



For financial advisers

# Knowing Me, Knowing You, Knowing your platform technology...

David Tod & Ronnie James



# Learning objectives

- Identify differing platform technologies & models, their use within adviser technology stacks and how they can be used to increase efficiencies across differing client segments.
- Understanding of available data & consumer friendly processes that can be used to support the regulatory framework, allowing advisers to identify and minimise risks, also enabling advisers to increase consistency & efficiencies.
- Ability to demonstrate additional steps that can be taken to improve value of client banks, and adviser businesses, through processes and technology



# The world as we know it...

Approx 31,000 registered UK advisers  
Less than 6% of advisers are under 30 years old

Contending with

Political &  
economic outlook

High inflationary  
environment

Higher interest rate  
environment

Widening advice  
gap

AI and Robo  
advice

Regulatory change



Change in client demographics and Gen Z

## Grow, simplify or sell

Source:  
FT Adviser– March 2024 - <https://www.ftadviser.com/your-industry/2024/03/12/worry-for-profession-as-young-adviser-numbers-plummet/>



# Helping to navigate regulation

In another year of change, our experts are on hand to help you understand what changes to the pensions and investment landscape mean for you, your business and your clients

Labour government changes

Changing pension market dynamics

Retirement income advice review

Consumer Duty

Social care funding


Pension Dashboards

Budget changes

Adviser

Support

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 Supporting your business Our solutions Investments Knowledge centre Search

Supporting your business > Adviser tools and resources

Navigating change


Keep up to date with the latest industry changes.

Find a range of resources to help you understand what changes to the pensions and investment landscape mean for you, your business and your clients. You'll find guides, webinars and articles containing up-to-date analysis from our industry experts.




The Second 50

At Aegon, we're exploring life after 50, or what we're calling the Second 50. Take a look at our




Consumer Duty

Keep up to date with the latest Consumer Duty news and access resources to help you



Budget analysis

Take a look at our Budget summaries for an overview of the key announcements made in



4

# Adviser software



# Profitability pointers

- Average adviser revenue – down
- Average firm profits – down
- Adviser earnings
- Adviser contract status
- Gender gap £116k / £108k
- Adviser training / Academies
- Vertical integration
- Self serve – up to 30% more clients servicable<sup>1</sup>
- Increasing regulatory costs



