

CASE STUDY

Wealthify



LexisNexis® Risk Solutions software enables us to streamline our entire compliance operation, helping us carry out more effective background checks and detect illegal activities.



Michelle Pearce, Co-Founder and Chief Investment Officer

Wealthify offers an easy-to-use, cost-efficient alternative to traditional investing, enabling customers to sign up completely online and start investing in less than 10 minutes. In contrast, traditional investment firms require face to face meetings and use lengthy paper application processes to on-board clients.

The challenge

Attaining the balance between customer experience, cost and compliance is a key challenge for FinTech companies. Whilst Wealthify has significantly reduced the investment processing time for customers, its anti-money laundering (AML) compliance obligations remain stringent. Many FinTech start-ups are required to comply with AML legislation including the Money Laundering Regulations 2017¹, which came into effect on June 26th 2017. In addition to regulatory pressure, research conducted by LexisNexis® Risk Solutions revealed 63% of senior financial crime compliance professionals indicated compliance expenditure has increased in the last 2 years².

The solution

Wealthify adopted several LexisNexis Risk Solutions AML compliance platforms to help the online investment service meet its obligations within its desired work flow. By integrating LexisNexis Risk Solutions technology and expansive data resources to verify identities, validate bank accounts and screen clients against global sanctions lists, Wealthify is able to expedite customer on-boarding and enhance the customer experience whilst still fulfilling its compliance responsibilities.

The benefits

As a result, since inception Wealthify has been able to operate effectively, with a small dedicated compliance resource, enabling them to keep operating costs to a minimum.

Michelle Pearce, Co-Founder and Chief Investment Officer said;

“One of our key differentiators is speed; we get people up and investing within just 10 minutes. However, as a regulated online-only investment service, complying with AML regulations is essential. LexisNexis Risk Solutions technology helps us succeed on both fronts by speeding up the compulsory background checks, whilst helping us ensure we meet all of our compliance obligations.

“Traditional investment managers typically employ a small army of compliance professionals to verify customer data, but technology enables us to carry out the same checks with fewer resources and keep costs down, which we pass onto customers through lower fees. LexisNexis Risk Solutions software enables us to streamline our entire compliance operation, helping us carry out more effective background checks and detect illegal activities.”

1. The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017

2. <https://risk.lexisnexis.co.uk/insights-resources/White-Paper/future-financial-crime-risks-2017-wp-uk>

For more information, call 029 2067 8555
or email ukenquiry@lexisnexis.com

risk.lexisnexis.co.uk



About LexisNexis® Risk Solutions

LexisNexis® Risk Solutions is a leader in providing essential information that helps customers across all industries and government assess, predict, and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of RELX Group plc, a world-leading provider of information and analytics for professional and business customers across industries.

LexisNexis and the Knowledge Burst logo are registered trademarks of RELX Inc. Other products and services may be trademarks or registered trademarks of their respective companies. No part of this document may be reproduced without the express permission of LexisNexis. LexisNexis Risk Solutions UK Ltd is a company registered in England & Wales at Global Reach, Dunleavy Drive, Cardiff CF11 0SN. Registration number 07416642. Tracesmart Limited is a LexisNexis company, operating under the trading name of LexisNexis, with an England & Wales Registration Number 3827062. Registered Office is Global Reach, Dunleavy Drive, Cardiff CF11 0SN. Authorised and regulated by the Financial Conduct Authority (Firm Reference number 742551).