

# VisualVest Client Story

November 2018



**Ortec Finance has been providing advice on key elements of the customer journey for wealth planning to VisualVest since 2015. VisualVest is a digital asset manager, also called Robo Advisor. This online platform has primarily been using OPAL as an anchor point for personalized advice in combination with expertise in goal-oriented investing.**

VisualVest was founded in 2015 as a 100% subsidiary of Union Investment, one of the leading fund management companies in Germany and part of the German cooperative financial network. VisualVest serves as a research and development lab for this network, which is one of the most extensive banking service networks in Europe, with 915 institutions and 11,108 branches. The company's main purpose is to gain knowledge about the development and distribution of digital financial tools and to share this knowledge with the members of the German cooperative financial network. As a result, a white-label solution of VisualVest named "MeinInvest" was successfully introduced to several hundred banks of the network.

## **Challenges faced by the Robo-advising company**

In January 2015, VisualVest defined private investors with a high affinity for online and digital services as their main target client group for a fully digital Robo-advice. It was clear that the product offering and customer journey had to contain a goal-oriented approach to attract the client group to save money for personal financial goals. Their main challenge was to find a way to effectively show how an investment will probably perform in the future and how changes made to the investment will affect the future performance.

In that context, the company was looking for potential service and product providers for target investing in the EU-market. And Ortec Finance gained attention quite fast in their research. Ortec Finance's product offering and expertise was convincing enough across all stages of their request for proposals.

## How VisualVest benefitted from working with Ortec Finance

Ortec Finance was already a well-established partner for investment companies in the Dutch market and provided deep insights into the needs of VisualVest's target group. Based on that, Ortec Finance provided advice on key elements of the customer journey for wealth planning with OPAL as anchor point for personalized advice in combination with goal-oriented investing.

With OPAL, VisualVest had the chance to not only benefit from Ortec Finance's expertise in the scenario analysis and goal-based investment advice but also in business consultancy to connect the VisualVest platform via the OPAL APIs.

As soon as the decision for OPAL was made, initial workshop calls between VisualVest subject matter experts and an Ortec Finance project team were set up to define the roadmap and gain insights into the configuration of OPAL.

By means of regular conference calls, both VisualVest and Ortec Finance reported on the status of different issues and topics like the set-up of technical environments or definition of sub-asset classes and benchmarks in the VisualVest portfolio model.

### What is OPAL?

OPAL enables goal-based investment decision-making. We leverage our institutional investment risk management expertise by using top-notch calculations as the core of the solution. This enables financial institutions to translate personal goals of their clients into an optimal financial plan and monitor these goals over time.

**Sophisticated solution, advanced calculations, simple communications & better client engagement!**

VisualVest performed the implementation following the Scrum methodology with sprints running for 3 weeks. Although deadlines were tight and new partners and subject matter experts from portfolio and wealth management were needed to be involved, Ortec Finance was able to provide quick professional advice at any required point of time.

When VisualVest entered the market in 2016, the digital product offering gained more and more attention of the German cooperative financial network.

New products and portfolio models were quickly set up and configured in OPAL.

## Results

Among other several benefits, the three main benefits of using OPAL have been:

- ✔ Broad spectrum of results and information contained in OPAL's scenario calculator
- ✔ Easy implementation of OPAL APIs and trusted support during project and maintenance phase
- ✔ Continuous advice on latest market trends

## Experience of working with Ortec Finance

While international and multilingual partnerships can bring up additional challenges, none of these occurred in this instance. Mutual exchange of information on market trends and customer behavior in the Dutch and German market are helpful to design new product ideas.

*“From the beginning, Ortec Finance has offered a client-oriented approach not only during phases of product implementation, but also with expertise in scenario analysis and client targeting in wealth and financial planning.”*  
**- Olaf Zeitnitz, Co-Founder and CEO**





## Dr. Olaf Zeitnitz

Olaf Zeitnitz is the Co-Founder and CEO of VisualVest, a leading German Robo Advisor. He realized early on that today's generation is looking for a transparent and understandable online solution for investment. Olaf is very passionate about new technology. He has held responsible positions in the financial industry for many years. After successfully completing his studies at the Universities of Karlsruhe and Mainz, he obtained his doctorate in 1995 at the University of Mainz in High Energy Physics. He also holds a business degree from FernUni Hagen. Olaf was the department leader within Union IT Services GmbH, the IT service provider of the Union Investment Group. Since 2006, he was one of the managing directors of Union IT Services GmbH and has been responsible for the projects and IT systems in the market / depot area.

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