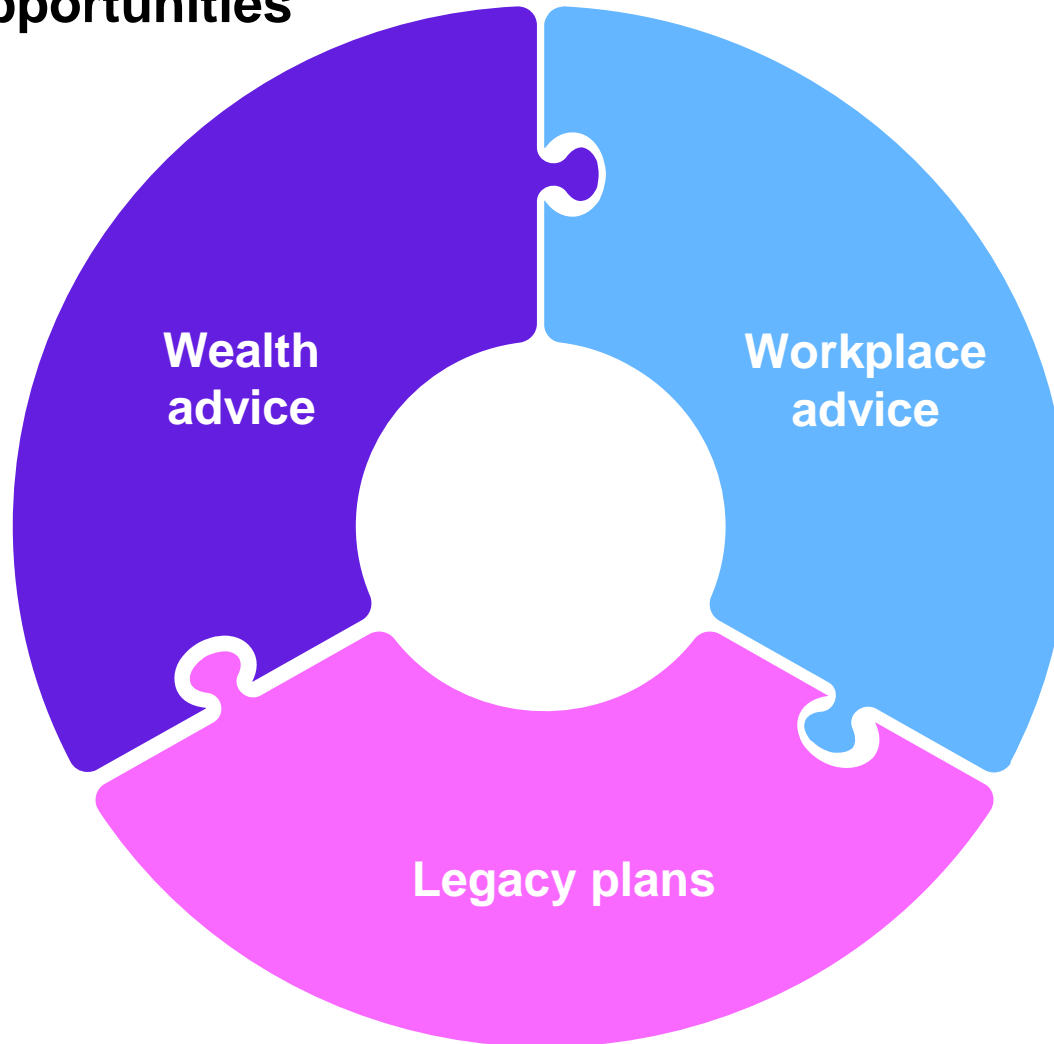
<sup>1</sup>Next wealth future of financial advice report Jan 2025  
Fascinating financial facts report – Harper research Jan 2025



# Targeting growth markets

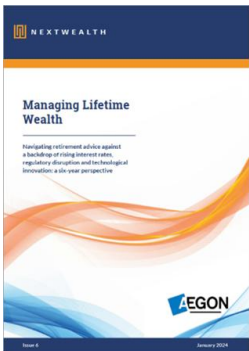
## Developing market opportunities

- Mainstream advice market expected to continue to rise
- Currently 58% of clients & 53% of AUM for advised clients assets are for clients receiving retirement advice<sup>1&2</sup>



- Continued growing market
- £1.2 trillion by 2031<sup>3</sup>
- More wealth opportunity creation

- Fitness for purpose?
- Cost and value challenge
- Orphan clients

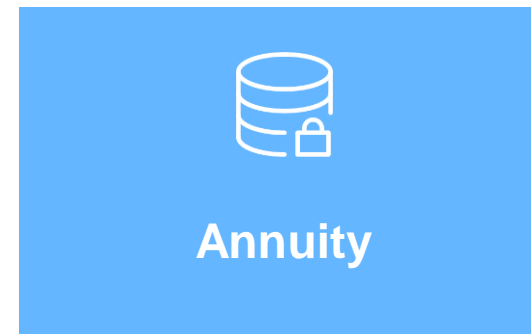
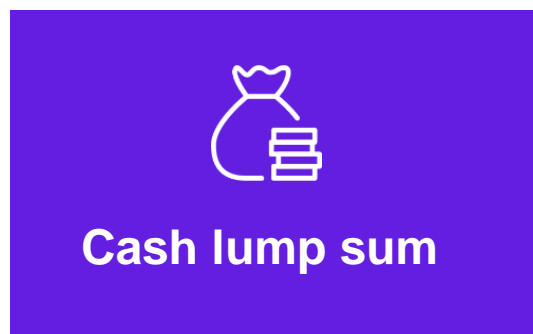


Source: 1 Aegon second 50 report July 2024 [The Second 50 | Adviser | Aegon](#) 2 NextWealth – Jan 2024 [Managing Lifetime Wealth 2024 - NextWealth](#) 3

