



## The OMNIMax™ India Story .....from the Co Founder NZ Mr Michael Taylor CFP CM, AFA



### When did OMNIMax™ Financial Planning Business Platform come into existence ?

As a practicing CFP, in NZ, I needed to grow my practice beyond spread sheets and provide an aggregation point for my clients . Existing available solutions, focused mainly on Wealth Management and neglected Plan Writing which I feel is the basis and foundation for a good Client Relationship. I am passionate about writing good quality plans for my clients and maintaining an ongoing relationship with clients through an effective Review process, on a periodic basis. I commissioned the software in 2002 in NZ, and it found it had a life of its own and a huge value add for the practising Financial Planners.

The solution contributed significantly to the growth and success of my own practice!

### My India Story

My first visit to India in 2006, was so positive and warm among planners, I met then that I decided that India would be our major focus going ahead and I set up a Indian Company in 2007.

Since then, my team in India and my development team have Indianised the platform and added various new dimensions and features, which have helped the platform get huge acceptance and traction in India.

I find a high level of professionalism within the CFP community and this commitment energises me. I feel India is poised to grow in this space and I want OMNIMax to be associated with the revolution of Financial Planning in India

### Our Business Models : SAAS Version

The Internet is a utility which is gaining huge acceptance in India. It is only going to get faster in time. This is the future. Mobility and flexibility and low dependency on in house IT infrastructure make sense for Financial Planners. Professional Disaster Recovery and Data Protection bring a lot of comfort. Scalability, means even a small practice could become nationwide overtime. I feel based on my experience, that Financial Planners should spend more time on Client Relationships and let technology, assist them. Our SaaS version, is available nation-wide and being continuously upgraded with new features

### Enterprise Version

We are currently implementing with major institutions alongside our Indian System Integrators, to customise scale and integrate the solution with banks, brokers and wealth management companies.

### The Fee issue: How does OMNIMax™ address this ?

Whilst not all users are fee based today, OMNIMax™ has the ability to create invoices related to Plans, Implementations and Reviews. OMNIMax™ can capture an advisors "value proposition" and fee for service proposition.. It was initially designed to support fee based practice. The current functionality ensures that we cover Invoicing.

### Indian Opportunity : Going Ahead

I feel, the Review Process will be a huge value add for the client, which current Indian Planners are not focussing on. Reviewing, not only a client's portfolios, but their Goals, Resources and Insurance needs. This is real value add and makes good business sense. It is a win, win and ensure continuity and regular interaction. OMNIMax™ Professional covers this very well, already and ensures a unbiased independent reallocation of the Client Portfolio, in tune with changing needs and market development

### Increasing compliance & Regulatory Changes: OMNIMax™ is the way to go

OMNIMax™ keeps an audit trail of all activity, Journals, Inserts, Plans, Reviews, Correspondence, Product Templates, PMS Reports, Document Upload. Best Practice can be embedded in the process to ensure Compliance is part of the Financial Process, and we don't wait for regulation to hit us. Do it right first time and every time!

### Growing with OMNIMax

Absolutely, that is our aim to help Financial Planners to Scale ! OMNIMax™ captures Intellectual Property / Knowledge / Value Proposition and applies it efficiently, across advisors and clients. Once in place it can serve, a single advisor group or a nationwide franchisee. Scaling is painless. Whoever, wherever the client OMNIMax™ can embrace them local or NRI. Being a 100% web based system, works very well for the advisor, and there 24/7 anywhere anytime access.

### India Is Our Focus

India is now our primary market. We were first mover and permanent player for times to come!

I have noted that many other players have come and gone, but we are committed for the long haul and our ever increasing commitment to staff and resources confirms this. I am over to India, bi annually and see the focus and commitment getting stronger every time

### Globally, India and NZ, are headed in a common direction

Our operation in multiple geographies, has meant that we understand global trends in Financial Planning and I am happy to say, the globally we are converging towards more Disclosure, Transparency, Training, Authorisation, Audit to bring more comfort to clients and become more accountable as Advisors. I feel India, could overtake the rest of the world and leap frog, and guide from thereon!

### Insurance and Financial Planning – A common Path

I feel that, the Insurance sector can exponentially up skill itself using OMNIMax™ Lite and created need based plans for client and offer insurance solutions which are appropriate to client situation and justified to their needs. There is only sunshine ahead for those who up-skill and adopt a common approach of converging Financial Planning and Insurance.

### Key Features of OMNIMax

CRM Tool, Business Plan Writing with Goal Based Focus, Insurance Need Analysis and Portfolio Valuation and Management, Investment Plans and Reviews

Please feel free to write into us at : [info@omnimaxsoftware.com](mailto:info@omnimaxsoftware.com)  
For Product Demo / Registrations of Interest : Visit our website [www.omnimax.in](http://www.omnimax.in)

Best Regards

Michael A Taylor  
CEO Co Founder OMNIMax Software

Nitin Manaktala  
CEO OMNIMax India ( [nitin@omnimaxsoftware.com](mailto:nitin@omnimaxsoftware.com))

*Lets Create a Financial Planning Revolution in India and Make it Happen Together*