

FINiO data hub for advisory firms

Providing financial advisory firms access to their client's investment data, fully reconciled, via one, simple to connect data hub.



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Data is the oil of the 21st century, and analytics the internal combustion engine.

Peter Sondergaard, Gartner Research



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Why data matters for advisory firms

We know the problems within the wealth management industry when it comes to data and integrations. FINIO was born out of a need to knit together investment platforms, third-party software providers and advisory firm's data. Not only to integrate them but to standardise and reconcile the data to make it as easy as possible for you to have access to your client's data, in a consistent and easy to access format.



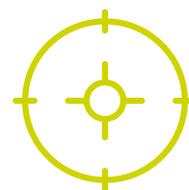
Efficient business operations

Good business data plays a vital role in optimising operational processes. Having accurate and well connected data allows advisory businesses to streamline their operations, reduce inefficiencies, and improve overall productivity.



Informed decision making

Accurate and up-to-date data is crucial for making informed decisions. Whether assessing the risk-return profile of investments or recommending portfolio adjustments, having reliable data ensures that financial advisers can make decisions based on a solid foundation.



Client personalisation and goal setting

Good data facilitates detailed client profiles, enabling advisers to tailor recommendations to individuals. Whether planning for retirement, managing debt, or saving for specific goals, data helps advisers develop SMART financial plans aligning with client objectives.



In the ever-evolving landscape of UK wealth management, where data-driven decisions are paramount, our commitment is to provide the tools and solutions that shape the future of wealth management services. By placing a premium on reconciled data, we ensure that financial advisory firms have the resources they need to navigate the complexities of portfolio management, performance analysis, and tax planning effectively.

Gary Shepherd, business development director, Sprint Enterprise Technology

How advisory firms are using FINIO today

To combat the data issues that advisory firms often come across, the FINIO data hub was born... It was designed to provide financial advisory firms access to their client's investment data, fully reconciled, via one, simple to connect data hub.

Common data requirements for advisory firms

Back-office/CRM integration



It's probably fair to say the majority of advisory firms use back-office software to some degree, but it's the age old problem of integrating investment platforms data to back-office systems and other third-party software providers that causes frustration. FINIO solves that problem by sitting in the middle of these and providing consistent, reconciled data through one hub.

Feeding client portals



Do you engage clients via a client portal? If so, you know all too well that clients will question the data held on these systems and can potentially cause headaches for you if the data isn't accurate. Integrating the FINIO data hub with your client portal can take disparate data from multiple investment platforms and deliver a consistent structure of good quality and accurate data.

Switching platforms



We speak to a lot of advisory firms where they want to switch to another investment platform(s), however, a drawback of this is that historical transactions are lost which is a problem when the adviser provides performance information over time. Those caught in this situation need to stitch together transactions from the outgoing platform to the new one, regardless of their own resource or size.