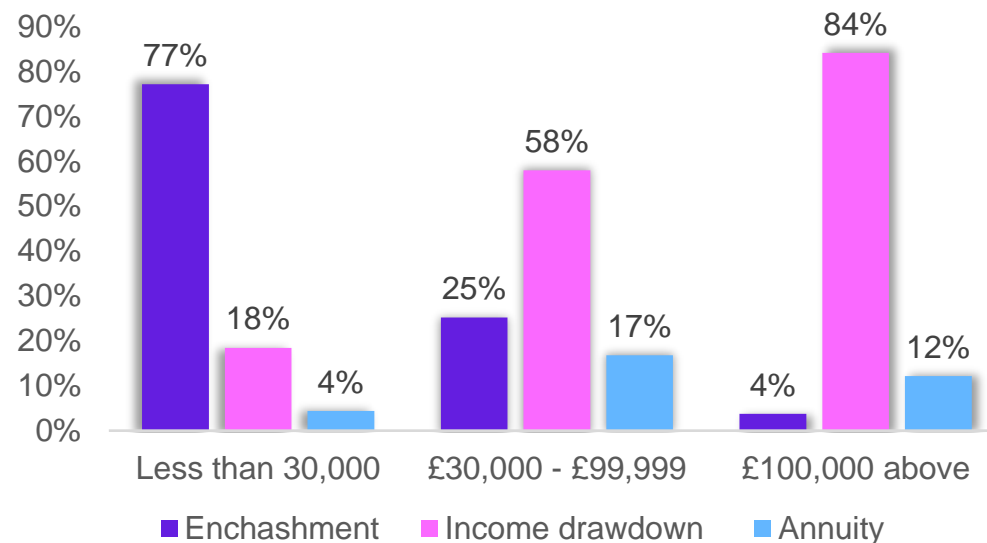
7 Taken from Broadridge Workplace Provider Benchmarking 2023 - based on indepth data gathered on every scheme from 17 workplace providers. Including MasterTrust, Trust- based and Contract-based schemes. Unbundled single-employer trusts aren't included.

