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## Iress boosts market share

### Group increases share by 35 per cent

Kate Kachor

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Financial service software provider Iress Market Technology (Iress) has increased its combined market share of adviser desktops by 35 per cent in the last 12 months, an industry report has found.

Iress, through its Xplan financial planning software, has jumped from 15 per cent in 2006 to 50 per cent in 2007, the latest Investment Trends Planner Technology Report said.

The group's acquisition of PlanTech and Visiplan is said to be a key driver behind Iress' increased slice in the market.

"Our commitment to the wealth management space through acquisition and ongoing organic growth is clear," Iress managing director Peter Dunai said.

"We see our scaled independent position as unique and appropriately placed to invest in both client-driven and industry solutions for the future."

The report also found advisers responded well to pre-populated forms by planning software.

Advisers also identified that data from master trusts/wraps, streamlining transactions and online applications were of benefit.

"The survey details that the number of planners who would prefer client data to be stored locally has declined every year since 2004," Investment Trends Principal Mark Johnston said.

"The number of planners who would prefer to use planning software installed on their own computer has also declined from 42 per cent in 2005 to 27 per cent in 2007," Johnston said.

The report also found that Xplan recorded the highest level of satisfaction amongst financial planners.

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