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Two in a row for Avanteos Ranked first in four categories

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Avanteos has come out overall winner in the 2007 Investment Trends Platform Report: Competitive Analysis & Benchmarking, for a second consecutive year.

Part of the Colonial First State (CFS) stable, Avanteos was found to have the best technical functionality, while also being ranked number one for product offerings, adviser decision support and adviser platform access capabilities.

"Its great recognition from the adviser market for us and we are obviously very pleased with the result," Avanteos chief executive Chris Stevens said.

According to Stevens, this second win will help drive funds onto the platform.

"We are looking to grow not only through the current advisers but by attracting new advisers as well," he said.

CFS's online service, FirstNet Adviser, won the best navigation and user interface award for the second year running, as well as the best new functionality award for their integrated margin lending functionality.

FirstNet Adviser also kept its number one ranking for adviser reporting functionality.

Navigator took out the best platform integration with planning software and related systems award and remained first ranked for full function transactions, that is, transactions across all products including direct equities.

The award for the best direct equities functionality was shared by netwealth and Macquarie Wrap.

Asgard's AdviserNETgain was awarded the best integrated platform hybrid.

FirstNet Adviser and Avanteos work on different architecture, business models and corporate structures, with one based in Sydney and the other in Melbourne.

In March last year, after a strategic review, CFS decided to negotiate with a number of parties interested in buying Avanteos. That decision was rescinded later in the year after the group failed to come to an agreement with any of the interested parties.

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