



new access

FOR BANKERS



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# BANKER'S FRONT

The one and only Front-End portal enabling an efficient and smooth client lifecycle management for private bankers.

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[www.newaccess.ch](http://www.newaccess.ch)

## A challenging environment for bankers

Today's financial industry is transformed by evolving customers' expectations, increasingly competitive markets shaped by disruptive technologies and tightening regulatory needs. New Access solutions are aimed at turning these challenges into opportunities and getting tangible benefits for the Relationship Managers and their clients. BANKER'S FRONT, designed by New Access, is the one and only portal, enabling a more efficient and enjoyable banker/client interaction.

## Customer centricity and digitization

Clients expect greater transparency and availability: anywhere, anyhow, increasingly taking part in the investment decision process. Banks need to engage their customers along the process to offer them an enhanced customer experience via tailor-made services and innovative solutions.

New Access solutions are intuitively built to respond to these specific clients' needs. Thanks to our digital solutions, bankers and clients can interact smoothly and efficiently in a fully secured and cross-border regulatory compliant environment. BANKER'S FRONT is highly configurable and enables banks to offer key differentiators increasing their competitiveness and profitability.

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## A day-to-day fully configurable tool assisting Relationship Managers throughout the client services lifecycle

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The BANKER'S FRONT solution is built on New Access Front-to-Back banking modules, providing the Relationship Manager with a single entry point for their daily interaction with their clients.

BANKER'S FRONT manages the complete lifecycle of the client services, from prospection, to Onboarding, modification, review, and ongoing activities. The management of the client relationship is done through a simple and efficient user interface, taking into account the specificities of banking.

With BANKER'S FRONT, client documents are accessible immediately and protected by a strong access rights management.

BANKER'S FRONT centralizes client information and addresses all aspects of regulatory constraints for optimized operational processes.

## BENEFITS OF THE SOLUTION

### + A 360° VIEW

The solution offers a 360° view of the client information including: portfolios and assets, personal documents and data allowing a holistic approach to client management

### + DIGITIZATION OF PROCESSES

The solution enables the digitization of the client lifecycle services: it integrates a client visit app (tablet), to support a digital banker-to-client interaction in a fully secured and cross-border compliant way

### + OPEN INFRASTRUCTURE

The BANKER'S FRONT connects with New Access mobile e-BANKING, for a multi-channel communication with the client, including secure instant messaging & content sharing

### + CLIENT CENTRICITY

A consistent person-centric view is provided throughout the prospection, the onboarding and the client management phases

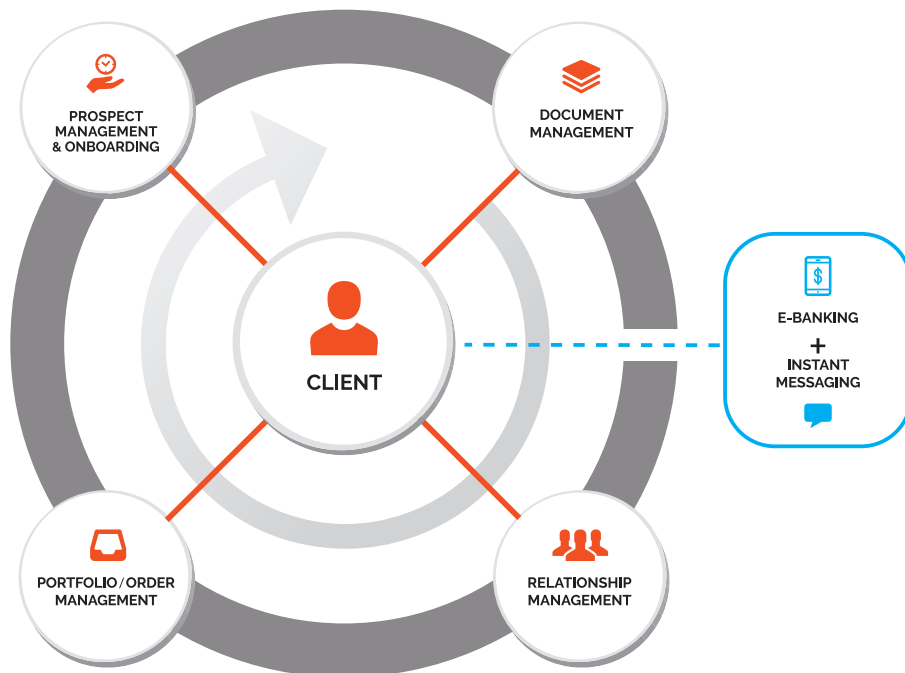
### + OPERATIONAL EFFICIENCY

Efficiency is increased through automation and integration reducing costs and risk: regulatory rules are embedded in the tool, all modules "talk" to each other, and the same data is only input once

