

How Zug WM became tech ready for 2020

By Fergus Horsfall / 19 Dec, 2019



Zug-based Zugerberg Finanz is preparing for 2020 with a major technological overhaul. Founder and CEO Timo Dainese (pictured) explained to *Citywire Switzerland* how the firm is digitalising its back-office processes.

He said: 'We are installing software which will read our documents (DMS), and we are launching our new CRM, where all the data is automatically pasted in.'

'We are connecting our back end, the CRM, to our depositary banks via an interface, and we are building a new front end for our clients, via our app.'

Dainese said that the significant investment in IT projects will make the company more efficient and reduce errors, which occur in manual processes.

'With the time we spare, we can further enhance our service level, which has been key to our success. Also, we are starting to use AI in the portfolio management to analyse data,' he added.

Market Outlook

While Zugerberg's technical upgrades for next year have been comprehensively planned, Dainese said that the financial markets are looking less predictable.

'2020 is going to be interesting. 2019 was a great year, and no one seems to have a clue what is going to happen in 2020.'

'Many people are still negative and paralysed by the markets' return in 2019, as they have been waiting for a correction to buy in. That didn't happen and there is still boatloads of cash on the sidelines.'

Dainese, who told *Citywire Switzerland* [how he manages unpredictable markets](#) earlier this year, remains wary and feels that he does not need to make risky bets. He said: 'A lot of people are expecting the market to correct after this fulminant rally. We are not sure about that. Certainly nobody is acting euphorically.'

'We are not getting greedy. We have taken some profits and feel good about that. Our corporate bond portfolio is yielding 4% in CHF which gives us a great base.'