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## Multi-transactional platforms gain momentum

### Platform innovation priority for planners

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Thu 16 Apr 2009

Platforms that enable planners to perform multiple transactions are gaining popularity in financial planning practices, according to Investment Trends analyst Andrew Knox.

"A recent survey regarding planners' technology expectations over the next three years highlighted a growing trend among planners to be able to perform more direct equity transactions, margin lending transactions and life insurance transactions via their main platforms," Knox said.

"Integrating risk and equity capabilities to platforms not only enable planners to do more on the one platform, it leads to greater practice efficiency as well, which is increasingly important in the current market environment."

Predictions for first six months of 2009, is that expenditure on platform innovation will slow, however demand for platforms that enable multiple transactions will increase, Knox said.

"There is a correlation between what planners are looking for and what platforms are delivering, so it will be interesting to see what happens in this space for the remainder of the year," he said.

Knox's comments come on the back of the 2008 Investment Trends Platform Report, released yesterday, which revealed that across the industry last year, expenditure on platform innovation increased to \$104 million from the 12 months prior.

The study showed equity market volatility impacted many platforms in their efforts to convert innovation spend from test stage to live release and platforms that were unable to release innovation by September 2008 were less likely to deliver new innovation to financial planners by the end of 2008.

According to the findings, the overall functionality rankings for full function platforms (for planners advising on all products and services including direct equities) for 2008 were: Avanteos; Navigator; Macquarie Wrap; netwealth; and Asgard eWrap.

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