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Asgard rates number 1 with AdviserNETgain

Asgard Wealth Solutions' newly launched practice and planning management technology AdviserNETgain has taken out the number one spot in the Investment Trends 2006 Platform Report's 'hybrid' category.

The hybrid category was established by Investment Trends for the first time this year to rate the performance of online solutions for advisers that conform to a truly integrated planning software and platform model for the practice.

AdviserNETgain, launched to the market on November 20, but in testing with planners since September, was named number 1 for its ability to deliver integrated financial planning and practice management technology to advisers.

According to Investment Trends, the technologies in the hybrid section potentially present greater opportunities to become total business management tools than other current offerings. They also stated that the AdviserNETgain model was more than a hybrid with its greater focus than others in the category on business and practice management support.

"This win is strong evidence that Asgard is at the forefront of the race to deliver the next-generation of online business solutions for advisers," said CEO Geoff Lloyd.

"Ten years ago we were the first online solution in the financial services industry integrating the adviser's office with our platform product and services. Asgard Online - later renamed adviserNET - has been award-winning ever since.

"Now, while the rest of the market has been playing catch-up, we have launched a next generation total online business solution that will revolutionise the way advisers run their practices and streamline their office processes, and we've done this taking into account more than 10 years of continuous adviser feedback," Mr Lloyd said.

In an industry first, AdviserNETgain boasts a single data entry point that seamlessly integrates an adviser's front office processes with their back office activities.

"The new system will also give advisers the capability to report not only on the Asgard accounts held by their clients, but also their non-Asgard accounts. It is the combination of the technology with platform access that gives us the industry winning formula," Mr Lloyd said.

He said the second phase which would launch in April next year would include further upgrades to the system including an advanced statement-of-advice production facility.

Mr Lloyd said AdviserNETgain sits above the Asgard platform, adviserNET and Assirt with plans to phase out Assirt over the next two years.

He said adviserNET would continue to be available to advisers and would remain a prominent part of the Asgard business.

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