# Accessible savings

Access to a range of options, including Flexi access drawdown, in plan



FCA data





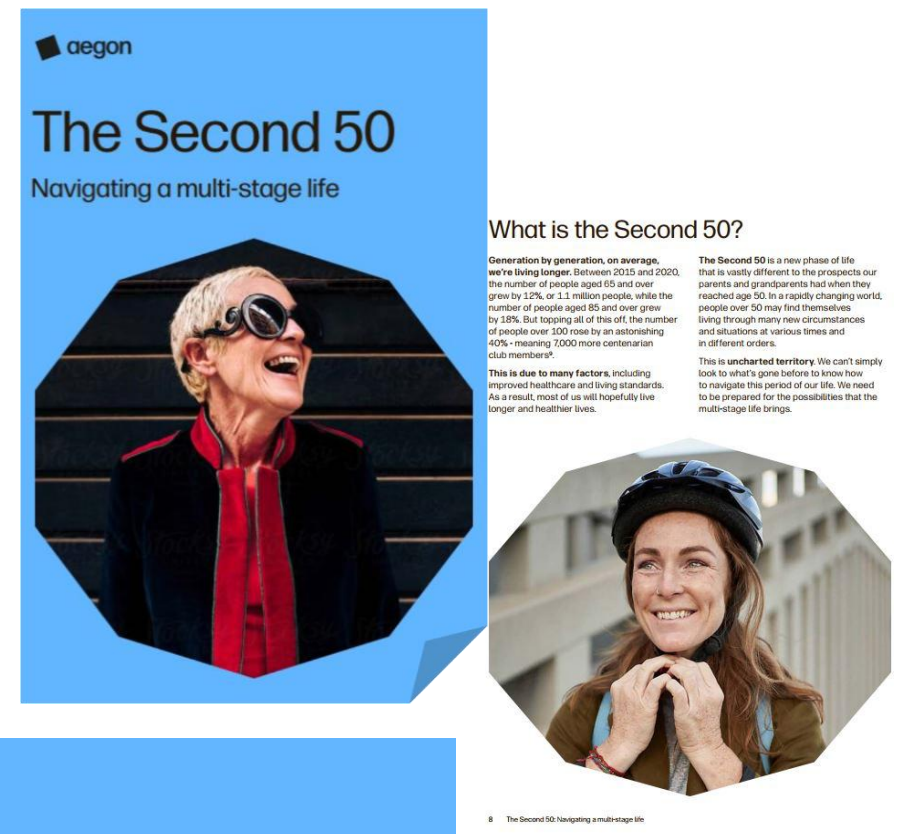
# The Second 50

Our report 'The Second 50 - Navigating a multi-stage life', explores the changing nature of later life and its many possibilities.

It suggests that a longer life will fundamentally change what people should expect when it comes to education, work, and retirement.

Clients approaching or in their 'Second 50' may be thinking differently about their future, how they reach their goals, and find meaning in their lives.

Are your clients ready for the opportunities their Second 50 years can bring?



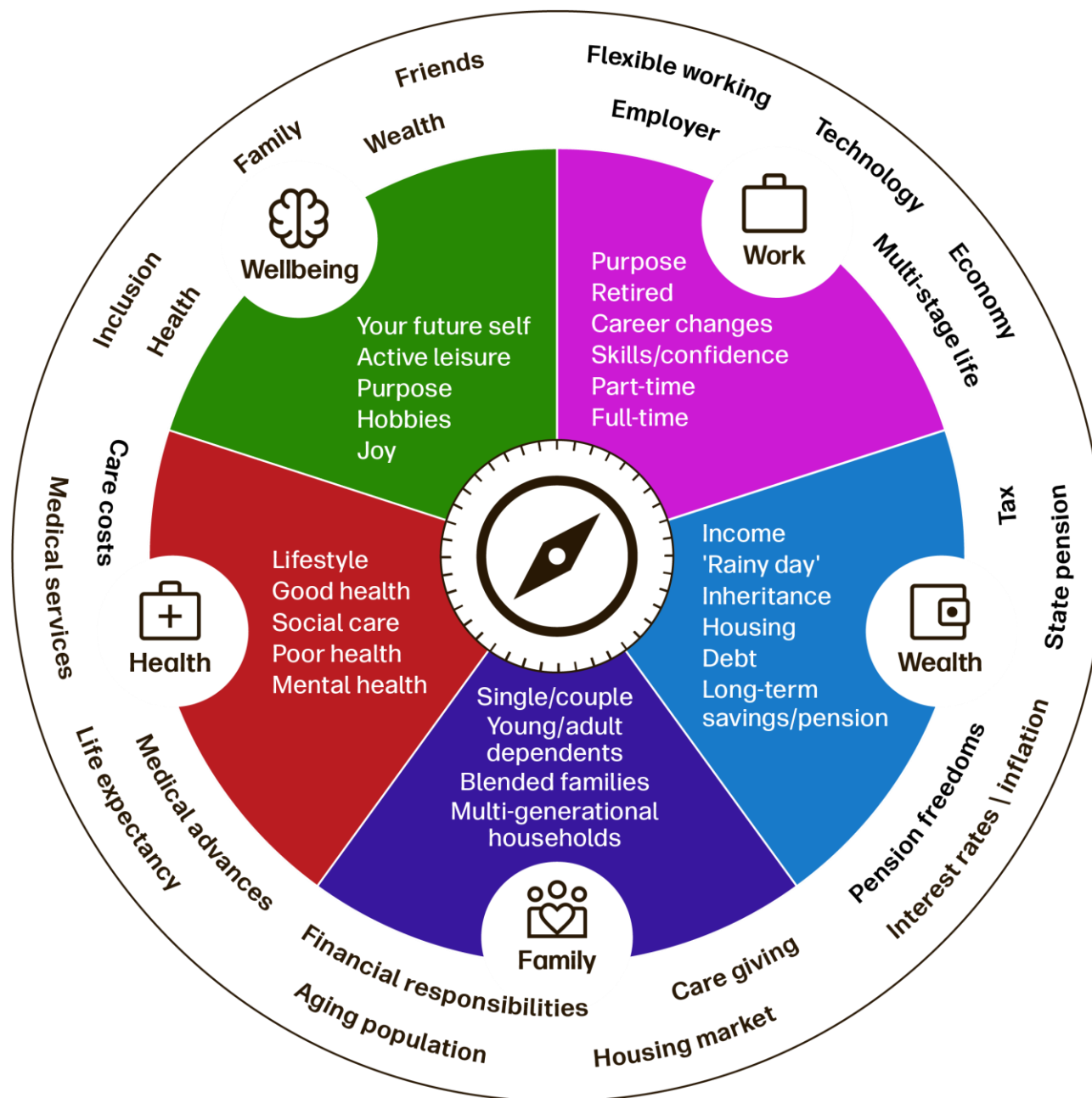
Take a look at our resources to discover the changing nature of later life and its many advice opportunities

