

Paris, February 6th, 2023,

## **AFG publishes a white paper dedicated to technological innovations: Which strategies for asset managers?**

AFG's 3rd white paper on technological innovations, following those published in 2017 on "SGP 3.0" and "innovation for investors", this new online opus is intended to be both operational and forward-looking. It is based on use cases to help asset management companies in their strategic thinking and their digitalization processes. As a result of a collective work within the Technological Innovations Commission, it is based on testimonials from professionals involved in digital transformation within Asset management companies (AMCs) and on numerous contributions.

This white paper is made up of independent fact sheets on the following topics:

- Organizational strategies and technological innovations
- Adapting human capital and managing change
- Data, fuel at the heart of an AMC's reactor
- Protecting its systems against cyber-attacks
- Technological innovations to enhance the customer experience
- New technological uses in the investment cycle
- Improving the efficiency of support functions
- Introduction to crypto-assets, to blockchain (DLT) and decentralized finance (DeFi)
- Impacts of blockchain in business processes
- Investment management offer in crypto-assets
- 5-10 year vision of the asset management industry in France

### **Challenges and prospects**

All the strategic challenges of digital transformation (evolution of organizations, investment in human capital, deployment of new technologies across the entire value chain) are addressed, as well as the perspectives offered by blockchain and crypto-asset technologies. This digital white paper also devotes a large part to data, the control and proper use of which, in an increasingly competitive environment, offers real opportunities for AMCs.



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### An evolving document

These free-access sheets, available only in digital format, will evolve and be completed as innovations, business practices and regulations evolve.

This white paper contains ten recommendations divided into two categories of actions:

- ▶ support actions for AMCs: competitiveness, information awareness/training, human capital, digital sobriety, client-oriented organizations
- ▶ regulatory actions: services and investment activities in crypto-assets, decentralized finance, euro central bank digital currency

For Philippe Setbon, Chairman of the AFG, "digital transformation is a major challenge for the competitiveness of asset management companies. It is a performance driver at many points in the value chain (customer relations, distribution, information processing, orientation and commitment to ESG criteria), while at the global level of the company it allows for the optimisation of processes and the strengthening of operational efficiency."

Muriel Faure, chair of the AFG's Technological Innovations Commission, added: "The white paper's recommendations relate on the one hand to regulation, particularly of crypto assets, and on the other hand to the AFG's support for asset management companies: we will make available a range of resources, information, tools and training to help companies assess and strengthen their digital maturity."

[Livre Blanc Innovations Technologiques \(afg.asso.fr\)](http://afg.asso.fr)



The AFG has been a federation of asset management professionals for 60 years, serving the needs of investors and the economy. It is the collective voice of its members, portfolio management companies, whether entrepreneurial or subsidiaries of French or foreign banking or insurance groups. In France, the asset management industry represents 700 asset management companies, with 4,800 billion in assets under management and 85,000 jobs, including 26,000 jobs directly generated by asset management companies.

The AFG is committed to the growth of the asset management industry, to the emergence of solutions that benefit all players in the industry, and to promoting the industry's influence in France, Europe and beyond, in the interest of all. It is committed to the future.

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Investing together in tomorrow



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