Mindtree

Welcome to possible

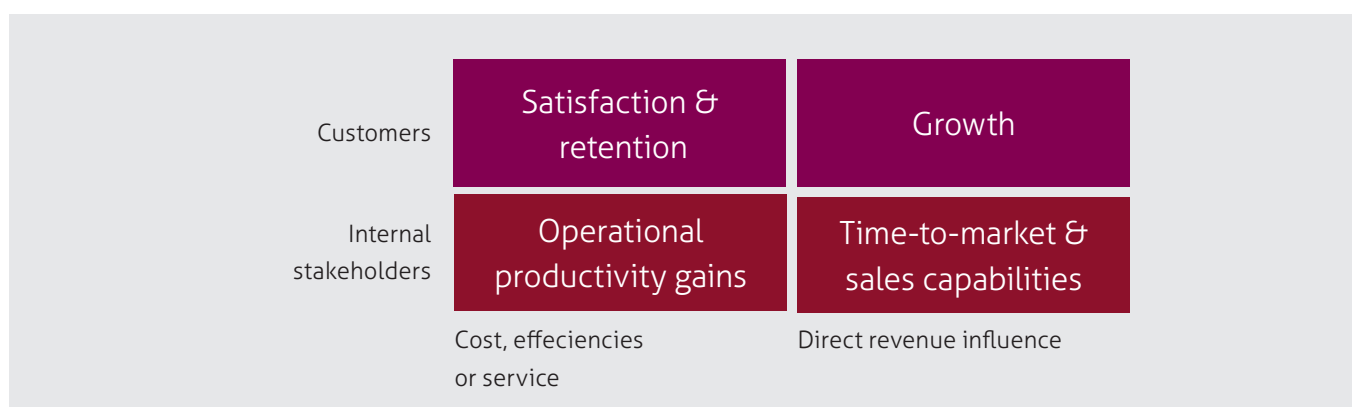# A four part framework for mobility adoption for financial services

Background

As per a study by S&P Capital IQ, 70% of capital market users would buy or upgrade a tablet in the next eighteen months. This represents a compelling need to define a mobile roadmap and a 'mobile first' approach. A mobile roadmap will be a key driver for enabling and supporting business growth and efficiency.

A framework

With the advent and consequent adoption of mobile devices, capital market firms are leveraging their technologies to provide services to their clients in a wide range of areas. This encompass applications providing stock price, news & alerts to retail customers commentary, market insights & equity research to institutional clients and account & portfolio information with data visualization capabilities to wealth management clients. Traction is seen in mobile applications for stock quotes, news, stock trading applications, equity research applications and decision support applications in the wealth management space this area can act as key competitive differentiator going forward. Mobile applications also helps in providing increased growth opportunities, an additional channel for distribution, access to key information on the move and direct access to markets.

Customers	Satisfaction & retention	Growth
Internal stakeholders	Operational productivity gains	Time-to-market & sales capabilities
	Cost, effeciencies or service	Direct revenue influence

Business impact in the capital markets landscape

Business value	Example	Business result
Increased growth opportunities.	New customer acquisitions & more business when portfolio managers pitch to High Net Worth Individuals (HNWI).	Target new customers as well as existing customers with new business opportunities (cross-sell and up-sell).
Additional channel for distribution.	Equity research from the sell side distributed to the buy side.	Distribution news & research information through additional channel.
Sustainable cost & productivity benefits	Assess to portfolio management visualization tools helps sales force close leads.	Access to work related application from anywhere & quick turnaround times improves productivity.
Access key information on the move.	Gives institutional sales & retail sales access to information & data when on the move.	Which gives sales force and other users quick access to information and data as when they need it.
Direct access to markets.	Technology decides which market's investor can invest in Mobile application can give access to markets by reducing dependencies on agents.	Disintermediation.

Mature areas in enterprise mobility

The areas where mobile apps are prevalent in the buy-side and sellside landscape are as follows:

- **News, market data & stock alerts:** The application provides stock news and graphs of stocks, indices, commodities and futures. It keeps track of stocks rates and alerts whenever an event occurs and helps monitor some of the stocks.
- **Financial statements:** Application provides financial statements and ratios to be used for valuation of the enterprises the investor is looking to invest.
- **Stock simulator:** Simulation of whether the strategies and positions will perform using market data without investing in them to get a feel of the market.
- **Analyst coverage:** Helps sell side firms deliver their ratings, recommendations and research material to their clients' mobile devices and keep them updated with such information.
- **Financial calculator:** Application is used for complex financial calculation for valuations and pricing, cash flow analysis, net present value and other estimations.
- **Stocks twitters:** Shares opinions and information among other investors and collaborates and chats with them.
- **Risk management:** Applications which provide basic and rudimentary risk management capabilities like exposure to a particular stock and compute the number of stocks to buy / sell to mitigate risk in the portfolio.
- **Stock orders:** Investors can place orders (buy/sell) using mobile application on their phones / tablets.
- **Portfolio Management:** The application helps managers track portfolios, research stocks and actively manage positions across an unlimited number of portfolios. It helps managers to rebalance portfolios and calculates real-time positions.
- **Retirement benefits:** Helps retail investor understand their retirement benefits and generates the savings targeted tailored to the retirement lifestyle.

