

Financial Standard

TECHNOLOGY

Praemium upgrades p-Desktop

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Online portfolio administrator Præmium Limited has improved its services by upgrading its market data service p-Desktop to include Order Management and Portfolio Review tools.

Full service broker Evans & Partners has been first to sign up to this extended system and is currently rolling out the program to its 15 advisers.

The new Portfolio Review tools enable advisers to use p-Desktop to analyse client portfolios and place the recommended trades directly via the program.

Advisers can also analyse the impact of portfolio adjustments on a client's asset allocation, unrealised capital gains and income position before placing the trade. It can also create a Statement of Advice to record the analysis and advice given.

Trades can be placed via p-Desktop's Order Management system which routes orders directly to the ASX or via a participating broker. The system enables trading limits to be set at the account and user level and appropriate authorisation procedures to be put in place. For each trade, a record of the advice given can be recorded.

"The incorporation of adviser tools and trading capability into p-Desktop provides a comprehensive offering for full service brokers," said Præmium Group Chief Executive, Arthur Naoumidis.

Naoumidis said the combination of market data, Portfolio Review Tools and Order Management is a "powerful tool" for advisers, enabling them to proactively advise clients in a real-time environment and provide Statements of Advice.

"Our advisers can now conduct portfolio reviews, inclusive of clients tax reporting, manage client trades and maintain records of advice from the same platform that delivers our market data and client portfolios," said David Evans, founder of Evan & Partners.

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