



01:
Olivia McArdle
head of payments and
deposits
Macquarie Bank

Cash flow with confidence

The Macquarie Cash Management Account is a central hub purpose-built for advisers and clients to administer the most important financial decisions.

The most critical element in the relationship between a financial adviser and their client is to be on the same page, especially when managing money.

To help achieve this synergy, the Macquarie Cash Management Account (CMA) is designed as a hub where clients and their advisers can act on investment opportunities as they arise.

The functionality that enables this includes data integration with 70 software programs, ten years of transaction data, an award-winning banking app and new Adviser Initiated Payments on behalf of clients. At the very least, advisers can open a client's account immediately, view balances and transactions, and even transact on behalf of their client (provided of course they have the appropriate authority).

A rich history

Macquarie Bank's head of payments and deposits Olivia McArdle⁰¹ says the CMA is a culmination of 40 years of wealth management support to Australians, across clients, advisers, accountants, administrators and software platforms.

One in three Australian SMSFs manage their cash flow through the CMA. One of its most important features is the digital banking experience, Macquarie says.

"The CMA can help manage complex structures, like self-managed superannuation funds and trusts. It also allows the visibility of 10 years' worth of transaction history to the client and the adviser," McArdle says.

She adds advisers have the support of Macquarie's team of business development managers and training relationship managers – all with deep expertise from many years of experience with the product.

Making cash flow visible

The CMA has the ability to streamline superannuation fund accounting, tax returns, auditing and end-of-financial-year reporting. It saves time settling trades (meaning no account transfers), and keeps comprehensive transaction records.

An example of this comprehensive record keeping is the collection of tax receipts, McArdle says.

"We all love tax time when we're asked to give up a bunch of records that might be tough to find – you've got your capital gains tax (CGT) record keeping requirements, for example," she explains.

"Through the CMA, as soon as a transaction happens you can upload a copy of your tax receipt and then it's ready for you when you need to produce it."

Clients and advisers can always be on the same page by categorising different transactions through Macquarie's award-winning digital banking experience and mobile app.

"We have complex and smart machine learning techniques that adapt as you use different categories on your expenses," McArdle says.

"Our system will suggest a categorisation based on experience with other clients, and if you want to define a transaction type as something else it will work it out over a period of time that you're always making that change."

The CMA is SuperStream friendly, and an SMSF contribution messaging service enables SMSFs to receive contribution data electronically from an employer, reducing administration time for trustees and administrators.

Effective enhancements

Where the CMA really begins to add value for clients and their advisers is the recent technology enhancement around Adviser Initiated Payments.

It's a process where an adviser initiates a payment on behalf of their client and a secure code is sent to the client to authorise the transaction.

"It gives the adviser and the client confidence that they're ready to act as soon as investment opportunities arise," McArdle says.

Adding to this efficiency, advisers can also make many transactions on their clients' behalf in bulk – becoming really useful when an opportunity for an investment such as an IPO arises. "You can use our bulk transacting facility to make payments more efficiently, giving you more free time to spend with your clients," McArdle says.

Perhaps one of the most important benefits is Macquarie charges no monthly account-keeping or management fees. It sees this as vital to helping reduce costs associated with running investment portfolios or SMSFs.

Always connected

McArdle says adviser and client efficiency is inherently connected to data.

Macquarie believes advisers should have immediate access to data and the financial position of their clients and this can only be achieved through significant industry partnerships and software integrations.

The CMA incorporates data feeds from streams such as salary and income payments, dividends and distributions, interest payments, super contributions, SMSF pension payments, rental income and loan payments.

McArdle highlights the CMA has integrated with 70 software platforms, including well-known providers like Xero, Class and BGL among many others, to provide quality data feeds to advisers and accountants daily.

It's Macquarie's view that the quality of its data feeds allows advisers to redirect vital time and resources to customers and business development or "building a sustainable platform for future growth."



The quote

The Macquarie CMA is integrated with more than 70 software providers who all receive daily updates. This ensures advisers have their client's current position at their fingertips, ready to act.

First impressions last

Looking back on the CMA's extensive history, McArdle says it's been a product of many industry firsts.

"We were the first cash hub to have a small CSV file," she recalls.

"We were connected to one or two software platforms and then we realised, hang on, this connectivity is a real key to increasing the efficiency of adviser groups. So we now have that linkage to more than 70 software platforms."

Macquarie says it was the first to offer an adviser portal so advisers could see all the details and financial positions of their clients in the one spot.

Over time the portal has seen several enhancements, and most recently advisers in a pilot group testing new functionality were given the ability to see both their clients' on and off-platform investments in one spot. That functionality will be released broadly soon.

"Continued innovation and constant investment, that's what enabled us to do things like Adviser Initiated Payments and bulk transacting," McArdle says.

Macquarie Bank was the first bank in Australia to provide an open banking platform to customers, she adds.

"We believe customers own their own data and it's up to them to decide with who and when they share it.

"It's our role to ensure that sharing happens in a safe and secure manner."

It's innovations like these that have enabled Macquarie to have "the best cash product in the market, the best digital banking app in the market and also the best cash hub for one in three SMSFs in Australia." **FS**



Watch the video
on www.fsitv.com