[aegon.co.uk/navigating-second50](https://aegon.co.uk/navigating-second50)



# The fundamentals of a good Second 50

We took the findings from our Second 50 research and identified five fundamental areas your clients will need to navigate and help shape their second 50 years of life.



# M&A activity

Being best equipped for your chosen strategy



Heightened due diligence  
Consolidator consolidation



Valuation methods  
Changing of the guard  
Long tail clients  
Self serve functionality

Congested marketplace



# Grow or simplify

## Grow

**Millennials**  
**Acquisition**  
**Recruitment**  
**Developing talent**  
**Growth markets**  
**Generational wealth**  
**Existing client banks / retiring advisers**  
**Professional connections**

## Simplify

**Number of platforms**  
**Centralised Investment Proposition**  
**Centralised Retirement Proposition**  
**Core markets**  
**Client segmentation**  
**Minimum cost to serve**  
**Profitability**



# Your Technology stack



## Platform

- Allows the firm to deliver their agreed proposition to the correct target market.
- Have the appropriate service delivery to ensure that the adviser proposition can be delivered.
- Tax wrappers & products suitable for the desired target market..



## Investments

- Allows delivery of the firms chosen Centralised investment propositions.
- Wide selection of available funds for relevant client segments.
- Understanding of key processes such as cash and rebalancing for relevant client segments.
- Self service functionality where needed.

