

# Albridge Redesigns Reporting Solution

The solution will offer drilled down information for clients in a more mobile interface.

Albridge, an affiliate of BNY Mellon's Pershing LLC, is redesigning its reporting solution, looking to take advantage of its clients' mobility for its latest enhancement of its wealth reporting solution.

The company redesigned its wealth reporting platform, including its user interface, to make it easier and more efficient. It will also have greater integration with Pershing's NetXInvestor and its trove of consolidated holdings and performance values.

A beta version of the new redesigned platform will be available late this month with a wider rollout expected in the early part of 2017.

Albridge COO Marc Butler says the platform enhancements were borne out of years of a desire to build out mobility for its products for a new generation.

"Before, advisors would bring a bunch of reports and have conversations about those reports, but now

more people are comfortable with technology," Butler says.

The platform will have drill-down views so advisers and their clients have a more holistic idea of their investments and performance. It will also have integration capabilities with third-party technology providers. Butler notes the industry is facing a demographic change, and people are more comfortable working with digital offerings than the printed paper reports that have long been the norm.

"The experience of a lot of people now sometimes only revolves around digital products so we wanted to really make it easier," he says. "So many advisers are also more mobile, going around with their clients."

Albridge is also working on upgrading its other solutions to help comply with regulations like the new Department of Labor requirements.

The Albridge Sales Practices Monitoring solution will have a more efficient review of transactions. The firm and Eagle Investment Systems are developing the Global Investment Performance Standards (GIPS) reporting platform, which will combine performance data from Albridge and Eagle's GIPS management capabilities.

The upgrades are meant to help Albridge customers be better data custodians, particularly as the new rules require more robust wealth reporting, says Butler.

"There is a huge push around data, and in particular data quality, so our goal is to provide completeness and accuracy for clients that is auto-reconciled," he says.

Butler says the DOL ruling could cause some smaller firms that do not have the financial capability to meet the requirement to sell.

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