

## **Into the digital age: Ampega commissions niiio with the design, development and implementation of a custom consulting process**

**Görlitz, 09/05/2017. Ampega Investment GmbH, a capital management company within the Talanx group, as part of Talanx Asset Management GmbH, is one of the largest independent asset management companies in Germany. The fund provider now wants to give its sales partners more: a system-supported digital consulting process based on asset classes in combination with tried-and-tested personal consulting – the hybrid model of the future. Görlitz-based industry pioneers and software specialists niiio AG have been chosen to carry out the implementation.**

Digital investment is a growth segment that will make up an important part of the investment market. Ampega's goal is to tap into this sales channel in future and to reach new target groups. This will complement and support its existing business model rather than competing with it.

How? Implemented correctly, digitally-supported consulting has many advantages for customers and consultants. When consulting processes are supported by intelligent, web-based applications, it is possible to consistently improve the quality of personal consulting. Before the consultation, it is possible to analyse and focus much more closely on the personal situation of the customer, as well as their needs, goals and desires. Process optimisation before the customer consultation creates time for more complex questions during the consultation itself. Greater proximity to the customer can also significantly increase transparency. Ideally, consultants and customers would then meet in person and go through the consultation process together on a tablet or touch table.

According to Johann Horch, CEO of niiio AG: "Automation creates freedom and reduces errors. From our perspective, the hybrid model is the best option for the future. It combines efficiency, simplicity and scalability of digital investment with the human component. The advantage for the investor is that we can focus better on their personal preferences and thereby generate confidence in the solution."

"Our goal is definitely not to replace humans with machines, but rather to have humans and machines working together. We are convinced that customers will still want to talk to their consultant in person when they are making investments, even in the digital age. Our "hybrid consulting" approach takes over where traditional automated advisors left off", says Gregor Mandt, Sales Director at Ampega Investment.

"We want to be equipped for the future", says Sandra Massow, Head of Client Relationship Management at Talanx Asset Management GmbH. "To implement our digital strategy, we were looking for a provider who could best reflect our requirements digitally. And we wanted proven experts from the area of digital investment. With niiio, that's exactly what we're getting."

The joint project has already started. The digitally supported consulting process is expected to be available to end customers as of September 1 2017.

**About niiio finance group AG**

Digital services for the digital future of banking – that is niiio finance group’s speciality. In addition to the robo-advisor, these services include a community platform and API banking tools, as well as tailored consulting and development services and operating models. The Görlitz-based software publisher sees itself as a solution partner for banks and financial service providers. Its high-quality, plug-and-play solutions are user-friendly and customisable; they help to sink costs dramatically and to realise the benefits arising from competition.

Since 2016, DSER has been working together with niiio finance group, making a powerful team. Its goal is to provide a comprehensive fintech ecosystem that leads banks, consultants and private investors together into a digital future. DSER has been successfully providing solutions for the portfolio management market for over ten years. With its sophisticated core product (munio), over 70 active customers currently move 40 billion euros and manage a portfolio volume of around two million accounts.

**Find out more:**

- Website of niiio it-services GmbH: [www.niiio.de](http://www.niiio.de)
- Product description for niiio robo-advisor: [www.niiio.com](http://www.niiio.com)
- Website of niiio finance group AG: [www.niiio.finance](http://www.niiio.finance)
- Website of DSER GmbH: [www.dser.de](http://www.dser.de)
- Product portal of the munio portfolio management [www.munio.de](http://www.munio.de)

**Contact:**

niiio finance group AG,  
Johann Horch,  
Chairman of the Board  
Elisabethstr. 42/43, 02826  
Görlitz, Germany Tel.: +49 3581