### + COMPLIANCE

The solution factors in many aspects of the regulation, regarding the required contracts and documentation, the AML risk, tax constraints, cross-border limitations and suitability requirements

## FOR AN EFFICIENT HANDLING OF ALL ACTIVITIES LINKED TO THE CLIENT, COVERING...





# BANKER'S FRONT ONBOARDING

The Onboarding module enables the Relationship Manager to initiate a new banking relationship smoothly and efficiently while meeting the requirements and constraints set by regulation and the bank's internal policy. The module covers many aspects subject to regulation, in particular AML risk, tax (FATCA/CRS classification), cross-border, and suitability aspects.

The Onboarding module has a native integration with the **BANKER'S FRONT** CRM (in) and with the Client Database (out). The Onboarding module can however be implemented in a stand-alone way and interfaced with an existing Client Database.

## FUNCTIONALITIES

### Regulatory

Client profile (KYC), customized according to the bank's policy

AML Risk

Investor's profile (incl. MiFID II, suitability and appropriateness requirements)

Multi-jurisdiction support

Tax forms (W-8, W-9, self-certification, internal checklists, etc.)

Support of various client structures (individual, corporate, trust, insurance wrappers, etc.)

### Workflows Management

Validation process controlled through workflows

Easy printing of documents & pre-populated forms

Missing/incomplete documents management (alerts, tasks)

Integration of name check

Integration with Client Database: export a new relationship, import a prospect or an existing client



# BANKER'S FRONT RELATIONSHIP MANAGEMENT (CRM)

In a highly competitive market, knowing in real-time all aspects of your clients and interact with them efficiently is considered as a key advantage.

The CRM module is built around a full client-centric view, where all aspects of the clients' relationships are consistently brought together.

## FUNCTIONALITIES

### Prospect & Client Management

Prospect qualification

Opportunities Management

Pipeline maintenance

KPIs

Task management for day-to-day business (meetings, events, reminders, etc.)

Prospects activity trail (email, call, visit, memo)

Marketing data

### 360° client view

Navigate from client-centric view to asset-centric view

Existing clients are synchronized with the Client Database

Outlook integration: drag & drop clients emails into web browser

Integration with e-BANKING secure instant messaging

Client documents management: legal documents, portfolio valuations, correspondence, investment proposals, statements, advices, etc.



# BANKER'S FRONT PORTFOLIO MANAGEMENT

**BANKER'S FRONT** enables Relationship Managers, in one single view, to have access to their clients' positions and analytics enabling them to take part into the investment decision process. The platform covers portfolio analysis, performance analysis, client reporting and allows single orders generation while applying all the necessary controls.

## FUNCTIONALITIES

### Portfolio Management

Views and portfolio analysis

Consolidation

Multi-client / portfolio management

Multi-currency, multi-custodian

Fund management and analysis  
of indirectly held positions

Multi-asset class

Benchmarks (Composite, Simple, Indexed)

Risk management

Performance calculation

Reporting

### Order Management

All types of orders (Security, Forex, cash)

Individual/Bulk orders and advanced  
ordering functions (Swap/Equalize)

