

KYC and AML regulatory requirements Adapt or disappear, this could be the question!

Financial advisors are not supposed to become Police investigators and even less computer specialists...

Who is the European financial advisor who does not complain about the regulatory landscape that is constantly changing? The reasons may vary from one country to another: England suffered the brunt of over-regulation affecting the business models and thereby destroying thousands of jobs against *(and that's a shame)* the interests of investors, France awash in new regulations adapted by the local regulators...

In short, too much regulation permanently ruins the morale of each other, at the notorious difference of men of law who give heart to joy...

Believe that things will improve from Brussels is totally unrealistic, recent financial crises of 2008 and 2011 have left too many scars in the collective memory. Investors' protection and traceability have become an obsession of the European super regulator.

The issue of professional financial advisor is crucial: return to the path of growth by devoting more time to track the clients and to business development.

In terms of advice, if you look more close-

ly, the decisions taken to strengthen the protection of investors is a unique opportunity to stand out with a more professional and qualitative approach.

Obviously, this will also go through an educational approach with prospects or customers. It will highlight the benefits that can be delivered, in advising matter, thanks to a more rigorous process and more regular updates.

Finally and most importantly: to each his job!

Financial advisors must continue to advise, they must stop constantly fear of not being in compliance with the rules and do not become willy-nilly in lawyer let alone a computer specialist.

KYC and AML: turn your weak points into competitive advantages, equip yourself!

KYC processes and customer AML mapping risks requirements are binding but certainly not insurmountable. Of course, in the short term, there will be an impact on the organization and lived as constraints, but ultimately it is the general organization that has been optimized for the greater good of all.



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Tools should adapt to give a real regulation guarantee and be designed to achieve significant productivity gains to professional users.

This will necessarily go through thin computing, and process support.

Without IT tools, no hi

To take just two examples of weight posed by regulation on daily financial advisors work: KYC and AML. These topics are more relevant than ever and are a source of worry because regulatory constraints are numerous and the organization to set up to ensure compliance can be very heavy in terms of costs. How to imagine that the financial advisors, networks, brokers can ensure that the regulator due diligence have been met in terms of clients data updates? How to update AML mapping for each client and for the entire company? It goes without saying that those who continue to violate the regulations or are to pursue in attempting to comply with a hazardous manual organization will disappear ... or will be sold with very steep discounts.

Salvation will come from providers capable of delivering simple solutions, effective, available and inexpensive ...

Essential features — Regulatory dashboards edges in real time and tracking KYC/AML risks should at minimum be available through these regulatory tools. Alerts and automated emails for customers' updates will also be among the criteria for selection of future IT Regulatory Tools.

Dematerialization: issue for today, not tomorrow.

The financial advising profession must stay focus on what made its success for decades: the availability. Today it is no longer necessary to see his clients to be effective or to make them sign documents. Again, technology can save time



in regulatory processes while conveying a modern image.

Paperless, electronic signature, legal archiving are all solutions that should be taken into account in the choice of tools, in order to provide evidence traceability and enable very important productivity gains.

Enhance your goodwill and convey a modern image

Change his organization to take less regulation risk and regulatory devote more time advantage to its customers resulted in better term value of your company ... or avoid undergoing a deep discount in case of resale.

Adapt: the winning bet!

Financial advisors will not escape to this rule of common sense: swimming against the current is useless and depleted.

Financial advisors who are aware of the great challenge posed by the changing

market will come out even stronger. The general organization of their firms will be optimized, the image conveyed will be improved, regulatory risks mastered and customers better monitored.

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