



Swisscanto and fundinfo launch digital fund selection tool

By Margaryta Kirakosian / 14 Dec, 2017



Swisscanto Funds Centre and fundinfo have launched a fund analysis tool, the firms have announced.

The Digital Advisor analyses investment funds in an attempt to address increasing client demand for integrated solutions.

The new service has already been integrated into Swisscanto Fund Centre's client extranet, allowing users to select funds based on a set of investment selection criteria. This will be complemented by Swisscanto Funds Centre's existing data.

Commenting on the new development, Mark O'Brien, CEO of Swisscanto Fund Centre, said the co-operation is meant to develop the firm's services in fund information and analysis,

in addition to its fund dealing and settlement offering.

In June, fundinfo [integrated](#) its ifund services, bolstering the firm's new robo advice tool, which has access to the firm's universe of 25,000 funds.

This is not the first co-operation between a major Swiss fund center and the Zurich fund platform. Earlier this month fundinfo [struck up a partnership](#) with UBS Foncenter and now sources data for the firm.

This move comes in preparation for MiFID II's data requirements, following fundinfo's [launch](#) of a MiFID II Target Market service for fund distributors in September this year.