

What Angry Birds, Apps, and Accountants have in common

The widespread popularity of mobile apps for everything from games like Angry Birds to analytical tools like Excel is changing the way users view their workflow technology.

Cloud application services or “Software as a Service (SaaS)” solutions deliver mobile, inexpensive technology tools over the Internet, eliminating the need to install and run applications on one’s own computer.

This simplifies maintenance and support, while reducing costs.

Only yesterday, leading edge technology developments were invented and tested in the IT department upstairs before filtering down to the business users below.

Today, that process of innovation has taken a 180 degree turn.

Thanks to the explosive use of iPads, laptops and smartphones, it’s now the business users who are pushing back on technology companies to provide them with the apps they want to drive the technology solutions they need.

Smaller pieces of software that are easy to install and use are now proliferating throughout the workplace.

Taking Back Control of Institutional Processes

One of the great advantages of combining an app sensibility with the needs of asset managers is that the technology’s inherent flexibility makes it easier to integrate with expensive legacy systems.

Perhaps nowhere are legacy-based systems more prevalent than in an investment accounting area, where paper-based checklists and manual processing are still predominant. Recently at SunGard, we took a Google-like approach to addressing the processing shortfalls in this critical area, and solving them.



Matthias Olschewski, product manager, SunGard – Asset Arena

The result of our efforts is called Asset Arena Control Center. To access all of the Center’s benefits, you just open a browser. Then, an accounting team can customize their own dashboard to provide themselves with the detailed, standardized checklists they need to accurately oversee their review and reporting requirements.

Real time for real people

Portable, flexible technology solutions enhance transparency across departments, too, because all parties have access to the same information at the same time. With online computing solutions, shared electronic checklists can track an item’s progress through an investment processing area, and provide a cautionary alert if an item or action falls behind schedule.

The friendliness of app-like solutions is especially important to smaller asset

managers who cannot support a large IT department anyway. Alternative investments like hedge funds, too, require the speed-to-market that calls for mobile technology to be successful.

Just ahead, I think we can look forward to other asset management functions, like portfolio management, becoming good candidates for app-driven solutions.



Browser-based, mobile technologies like Asset Arena Control Center bring low-cost transparency and productivity to asset management firms.

See our video

www.sungard.com/assetarena