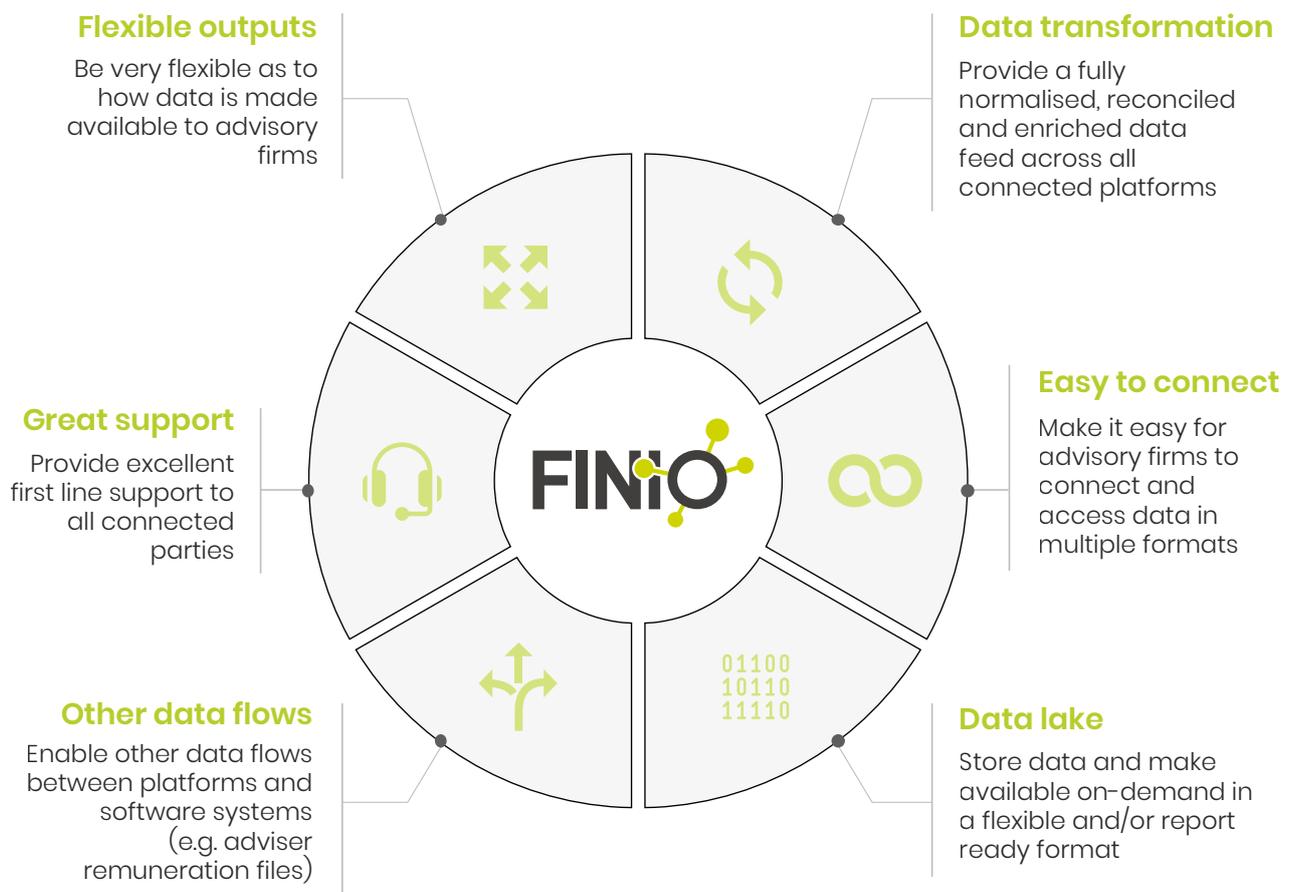
MI data software feeds



We have seen an increase of advisory firms building their own reporting systems or employing tools such as Power BI or clever data reporting via Excel. This enables them to interrogate their data, identify market or client trends, better prepare for reviews – or simply clean up gaps in client data.

FINIO in a nutshell

For **advisory firms** who need to access investment platform data, FINIO is a data hub that provides a single source of data from multiple platforms. Unlike other hubs or companies building their own integrations, FINIO delivers fully reconciled and enriched data in a consistent format across platforms, together with ongoing support.



A single two-way integration between, say, a platform and a risk profiler may be great for their users but is of little greater good in isolation. The potential benefits of industry-wide integration, however, are enormous.

Verona Kenny, Managing Director, Intermediary, 7IM

(Money Marketing, 'The big question no one dares ask on adviser tech', 11 September 2023)

Simplifying complex data

Client investment data is a very complex beast and only gets more complicated when you factor in the different formats from multiple investment platforms, third-party software providers and your own requirements. FINIO simplifies this for you and removes the frustration and ultimately expense of utilising data.

FINIO has five core processes to help advisory firms tackle the ever changing and difficult wealth management data landscape...



You're in safe hands

Backed up by experience and industry recognition

Sprint Enterprise Technology was formed in 2010 by a group of highly experienced and successful financial advisers and technology entrepreneurs with a deep understanding of the industry's needs.

We put our heads together and realised a new data hub that cleansed and normalised data, plus a customer reporting solution were both missing from the wealth management market, and the rest they say is history.

We're committed to becoming the go-to solution that empowers and transforms the wealth management industry, providing unparalleled data management and client reporting capabilities that set new standards of excellence.

Through dedication and innovation, we aim to redefine how wealth management organisations harness the power of data, to drive their success and elevate the overall client experience.

And, we've won some awards along the way...



Client feedback

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We are delighted to be getting 7IM data via FINIO into our CRM (intelliflo office). It has allowed us to get data into intelliflo office earlier in the day, it has allowed us to identify policy mismatches between our CRM and 7IM, and, whilst we are only getting bulk valuations so far, it has paved the way for transaction data as and when intelliflo are ready to receive this. And the whole project has been carried out in such a collaborative way and backed up by great support!

Claire Thompson, technology manager, Mazars

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FINIO has allowed us to roll out Gateway (our in-house CRM solution) so much more quickly than we could have done had we needed to build point-to-point connections to all the many platforms that we operate. In addition, they have provided us with a couple of highly tailored data feeds (Smart Flows and Smart AUA) that means we only need to process and store the data we really need. The FINIO data feeds provide us with aggregated data across 19 different platforms – all in the same format.

Greg Horton, CTO, Fairstone Group

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FINIO is helping platforms move towards having an API solution for valuation integration into back-office systems like intelliflo office. We're looking forward to using them for our 7IM transaction data as they are committed to transforming the raw data into an API solution that we want to use on a daily basis.

Richard Banister, Smith & Pinching

FINIO highlights



Through dedication and innovation, we aim to redefine how wealth management organisations harness the power of data, to drive their success and elevate the overall client experience.

Common uses cases for advisory firms

- Bespoke and common back-office system integration
- Feeding client portals
- Switching platforms and need to keep transaction history
- Powering your MI data software directly (Power BI, Excel etc)

Multiple data types available

- Valuations
- Transaction data – historical and moving forward
- Inflows and outflows
- Adviser remuneration
- Fees

Flexibility on how to connect and deliver the data

- | | | |
|------------|--------|-------|
| → Rest API | → JSON | → CSV |
| → SFTP | → XML | → PSV |

We love talking to people about investment data, so feel free to [contact us](#) and arrange a call at your convenience.

Don't let data slow down your business – it's time to Sprint!



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The FINIO data hub makes access to platform data easy. One connection provides access to a fully normalised data feed from multiple platforms. And not just that, FINIO makes sure the data is accurate, ready to use, and delivered in a flexible format for advisory firms.

Robin Bevan
CEO, Sprint Enterprise Technology

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Book a call:

