

# Financial Standard

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## WEALTH MANAGEMENT

### **Praemium integrates market data streaming**

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Praemium has integrated live market trading data into its web-based V-wrap portfolio administration and separately managed account service to create a new desktop system that will be freely available to clients who want to white label the application for their own customers.

The Praemium Desktop system will deliver real time portfolio valuation and capital gains tax calculations, said Arthur Naoumidis, managing director of Praemium.

"Using the latest in web technology we have created an integrated on-line environment for portfolio modelling, administration and management in line with our philosophy of providing the best services at the lowest cost per portfolio," said Naoumidis.

"As far as we are aware, we are the only the only real time capital gains tax system," he said.

Naoumidis said they integrated market data streaming into their portfolio and reporting system rather than the other way around because market data itself is "just a commodity".

To be useful, Naoumidis said market data it has be combined with high value functionality like realised and unrealised capital gains, performance and income tax reporting.

The enhanced system also offers advisers productivity and business benefits. "What we've done is industrialise how advisers do reviews and it will enable them to engage with their clients and give them a reason to call them," said Naoumidis.

But where the Praemium Desktop will really make its presence felt is that it will be free to Praemium's service provider customers who will be able to distribute it to their adviser and individual clients as a free download under their own brand.

Naoumidis said distributing such a powerful system so freely should also generate huge interest in managed accounts.

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