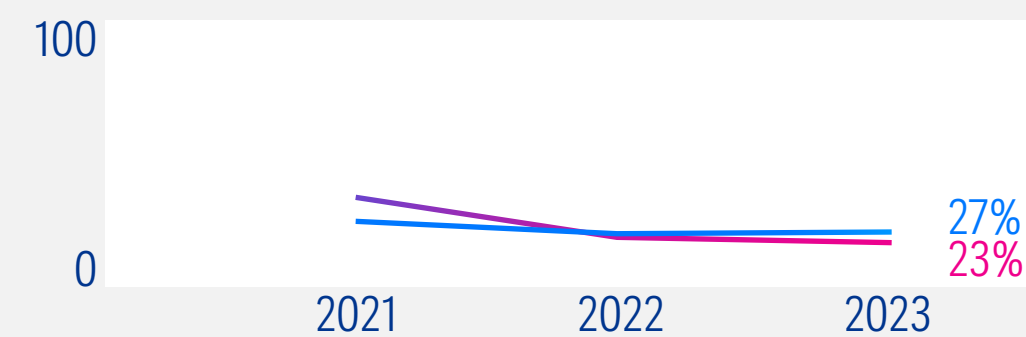
DO YOU USE TECHNOLOGY TO MANAGE CONTENT ON YOUR WEBSITE, INCLUDING YOUR BLOG IN YOUR BUSINESS?

• AdviceTech Stars • Overall

CURRENTLY USE



INTEND TO USE IN NEXT 24 MONTHS



Wordpress

Website management & blog tools

WHICH OF THE FOLLOWING TOOLS ARE USED TO MANAGE CONTENT ON YOUR WEBSITE, INCLUDING YOUR BLOG?

	2021	2022	2023
WORDPRESS	43	46	38%
OUTSOURCED (TO EXTERNAL AGENCY)	23	33	28%
SQUARESPACE	3	7	9%

METHODOLOGY

In this year's 2023 Netwealth AdviceTech Research Report we surveyed 281 Advice Firms with the support of CoreData. Fieldwork took place from 14 June to 12 July 2023.

ADVICETECH SEGMENTATION METHODOLOGY

In the 2020 AdviceTech Report, we created a segmentation method to split advice firms into five different groups based on the success of the business and the rate at which they adopt technology. This methodology was replicated in this year's survey, though some changes were made this year to incorporate new advice technologies into the calculations.

AdviceTech Stars are defined by looking at two Scores:

1. A Business Success Score comprised of measure such as a practice's funds under advice (FUA) and revenue growth or decline from the previous year. We also considered a ratio of FUA to active clients and to length of business operation. Practices that have better business success score higher. The average Business Success Score is 53 out of 100 for all practices. On average, AdviceTech Stars had a score of 72.
2. A Technology Adoption Score, comprised of the number of technologies used by a practice, how many technologies they are considering implementing in the short term, and characteristics about their technology investment and management. Practices that adopt more technology in a planned manner score higher. The average Technology Adoption Score across all practices is 67 out of 100. On average, AdviceTech Stars had a score of 75.



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