



Wealth Planning platform improves communication

Ortec Finance helps the Rabobank with integral care for the client



Rabobank

In 2007 Rabobank Nederland and Ortec Finance cooperated and implemented OPAL Wealth Planner at all local Rabobank offices in the Netherlands. The main objective: to map the risk and return relations for the bank's clients more accurately, to manage the reputation risk, to improve the quality of service and to make the products more transparent. The system has been successfully operating for two years now and is known for 'best practice': "For Rabobank this was rather uncharted terrain. With the help of Ortec Finance we have been able to transform our ideas into practice and get ahead of the competition in our line of business. Thanks to OPAL Wealth Planner, we now retain more of our clients."

Insight in the financial situation

At Rabobank Nederland there was concern particularly about communication with clients regarding investment-linked insurance. Seeking tools that could help out, the bank quickly found its way to Ortec Finance. Gerard Fransen, Head of Product Management at Private Banking: "As Rabobank we have an independent responsibility to inform our clients. OPAL makes this possible. The success of the application is, in my opinion, the fact that OPAL helps clients to gain more insight in their personal financial situation and that it helps advisors to improve the level of monitoring and care for the client significantly". Moreover, thanks to OPAL the Rabobank is fully compliant with the latest legislation and regulations with respect to consultancy and information distribution to clients, and is ready for the future.

Effective communication

Efficiency, user-friendliness, quality and effective communication are the key values of OPAL. Through the right processes and supporting software, Ortec Finance strives to realize the objective of the consumer. The software helps the advisor to test to what degree the objective of the end consumer is realistic and optimize the chance of realizing that objective. Wealth components such as the private home, savings account(s) and investments constitute an important part of a person's total financial household. In the financial advice or plan with which clients can realize their wishes and financial goals, wealth expansion and investment advice understandably take a central place. Both clients and advisors want insight in return and risk. More concretely, they want answers to the following questions: how does the client's wealth develop in the future? How significant is the chance that the objective is realized? What risk profile and which asset allocation fit the client optimally? To answer these questions, OPAL uses institutional techniques such as Asset Liability Management (ALM) and scenario analysis at the client level.



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Gerard Fransen, Head of Product Management in Private Banking Rabobank Nederland:

*“We want to be a financial partner for life to our clients.
And Ortec Finance’s OPAL provides an excellent foundation to do so.”*



Testing and maintaining transparency

The cooperation between Ortec Finance and Rabobank Nederland has been excellent from the very beginning. The nation-wide implementation caused hardly any problems: “The system operates reasonably stand-alone. Although a connection has been made with the data warehouse to improve efficiency and consistency of data. This helps.”

Rabobank Nederland now uses OPAL to test investment-linked insurance, whether or not coupled to mortgages, bank saving products and investment accounts, and to display them in a transparent manner. Fransen: “It forces you to understand and simplify your own products. No more hidden costs.” Nowadays clients of the Rabobank annually receive a letter with the ins and outs of their situation: if their projected end capital will be realized, whether the risk profile is still right and if the selection of a specific product is still warranted. “We have segmented the client files and from the perspective of the client, created customized letters; to make sure our clients will no longer be caught by surprise.” An additional advantage is that the advisor can call upon the most recent data through OPAL, when a client stops by for a personal meeting.

Professional approach

In the follow-up process more products will gradually be added to OPAL and it will become accessible over the internet for clients. The advisors will be directed by the system based on urgency and find it a very nice and manageable tool. “It is a movement toward pro-active contact with the client. This is another reason why we are happy with OPAL: it enables our advisors to help and advise their clients and ensures the actual implementation of what is stated in our policy notes.” Ronald Janssen, Managing Director Private Wealth Management at Ortec Finance: “An important part of the success of this entire process depends on how you work and associate with each other. A professional approach is a must, particularly with a large organization like Rabobank. The more people, the more different opinions you get. Sometimes you are forced to choose: to be a bit more flexible or to stick more tightly to a certain position, always in the interest of the process.” The final version of OPAL is the result of intensive talks between the people involved, and receives positive reviews all around. Fransen: “We always felt very confident about Ortec Finance. They have been active for many years and are committed to the entire pension world. We considered them perfectly capable to finish this large-scale project, and consequently never worried about it.”

Up-to-date and efficient

With the introduction of the Financial Supervision Act (Wft – Wet financieel toezicht) and the ‘Markets in Financial Instruments Directive’ (MiFID), the advisor has the obligation to present his or her products transparently and give the interest(s) of the consumer top priority. OPAL helps to comply with this duty of care, by:

- connecting the inventory and information with MiFID en Wft
- creating a match between product profile and client profile in an easy manner
- enabling periodical testing of the risk profile and the feasibility of the objectives
- permanently monitoring the advice offered, storing the advice
- giving clear and understandable insight into risk and return.

OPAL will save you time, because:

- it can quickly generate an advice report
- the client database can be easily and quickly monitored: at a glance it is clear which clients are on the right path to reach their objectives and which ones need some extra guidance
- the communication with clients becomes more direct through the use of graphics
- one can approach the right clients pro-actively

Ortec Finance

Ortec Finance is a global provider of technology and advisory services for risk and return management. Established in Rotterdam in 1981, Ortec Finance has over 150 employees who combine mathematical ability, business awareness and practical application to deliver innovative and pragmatic solutions to our long-standing and global client base ranging from pension funds, insurers and asset managers to municipalities, housing corporations and private wealth managers.

The business of Ortec Finance is to improve investors’ decision making and decision monitoring by encapsulating knowledge in software models. The company designs, builds, and applies solutions for asset-liability management and performance attribution.

Ortec Finance provides client-focused solutions, based on a combination of software models and professional consultancy. Its collaboration with the academic community ensures that it remains at the forefront of innovation.

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