

# CENGN

## BETTERWORTH INNOVATION HIGHLIGHT



### COMPANY OVERVIEW

Powered by artificial intelligence, Betterworth uses its SaaS solution to build better, more personalized financial advisor-client relationships. By building a stronger relationship, advisors provide their clients with unique service and improved financial outcomes.


**LOCATION:** WATERLOO, ON

### TECHNOLOGY



**Data Centre /Cloud  
and  
AI/Machine Learning**

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### CLIENT-ADVISOR RELATIONSHIP UNDER STRAIN

A standard financial advisor manages about 400 clients at a given time. With such a large client base, it's impossible to provide personalized and valued services consistently. At the same time, clients are expecting premium experiences while looking for advice that meets their unique financial situation and needs. With high advisor turnover, low retention rates and client demands for personalization, financial advisors are forced into an environment which leads to client dissatisfaction and mistrust.

### ACTIONABLE INSIGHTS FOR STRONGER ADVISORY SERVICES – SMART CLIENT 360

Seeing this opportunity to address the lack of personalized service, Betterworth was founded and created their platform solution, Smart Client 360. Designed as a SaaS subscription model, Smart Client 360 uses machine learning algorithms to develop a behavioral profile for each of the financial advisor's clients. The profile is developed through a combination of 3 top level categories; personality, financial behaviour, and goal setting. A completed profile provides advisors with actionable insights, recommendations and techniques to improve their client's advisory experience... Smart Client 360 not only focuses on clients, but the financial advisors too, providing them with information on their strengths, weaknesses, and blind spots to help them develop better advisory skills.

### FUNCTIONALITY, SCALABILITY, AND SECURITY TESTING ON THE CENGN TESTBED

Targeting small and medium sized financial institutions, Betterworth wanted to demonstrate that their platform was functional, secure, and scalable. Using the CENGN Testbed, Betterworth validated that Smart Client 360 was in working condition and all of its modules were functional. Betterworth also identified its database's capacity, allowing them to make better resource allocation decisions. Using CodeEye (a cybersecurity testing service), Smart Client 360 was tested and passed all penetration tests. With the testing complete, Betterworth can now showcase the Smart Client 360 platform in confidence.

**“CENGN allowed us to use their distributed computing and networking testbed at no cost. We ran a series of load and performance tests which greatly accelerated our commercialization efforts.”**

**David Hosey, Co-Founder  
Betterworth**