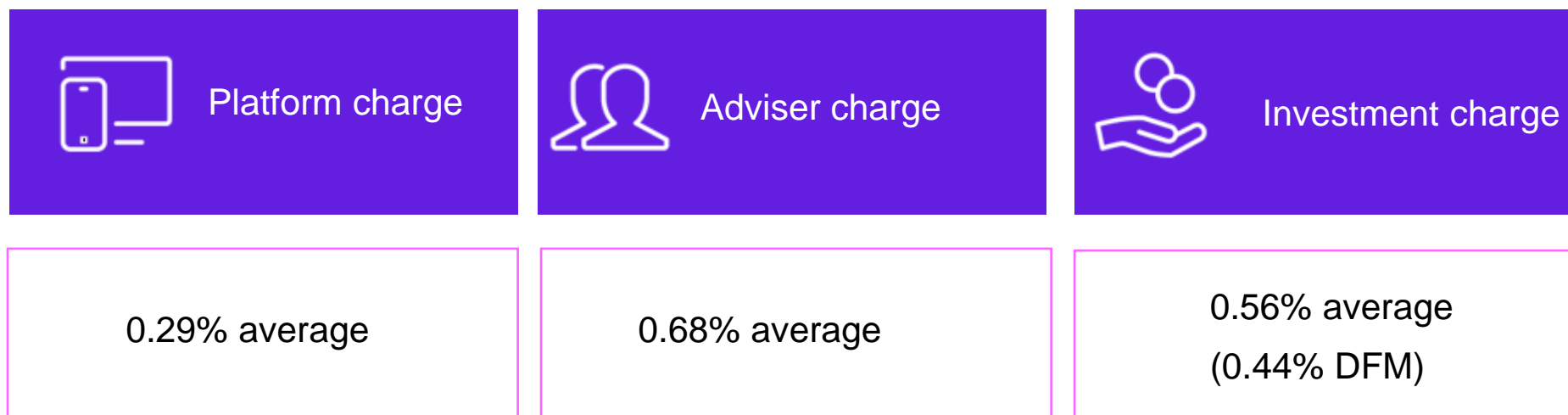


## Reviews

- Ability to efficiently produce
  - Portfolio reporting
  - Product reporting
  - Tax reporting
- Appropriate material for client review meetings
- Data integrity, and integrations for supporting software

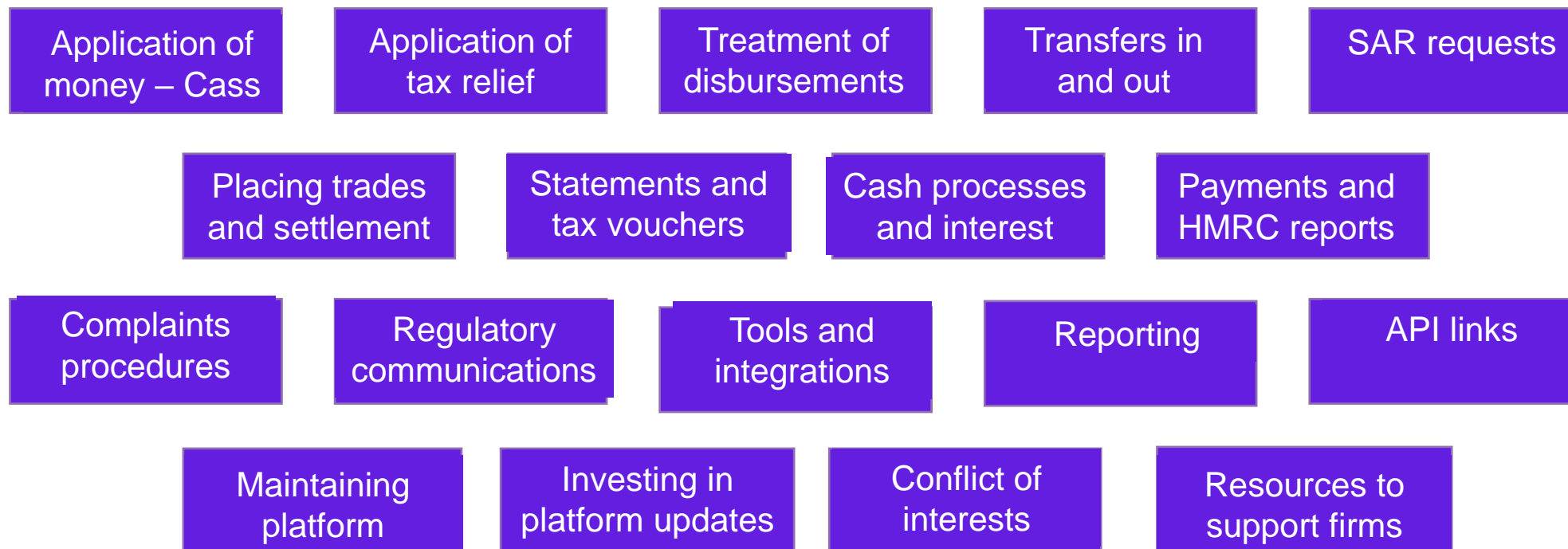
# The value chain

What do advisers & clients value the most?



