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additiv launches its *KickStarter™* offering for DFS Wealth Management PaaS Platform on Microsoft Marketplace after successful collaboration with the FastTrack for Azure expert team

additiv, a leading Software as a Service (SaaS) provider to the wealth management industry, launched in April 2020 an industry first: a rapid, risk-free route to digital wealth management. Its KickStarter™ offering uses a dedicated, secure and cost-effective innovative Wealth PaaS environment blueprint, which is provisioned and deployed automatically in short time. The underlying DFS® Cloud Architecture on Azure PaaS was created in close collaboration and review of the Microsoft FastTrack for Azure expert team to ensure it follows Microsoft Azure Best Practices and Recommendations.

The additiv DFS Wealth Platform allows financial institutions to deploy class-leading client advisory, servicing and expert tools in wealth and asset management for the digitalization of new and existing business segments. Its product range includes the Hybrid Wealth Manager (i.e. advisor-led solutions) and Wealth Robo Advisors (i.e. self-service solutions). With its Financial Plug-ins, it also allows you to build your own products, using the comprehensive API Catalogue.

The KickStarter™ offering comes at a time when the industry needs it most. Digitization has been gradually impacting the wealth management industry, but as a result of the current pandemic, the speed of change has accelerated. Customers are demanding the best possible digital experience at the same time as the industry needs to reduce costs. The KickStarter™ offering is newly listed in the [Microsoft AppSource Marketplace for Web Apps](#).

For the delivery of its products, additiv leverages the fully managed, end-to-end serverless Azure PaaS offerings to provide the additiv DFS® (Digital Finance Suite) enterprise grade solution, thereby not requiring any VMs or servers to be provisioned or maintained. This minimizes the time and resources spent on infrastructure-related requirements.

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About additiv:

additiv is a leading SaaS provider to the wealth management industry and partners with the world's leading financial institutions to help them capitalize on digitization. Its market-leading DFS® (Digital Finance Suite) Wealth Platform is an orchestration engine that lets financial institutions quickly launch new propositions as well as giving them the intelligence to maximize customer engagement.

Established in 1998 and headquartered in Zurich, Switzerland, with offices in Germany, Singapore, and Kenya and main development centers in Romania and Ukraine, additiv serves its customers around the globe. additiv is supported by a broad ecosystem of implementation and solution partners that enable it to deliver unparalleled customer success to wealth managers and credit providers globally.

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