

ABN AMRO established its first office in Singapore in 1858, making it the island republic's oldest, still existing bank. Today, nearly 142 years later, the Bank remains young in mind and spirit, responding to wholesale, retail and private & asset management needs with innovative solutions, reaffirming its long-term commitment and confidence in both Singapore and the region.

In October 1999, ABN AMRO Singapore was awarded Qualifying Full Bank (QFB) status by the Monetary Authority of Singapore, and the Bank expanded its corporate banking franchise to include consumer banking. With the liberalisation of the retail financial scene in Singapore, ABN AMRO has been quick to offer its customers a variety of retail services ranging from its extremely competitive auto and housing loans to wealth management products such as deposits, unit trusts and insurance.

### The Solution

As an initiative to better serve its retail customers, ABN Amro intends to offer Financial Planning service to complement its current wealth management offerings, to cater to the investment needs of the growing mass affluent customer segment in Singapore and other Asian countries.

Firium was the technology partner to provide ABN Amro Bank a browser-based mobile sales platform, which offers its financial planners the flexibility to cross-sell wealth management products in a systematic and professional manner. The solution is extensible to support straight-through processing and self-service wealth management on the Internet.

### The Business Benefits

The solution facilitates the change of sales culture in the bank to the industry best practice of relationship selling and lifestyle selling. By capturing of intimate customer information, With a better understanding of its mass affluent customer segment, the bank will be able to offer personalized products to retain and improve customer relationship with its customers. With its comprehensive wealth management offering supported by financial planning, the bank will be able to remain customer-focused and capture a significant mind share in an increasing liberalized and competitive retail-banking sector. The solution architecture also enables the bank to provide seamless transaction processing, hence increasing efficiency and reducing transaction costs.