

ERI SUPPORTS ITS CLIENTS IN DIGITISING THEIR CORE BUSINESS TO SECURE THEIR STRATEGIC GROWTH OBJECTIVES

Simon Wong, Regional Director, **ERI**, talks to **Tom Burroughes**, Group Editor at *WealthBriefingAsia*, on its accomplishments this year.

What sets you apart from your peers this year and why?

The past couple of years have certainly presented everyone with unique challenges and this year is no different. These challenges have hastened our clients' pace of digital adoption and we are very happy they have chosen ERI to help them keep up with that pace.

What are the bank's strategic objectives? Is it to enhance the banking experience? Is it to penetrate a new client base? Is it to achieve better operational efficiencies? Each objective will require a specific digitalisation strategy and precision in execution.

We provide added value at the ground level by helping our clients figure out what they need to pay attention to, the number of resources they should be allocating, and how the OLYMPIC Banking System can support bringing those projects to a successful conclusion.

How have your colleagues contributed towards the success of your organisation?

Massively. ERI has built a team of subject matter experts across multiple disciplines from banking operations to technology infrastructure and made them available locally in Singapore as well as globally, thanks to a strong international presence.

From the very beginning our business and technical consultants are able to offer clients real insights into how to best approach their projects. They can do that because they have the experience from having successfully implemented over 300 projects across the world during our 30+ years of being in business.

Our product and development teams have taken a very open-minded approach when it comes to enhancement requests and change management.

What are you going to do to stay on the front foot in a fast-growing but also challenging region such as this?

Going forward, we believe that maintaining a client-centric approach in our engagement will be key to our success. We always keep in mind that wealth management is ultimately about people. As a technology solution provider to wealth management firms, we must be able to follow their approach in managing their customer relationships so we can better understand and adapt to our clients' challenges and come up with technology solutions that respond to their specific needs.

Have your differentiators become more important to your business? Are they still relevant?

In today's market, riddled with volatility and uncertainties, wealth managers must always have access to the client's most up-to-date positions to provide the best advice. As such, OLYMPIC Banking System's ability to deliver real-time client portfolio data is critical to the work of wealth managers. Our digital, real-time and parameter-driven solution enables fully-integrated transaction processing thanks to its dedicated order management system (OMS).

It supports a wide range of instruments for orders generated from both portfolio re-balancing (strategic, tactical and bulk orders) and manual input. It processes transactions relating to purchase, sale, settlement and holding of



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securities instruments, funds, derivatives and structured products.

What are the prospects for wealth management in the future, bearing in mind a new social and economic environment ahead?

Many of our prospects are trying to help their clients make sense of it all and to help find the best investment opportunities amongst today's uncertain geopolitical and economic environment.

When engaging our prospects for wealth management, many are now asking us about how they can better use the data our system maintains to identify key trends in the market. They are becoming more aware of the value transaction data can provide and are looking for ways to mine that value. ■