

Published by TIMES Group

Twelfth Edition 2020-2021

# Jersey

## First for Finance



SUSTAINABLE FINANCE | TRUSTS | FUNDS | PHILANTHROPY | ISLAMIC FINANCE  
WEALTH MANAGEMENT | REAL ESTATE | CORPORATE SERVICES | BANKING | FINTECH

## PURITAS

TREVOR COLE



Over at finance software and solutions specialist Puritas, they were initially watching and waiting with understandably interested anticipation – and a little trepidation too – at how Jersey would be impacted by the pandemic.

However, the team at Puritas soon realised that its software solutions would be fully supported by the Island’s robust digital infrastructure and were impressed with the way clients stood-up during the COVID-19 lockdown.

As Trevor Cole (above), Managing Director of Puritas put it: “Very few of us gaze with excited anticipation towards angry black clouds signifying a gathering storm. But if there’s nowhere to take shelter, the only option is head down, steady steps forward and hope that what you take in will bring you safely back out the other side.

“One looming uncertainty in March 2020 was how well Jersey’s finance industry would hold up under the gathering dark clouds of COVID. Especially our vital digital infrastructure and systems. Would it see us safely back to the sunshine? Or struggle in the fading light?

“From the start, however, it was obvious that Jersey’s digital and finance infrastructure was comfortably weathering the storm.

“Connectivity and bandwidth remained constant thanks to farsighted investment in the Island’s universal fibre-to-the-premises and high-speed gigabit network.

“It also meant that remote working from the office presented little challenge.

“The digital community, led by Digital Jersey, remained active

and positive towards its members. And Jersey Finance continued its important role focused on promotion, regulation and support.”

Overall, COVID’s threatened stormy conditions turned out far less troubling than might have been. Which to a finance software and solutions company like Puritas was great relief and a positive reminder of why Jersey remains an attractive location for its business.

Yet if Jersey managed to retain much of its stability, what about the Puritas team, the technology and the experience of clients it serves? How well did they fare in these conditions?

Trevor, whose role encompasses many of the key corporate and client functions required to deliver critical organisational performance – including quality management, service planning and delivery, governance, compliance, budgeting and risk mitigation – said: “Since launch in 2006, our aim has been to improve client performance through assuring reliability, eliminating complexity and creating efficiencies.

“As finance accounting, compliance, audit and reporting demands have increased exponentially over that time, so too has our understanding and ingenuity.

“We specifically design software solutions to help fund administrators and investment portfolio managers navigate multifaceted requirements such as KYC, CDD and AML, risk assessments, FATCA and CRS.

“We create solutions to allow straightforward customer onboarding and migration, entity data and document management. And incorporate key facilities such as share register and dealing and investor portal. And do so with quality as a priority, having recently acquired ISO 9001 accreditation.

“Crucially, the software solutions into which we package all these specialist services have streamlined automation and stable resilience at their core.

“While some administration systems continue to rely on physical documents and records, or manual processing, our PureClient and PureFunds products have eliminated much of this.

“This has meant our clients enjoyed continued, consistent system performance throughout the COVID lockdown and beyond.

“As the COVID-19 storm hopefully eases – in Jersey at least – we can look back over what Puritas and the Island has been through during 2020 with a good deal of positives. And when that next storm begins gathering on the horizon, look forward with confidence to finding a way through to sunshine on the other side.”

PURITAS

# Increasing performance through reducing complexity

Puritas finance software solutions are designed to make a clear difference to your business

## WHAT WE DO

### Making life easier

Puritas focuses on doing things designed to make life easier for fund administrators and investment portfolio managers, and adding features that will delight their customers.

- Multi-jurisdictional **KYC, CDD** and **AML** management
- Advanced **risk management** through automation and configurable assessments
- Dynamic **on-boarding** without need to key in data
- Single source of truth **entity data management**
- Automated **FATCA** and **CRS** data capture
- Intuitive **share register and dealing platform**
- Hosted secure self-serving **investor portal**
- Integrated **document management** in a locked-down environment

## OUR AWARD-WINNING SOLUTIONS

### Providing the answers

Puritas provides best of breed software solutions to leading global institutional and private client service providers.

#### PURECLIENT

Easy customer data management platform possessing full API integration. Enhanced reporting capabilities satisfying corporate, customer and regulatory expectations.

#### PUREFUNDS

Easy approach to fund administration and managing investor activity. Comprehensive, integrated share register and dealing capability to easily manage investor activity, via integrated banking interfaces and investor portal.



To learn more about how we can make your life easier through our award-winning solutions or to find out more about what we do contact Puritas on **+44 (0)1534 874 100**