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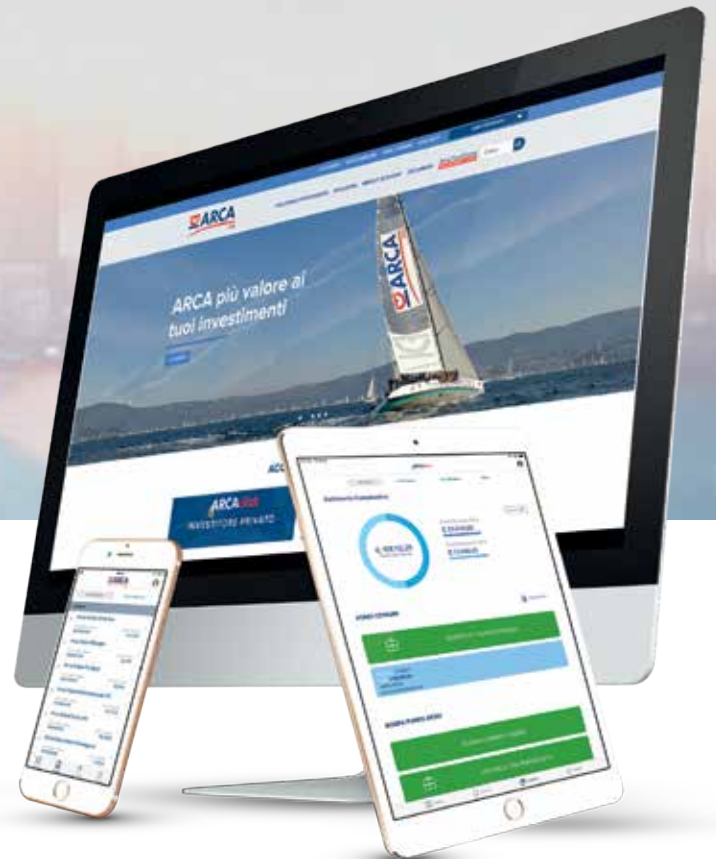
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# TECHNOLOGY FOR PERFORMANCE AND CLIENT SERVICE

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**ARCA FONDI**  
DIGITAL WEALTH MANAGEMENT COMPANY  
OF THE YEAR // ITALY 2019



## PERFORMANCE GOES DIGITAL

Arca Fondi has developed an ecosystem of digital client and distributor tools to enable maximum productivity, cost savings, excellent real time connections for all its customers



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# ARCA FONDI



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# PERFORMANCE GOES DIGITAL

Arca Fondi SGR is a mid-sized Italian active asset management company. Starting as a consortium of 12 regional banks founded by Arca SGR S.p.A in 1983, the company has grown notably over time, expanding both its network of distributors and its client base. Nowadays, Arca manages mutual funds, pension funds and institutional accounts with total AUM exceeding € 32 billion, reaching more than 100 banks and financial institutions and serving more than 800,000 final clients. Arca's business model is based on two pillars: people and innovation.

People in Arca share a passion for excellence and achievement, are client-oriented and have a problem-solving mindset. Corporate culture enables and fosters cross-functional interaction, for an understanding of the company as a whole. Innovation is in Arca's DNA. Born in the aftermath of the approval of the law instituting Mutual Funds (law 77/1983), Arca has since been a leader in the Italian asset management industry. Moving forward fast and trying to get ahead of trends, the company launched its first Funds in 1984 (Arca RR and Arca BB display an amazing 35-year long track record with more than 700% compounded return achieved), its first Equity Fund in 1987 and its Pension Fund in 1998.

In 2009, Target Maturity Funds were delivered, while in 2015 Arca introduced Sidera Funds Sicav, its Luxembourg platform. In the same year, Arca started investing in the Italian "real economy", thus anticipating the individual savings accounts reform and paving its way to become one of the most relevant players in the PIR ("Piani Individuali di Risparmio") market.

Innovation has always been a priority for Arca Fondi, not only in product development but also in the delivery of services to its distributors and customers. Arcaonline.it, Arca's website, provides

distributors with detailed information on clients' portfolios, assets under management and subscription/redemption requests. It monitors aggregate selling data, offering our partners tailored functions and analytics to track commercial campaigns. It's part of a broad and timely multimedia production, covering exclusive reports, comments, presentations, videos, webinars and newsletters - all of which is available on the website.

