

## PORTFOLIO OPTIMISATION

The RoboAdvisor that automates advice, thereby optimising recommendations based on client preferences



**Constructs optimal portfolios by implementing the Black-Littermann model** based on product correlations and volatility.



Allows recommended portfolios to be generated based on the **investment universes that are pre-established by the entity**. These can contain funds, shares, ETFs, fixed income and ICAVs.



Accounts for **client investment preferences** thanks to the manager's work while preserving the **final subuniverse of products**, which is used as a basis for calculating portfolio optimisation.



**Adjusts recommendations** not only to **the client risk profiles**, but also factors in cross-checks that can be configured for each client, such as **product concentration or diversification requirements**.

## Functions of the solution



### BLACK-LITTERMAN ALGORITHM

It searches for assets that produce decorrelation in portfolios in order to minimise their volatility while also maximising portfolio return.



### CONCENTRATION AND DIVERSIFICATION METRICS

The resulting portfolios consider everything from the range of percentages for product concentration and the minimum and maximum number of products in the recommendations to specific configurations for zero-risk assets.



### CLIENT-SPECIFIC CUSTOMISATION

It offers the possibility of recommending portfolios that are truly customised for each client based on their preferences and future prospects.



### INVESTMENT SUBUNIVERSE

It is possible to preserve the entire inversion universe configured for each entity based on client preferences in consideration of product type, currency, category and sector.



### INDUSTRIALISES FINANCIAL ADVICE

It lowers dependence on the investment committee and widens the range of services offered by the entity.



### OVERCOMES THE LIMITATIONS OF MARKOWITZ MODEL

The proposed solution keeps you from having to obtain the optimal portfolio typically located at a corner of the efficient frontier.

## Advantages for business

- 1 This technology is a **clear competitive advantage** in the wealth management sector since it offers a **reliable and responsible alternative to creating model portfolios**.
- 2 Using an assisted process, the solution provides **convenient selection of the final investment universe** with **powerful filtering** that helps in **communication with clients**.
- 3 Can be aligned with the **diversification, concentration and risk guidelines** so that the service **preserves the business rationale** of each entity and **facilitates regulatory compliance**.
- 4 It improves **perceived quality of the service** provided to clients as it involves them in the advising process based on their **vision and investment preferences**.
- 5 It implements **modern portfolio theory** and the **extensive experience that Serfiex** has acquired in RiskTech, Fintech and RegTech since 1993.
- 6 It is an in-person solution at **over eight** institutions throughout the world.

## Our solution

The screenshots illustrate the user interface for creating a new investment proposal for a client named Pedro Rodríguez. The interface is divided into several sections:

- Dashboard:** A sidebar menu on the left with options like DASHBOARD, CLIENTES, SEGUIMIENTO, CONTRATOS DE GESTIÓN, CONTRATOS DE ASESORAMIENTO, ÓRDENES, ADMINISTRADOR, and ECOSYSTEM.
- Client Profile:** A top section showing the client's name and various tabs for personal data, profile, accounts, contracts, proposals, CRM, alerts, commissions, and documents.
- Nueva propuesta (New Proposal):** A central form where users can select the type of proposal (e.g., 'Compartido con cartera optimizada') and define the investment strategy (e.g., 'Compartido con cartera optimizada').
- Cartera propuesta (Proposed Portfolio):** A table showing the details of the proposed portfolio, including the number of funds, their names, and their respective weights in the portfolio.
- Category Selection:** A section where users can select the category for the proposal, with options like 'Renta variable euro', 'Renta fija largo plazo', 'Renta variable internacional', etc.