Emerging focus areas for mobility

Some of the areas where applications are seeing traction are as follows:

- **Stocks, news and stock orders applications:** Mobile applications featuring stock quotes, news, price information and placing stock orders is pervasive and are perceived to be very useful tools for information dissemination. Handy applications in these areas are appreciated by investors seeking quick and timely information to help in decision making.

- **Equity research applications:** Distribution of equity research recommendations and concise research findings on stocks, enterprises and sectors by sell side to the buy side investors is an area which is in the spotlight as far as mobile applications is concerned.
- **Wealth management applications:** Decision support applications and portfolio data visualization tools in the wealth management area is seeing adoption in the mobility space. Portfolio analysis, research and client management areas are identified as key features which are the focus for mobile applications.

A functional framework for defining the mobility roadmap

Any solutions to address the emerging needs must be able to integrate various systems and present 360 degree information about the client including financial, background and portfolio information. A functional framework is presented below and serves as a baseline for moving forward with the mobility roadmap.

This solution framework can be called as Integrated Advisory Desktop (IAD). Mindtree is a leader in this space and has a complete solution built around this framework. The solution comprises lead generation, client management, portfolio watch and analytics, market research and client servicing.

- **Lead generation:** IAD brings to the wealth advisor's mobile capabilities of lead generation and opportunity management. It integrates with social media websites like Facebook, LinkedIn, Twitter and leverages social media for automated lead generation & viral marketing.
- **Client management:** IAD allows the wealth advisor to capture and update complete household, financial, investment, background and account information of the clients using his mobile. A portable application to capture client information brings down the dependency of wealth advisor on CRM systems back in his office.
- **Portfolio watch:** IAD seamlessly integrates with the portfolio management system to display portfolio information in conjunction with client information. Single complete view of client helps the advisor in grabbing every cross-selling and upselling opportunity.
- **Analytics:** With help of IAD connects with the reporting and analytics system of the wealth advisor. It fills the portfolio related analytics on the mobile assisting him in decision making.
- **Research:** IAD has the ability and connect to capture

market feeds from leading market data and news providers keeping the advisor abreast of market trends. It also links the wealth advisor to websites and blogs of legal and investment experts helping him in getting their opinion on complex investment, legal or regulatory issues.

- **Client Servicing:** The application integrates with the

advisor's email and task management application, helping him in receiving on time alerts of client service requests. It also allows the advisor to prioritize his tasks, meetings and follow-ups for servicing the clients effectively while out of office.
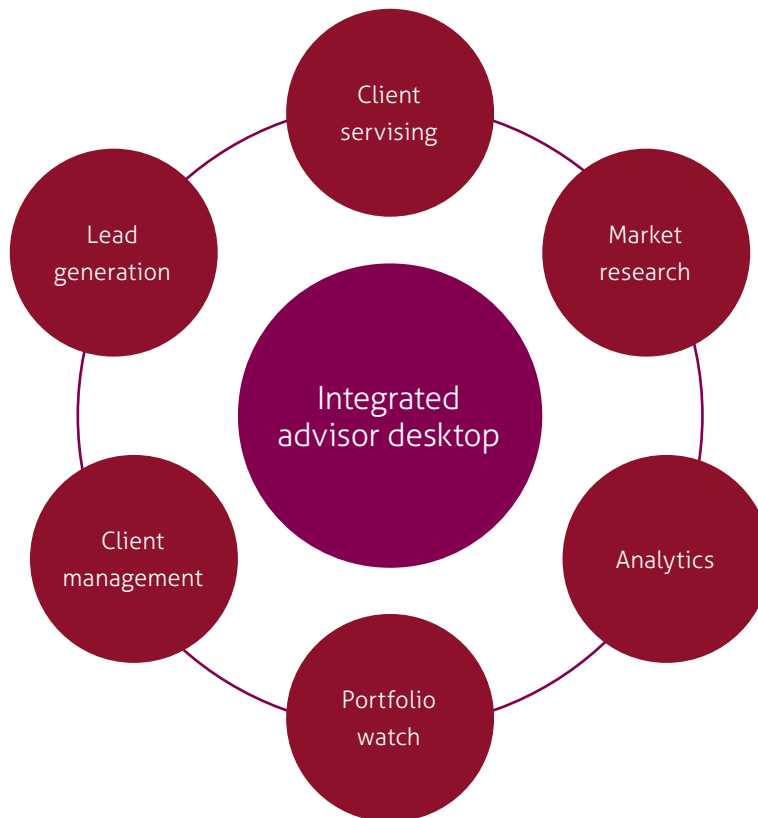
Conclusion

The mobile channel has traditionally been thought of as a way to keep up with customer demands. However, as the above discussion shows, there are tremendous benefits to be realized for internal stakeholders as well. Before embarking on developing point solutions, an overall roadmap of capabilities and priorities must be developed. Advancement

along that roadmap and mapping it continuously to the benefits realized and user feedback is the way to move forward. Solutions such as Mindtree's IAD provide accelerators to proceed along the journey and are also useful as pilot solutions that help capture expectations and priorities. It is also useful as pilot solutions that help capture expectations and priorities.

About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 430 million. Our team of 12,000+ experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers to achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.