By subscribing to Arca's funds through its distributors' network, customers may access Arcaclick, a dedicated area on Arcaonline.it. On Arcaclick, clients can easily browse through their portfolio of funds, analyse their characteristics, view transactions and historical funds' performance in customisable setups. Arcaclick is also a valuable source of information regarding Arca's product range: Prospectus, KIIDs and other literature is easily accessible along with news, comments and reports. Since 2015, Arcaclick can also be accessed via Arca Fondi App, a free application for mobiles and tablets, running on both iOS and Android. Available 24/7, Arcaclick gives clients the opportunity to access information, news and details of their personal portfolio anytime and anywhere. In 2017, Arca Previdenza released its online subscription procedure, allowing pension fund clients to open an account via the app or website and to pay into it via credit card or online banking.

In May 2019, Arca launched InnovAction LAB, an ambitious project aimed at strengthening its leadership position in Italian markets through differentiation and facing challenges coming from a competitive landscape, increasingly dominated by big international players. To achieve these goals, InnovAction LAB focuses on technology, data and processes.

As noted by Mr. Giavenni, Head of Marketing and Communication: "Technology allows us to strengthen relations with our partners, enables the access to small-sized distribution networks and opens the door to new markets. Smart advisory tools and solutions, appealing and easy to use interfaces and powerful data analysis systems give our distributors an edge, improving channel efficiency and/or penetration. At the same time, data management and analytics allow Arca to better understand clients' needs and therefore to simplify distributors' cross and up-selling efforts. Arca's flexible and fully scalable operating model, makes the most out of technology. Organisational processes and structures are engineered to assure efficiency and adaptability while cross-divisional relationships allow the leveraging of capabilities and know-how." Through technology, data and processes, InnovAction LAB also focuses on sustainability, driving the change toward a smooth, efficient and paperless workflow that reduce the company's carbon footprint.

While Arca's clients and network of distributors are already enjoying the benefits of a unique digital ecosystem, Arca's digital platform is in continuous evolution: new features are being added, advanced functionalities are being developed and innovative services are being delivered.

Stay tuned to discover how Arca will shape the future of Asset Management! ■



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In the name of recognising excellence in all areas, we select champions from a wide range of businesses for our awards.

The awards are open to any business, large, mid-size or small, established or start-up, provided they display first rate service, opportunity, innovation and performance. The following pages celebrate organisations that drive forward the world of international business.

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## AL TAMIMI

Al Tamimi & Company is the largest law firm in the Middle East with 17 offices across 9 countries. The firm has unrivalled experience, having operated in the region for over 25 years. Our lawyers combine international experience and qualifications with expert regional knowledge and understanding.

We are a full-service law firm, specialising in advising and supporting major international corporations, banks and financial institutions, government organisations and local, regional and international companies. Our main areas of expertise include arbitration & litigation, banking & finance, corporate & commercial, intellectual property, real estate, construction & infrastructure, and technology, media & telecommunications. Our lawyers provide quality legal advice and support to clients across all of our practice areas.

Our business and regional footprint continues to grow, and we seek to expand further in line with our commitment to meet the needs of clients doing business across the Middle East.



## ARCA FONDI

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Arca's business model is based on two pillars: people and innovation. People in Arca share a passion for excellence and achievement, are client-oriented and have a problem-solving mindset. Corporate culture fosters cross-functional interaction, allowing the best talents to gain a broad understanding of the company as a whole.

Innovation is in Arca DNA. Born in the aftermath of the approval of the law instituting Mutual Funds, Arca has always been a leader in the Italian asset management industry. Moving forward fast and trying to get ahead of trends, the company launched its first Funds in 1984 (Arca RR and Arca BB display an amazing 35-year long track record with more than 700% compounded return achieved), its first Equity Fund in 1987 and its Pension Fund in 1998.



## AUDI

Founded in 1899 as Horch & Cie. Motorwagen-Werke by August Horch, today Audi is among the world's leading producers of premium cars. The company's innovation capability is one reason behind its success. Audi has always had a tradition of making automotive history: from quattro permanent all-wheel drive, through lightweight construction based on the aluminium Audi Space Frame, to automated driving. The first all-electric series-production Audi e-tron has been officially in production at Audi Brussels since September 2018 – on the world's first carbon-neutral volume automotive production line in the premium segment.

Audi stands for sustainability along the entire value chain of its cars and services. For Audi, acting sustainably means taking account of the ecological, economic and social consequences of every decision. Only then can the brand with the Four Rings be a good long-term employer, remain competitive, delight its customers, protect the environment and ensure a future worth living for future generations. Audi is therefore pushing forward with the development of innovative drive systems and follows the principles of a sustainable recycling economy.





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