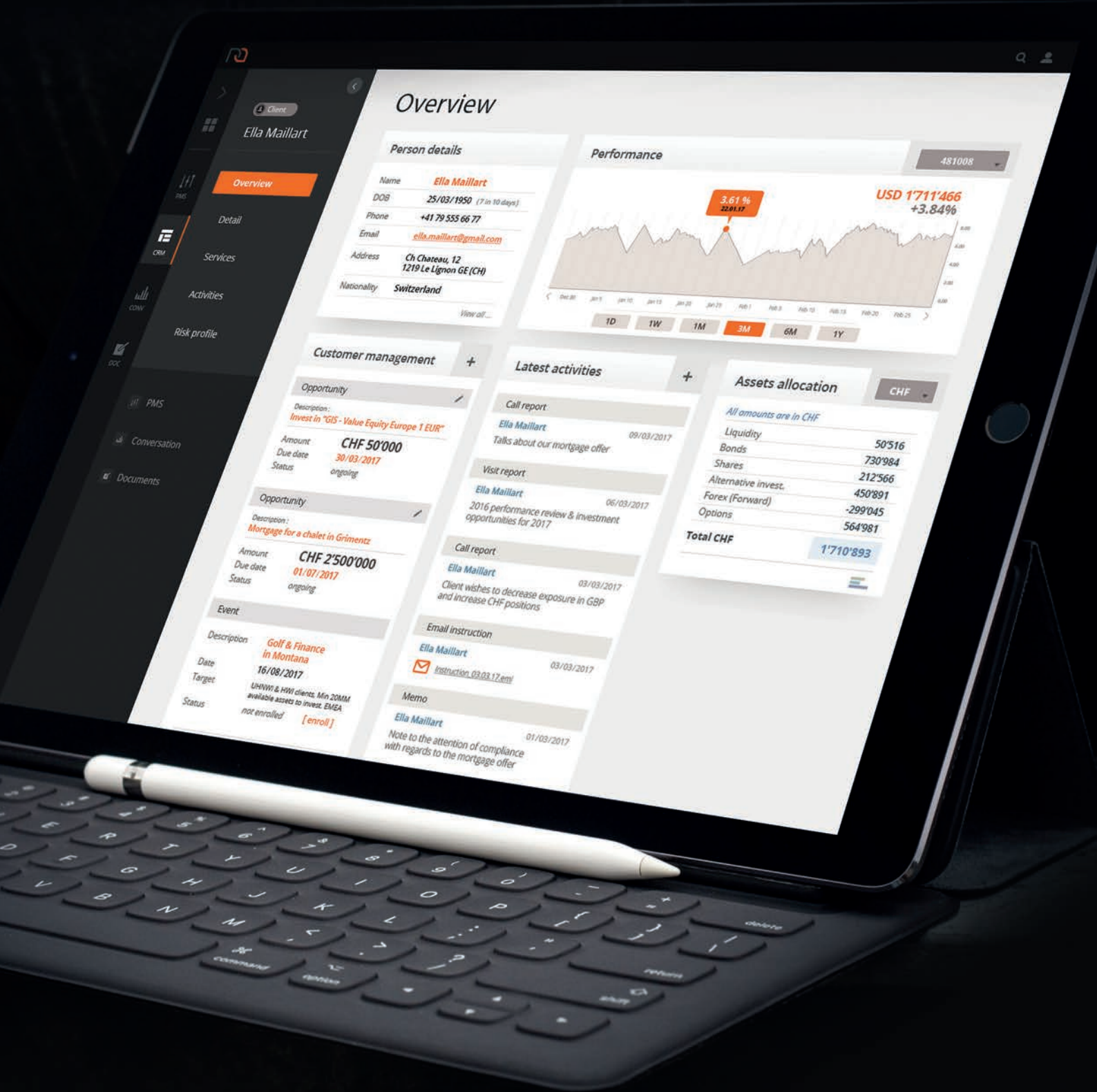
Multi-asset class

Pre and post-trade controls with orders  
restrictions (regulatory (MiFID II)/management)

Compliance checks

Investment proposals





## Overview

Client  
Ella Maillart

Overview

Detail

Services

Activities

Risk profile

PMS

Conversation

Documents

### Person details

Name **Ella Maillart**  
 DOB **25/03/1950** (7 in 10 days)  
 Phone **+41 79 555 66 77**  
 Email **ella.maillart@gmail.com**  
 Address **Ch Chateau, 12  
 1219 Le Lignon GE (CH)**  
 Nationality **Switzerland**

### Performance



### Customer management

#### Opportunity

Description: **Invest in "GIS - Value Equity Europe 1 EUR"**  
 Amount **CHF 50'000**  
 Due date **30/03/2017**  
 Status **ongoing**

#### Opportunity

Description: **Mortgage for a chalet in Grimentz**  
 Amount **CHF 2'500'000**  
 Due date **01/07/2017**  
 Status **ongoing**

#### Event

Description: **Golf & Finance in Montana**  
 Date **16/08/2017**  
 Target **UHNWI & HNW clients. Min 20MM available assets to invest. EMEA.**  
 Status **not enrolled** [enroll]

### Latest activities

#### Call report

Ella Maillart 09/03/2017  
 Talks about our mortgage offer

#### Visit report

Ella Maillart 06/03/2017  
 2016 performance review & investment opportunities for 2017

#### Call report

Ella Maillart 03/03/2017  
 Client wishes to decrease exposure in GBP and increase CHF positions.

#### Email instruction

Ella Maillart 03/03/2017  
 [Instruction\_03.03.17.eml]

#### Memo

Ella Maillart 01/03/2017  
 Note to the attention of compliance with regards to the mortgage offer

### Assets allocation

All amounts are in CHF

Liquidity	50'516
Bonds	730'984
Shares	212'566
Alternative invest.	450'891
Forex (Forward)	-299'045
Options	564'981

#### Total CHF

1'710'893



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For further information about our solutions, please contact us:

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