# Underestimated value

**A platform provider helps support all of the following and more**



# Our roadmap

In addition, we'll deliver a range of smaller enhancements

## New features

Q1 2026



Additional offshore  
bond partners



Junior  
SIPP



Transfer  
enablers



Inter-product  
transfers



Product reporting:  
new features



Improving money  
out and income  
reliability



Managed transfer  
service: automated  
illustration production



Managed transfer  
service: bulk  
illustrations



Report Zone new  
experience



Illustration template  
improvement



Multiple models in  
one product

## Additional features already on Aegon Platform



Ability for  
customers to open  
GIA, ISA wrappers



GIA to ISA  
transfer



Junior ISA



Enhanced charging flexibility



## Delivered in 2024

## Delivering in 2025



### Core platform experience

- ✓ Company and trustee access
- ✓ Dashboard improvements
- ✓ ARC and Aegon Platform single sign-on
- ✓ Product summary enhancements
- ✓ Online nomination of beneficiaries



Adviser dashboard improvements



Outsourced paraplanner single sign-on



Backdated valuation PDF report



Consolidator single sign-on



Improved illustrations



Extension of MFA options



Mobile app



### Money in and money movement

- ✓ Flexible ISA
- ✓ GIA to GIA transfer process
- ✓ Switch application summary document
- ✓ Proportionate switch



Ad hoc rebalance (non-models)



Customer GIA and ISA opening



Regular contribution enhancements



Enhanced charging flexibility



GIA to ISA transfer



Junior ISA



Junior SIPP



Pension transfer enablers



### Money out

- ✓ Improved expectation setting
- ✓ Improved pension income reliability



One-off ISA and GIA withdrawal



Improving money out and income reliability



UFPLS online experience



Improving core drawdown experiences



### Reporting, tooling and MI

- ✓ Product reporting adviser tool
- ✓ Drip-feed drawdown report
- ✓ Product reporting client access
- ✓ Excess Reportable Income report



Product reporting additional data



ETF Fractional trading



Product reporting: new features



Bulk transfer illustration automation



Report Zone new experience



Multiple models in one product



### Adviser and partner integration

- ✓ Bulk transactions feed successfully piloted ahead of 2025 rollout with Intelliflo and IRESS



Offshore bond partners



Onboarding bulk transactions with IRESS and Intelliflo



Improve capacity of bulk data feeds



Documents feed API



Open API trading (selected journeys)



Onshore bond partner

# Learning outcomes

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# Thank you

**Any questions?**

Keep up to date with the latest industry changes at  
**[aegon.co.uk/navigating-change](https://aegon.co.uk/navigating-change)**

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# Supporting your business

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## Research and Insights

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## Consumer Duty

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## Tech Zone

[Aegon Retirement Choices](#)

## Tools

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## Platform D/D

[Aegon Retirement Choices](#)





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# An award-winning partner



FINANCIAL WELLBEING CHAMPION OF THE YEAR

**WINNER**



Best Group Pension Provider



# The main platform options

**Administration**

**White labelled / co branded**

**Own platform**

**Client servicing**

**Trading & settlements**

**Valuations**

**Technology**

**Outsourced responsibility**

**Agnostic**

**Promotion of independence**

**Slower developments**

**Outsourced responsibility**

**Dual branded**

**Slower developments**

**Agnostic**

**Promotion of independence**

**In house responsibility**

**Brand and control**

**Development**

**Value chain benefit**

**Cass & KYC**

**Cap Adequacy requirements**

**Processes**

**Payments / transfers**

**HMRC reporting**

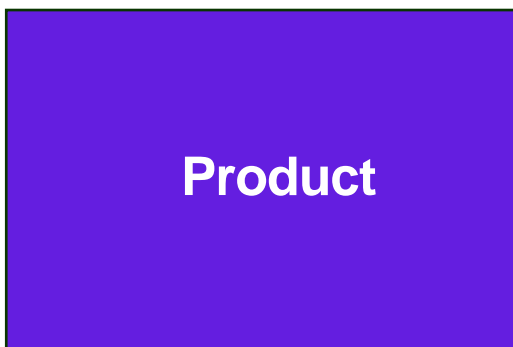
**Technology**

**Staff & experience**

# Being a manufacturer / co- Manufacturer

Does it meet the regulatory definition where a firm...

- Creates
- Develops
- Designs
- Issues
- Operates
- Manages
- Carries out
- Underwrites (for insurance)



Does the product give good value comparable to other market options...