**Dorsum introduces MyWealth platform to fintech industry in Poland**

*Wealth Management Mobile App provides easy to understand performance presentations, financial planning, targets and forecasts for investors.*

* MyWealth wealth management app was presented at Impact Fintech in Łodz
* The investor receives personalized notifications, news and allows the investment of new money in less than a minute
* App also enables investors to organize a meeting and call or chat with a financial advisor
* Personalized UX and a 360º overview of financial portfolio, to understand its composition and how it changed over the past
* Advanced management of portfolios with Easy invest feature
* Clients are able to talk to a self-learning chatbot or send a request to a financial advisor to take over the conversation

**Łodz, Poland – Thursday, 22nd November -** Dorsum, a multi-award winning, innovative investment software provider, today presented the My Wealth app with a live demo at Impact Fintech in Łodz, Poland. The mobile application provides easy to understand performance presentations, financial planning, targets and forecasts on for the investors. The investors can receive personalized notifications and news and they are able to easily invest new money in less than a minute. They can also easily organize a meeting, call or a chat with a financial advisor.

The My Wealth app offers a unique bridge between the advisor and the investor. In addition the client is able to talk with a self-learning AI powered chatbot, receive automatically portfolio related notifications, documents or can send a request to his/her financial advisor to take over the conversation. With this app it has never been easier for financial advisors to stay in contact with the investors any place or at any time.

Stanislaw Markowski, Sales Director CEE at Dorsum Zrt. said:

“The region of Central and Eastern Europe (CEE) and Poland in particular is adopting very quickly the latest financial technology to offer the best in class customer service.  Many banks in CEE region maintain and extend substantial advisory networks and several clients appreciate human interaction when it comes to receiving trusted advice and investing their wealth. We believe that hybrid advisory and service model, combining human interaction with automated on-line and mobile digital services will support future growth of the wealth management business. This trend is already confirmed by actions of several banks in the region and this is where our My Wealth application comes in. We are delighted by the interest shown in our application and the feedback which we received so far.

Imre Rokob, Director of Business Development at Dorsum, added:

“Changing investment habits and the blast of non-financial players brought new standards to the industry in terms of advisory process and investment experience expectations. Present-day investors want to manage their portfolios on the go while staying in control in an efficient and intuitive way.”

Dorsum focuses on client engagement by offering a customisable achievement system that helps to track financial goals and motivates you to use the app more frequently. Gamification of the Wealth app engages clients by offering educational content that allows them to get a better understanding of an investment’s risk profile. Furthermore it can also be used to improve client satisfaction by adding various incentives like discounts or unlocking new features and products.

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**About Dorsum**

Dorsum is a multi-award winning, innovative investment software provider. Since our foundation in 1996, we became a leading software company in the CEE region. Our investment software family offers versatile solutions to players in capital and wealth management markets. We support our clients with unique cooperation in terms of functionality, time and budget. For more information, please visit [www.dorsum.eu](http://www.dorsum.eu)