# plia

## Plia European Advisory Board Meeting

**29TH SEPT 2021 2PM**

## Attendees

- Bill Stephenson, Dave Lauer & Amy Scott (Urvin.Compliance / Plia)
- Guy Alcock (Schroders)
- Damon Burkett (Schroders)
- Adam Conn (Baillie Gifford)
- Jeremy Ellis (T Rowe Price)
- Chloe Frayne (Credit Suisse)
- James Harron (JP Morgan)
- Barney Quinn (Franklin Templeton)
- Dan Riches (M&G)
- Sal Rodriguez (Instinet)

## General Update

• Bill gave a general update on Plia progress since the last meeting including:

1. We have been making solid progress with both Buy and Sell side in the Europe region, as well as other regions, and we do believe that we are now getting close to critical mass.
   The buyside understand the value of centralising this function, and the sellside are increasingly getting used to receiving the standard questionnaires and seeing the benefits of using PLIA to answer them.

2. We have added European and US versions of the standard questionnaires and also the HK SFC code of conduct and IA FX questionnaire as templates.

3. Over 100 brokers received Data Requests in the last year, around 50 brokers are active on the platform regularly.

4. Anita Karrpi (Europe) and Jeff Estella (US) have joined our Corporate Advisory Board, we are looking for someone to assume this role in Asia.

5. A new KYC product has been conceived and invested in by the Plato Partnership. Our existing product is KYB (Know Your Broker).
   The most significant part of this new KYC platform is document storage and

end to end encryption, especially with regard to PII. We are making good progress on development and expect to have an MVP by the end of the year to show. If there's anyone at your firm we should speak to about the new platform please do let us know.

6. All Plato Partnership Sell Side members are now on board except one who has resisted joining. We have the top 15+ brokers, and have made a lot of progress in this area.

## Technical Update

- Dave gave a Technical update, including:
  1. Since our last meeting we have increased our development team and QA team, we have completed a program of testing, bug fixing and stability/performance enhancements.
  2. The code base as we acquired the platform was fairly old and needed some updating, we needed to address some architectural issues. What we have now is more robust and future-proof.
  Some of these changes have come from extensive due diligence processes from buy and sell side prospects and customers.
  Our information security has been updated to 2021 standards and is in a good place. We should emphasise that we have never had any data breaches.

## Enhancements

Bill and Dave outlined some enhancements which have been made and there was a general discussion around them.

1. Contact Info - this was a new development area, and not one that has been widely used. Jeremy commented that it was very important that this was kept up to date. Bill mentioned that when emails bounce back we disable or remove the user, but that the firm users can also maintain their own users through the platform.

2. Information security - as mentioned in Dave's section above, major improvements have been made and this remains a focus for the product.

3. Questionnaire management - A lot of work has gone into making this area easier to use, and also includes a new feature being rolled out this week to enable Sell Side users to upload their answers to a questionnaire from a spreadsheet format.

4. Unique IDs for each question. This feature has now been added, which may not make a huge difference on the front end, but it enables us to potentially upload historical questionnaires and map the answers to questions in the platform.

5. Custom questions is a new area which is now seeing much more use, and has been seen as very user friendly.

6. There was a general discussion around the Risk Limits/Algo Customisations/Venue Preferences potential enhancement which seems to have stalled somewhat. It was agreed that Amy would be in touch with people individually to see whether there was an appetite to continue development of this new area of the platform. The sell side would need to be comfortable that this would fit in with their internal procedures.

7. We may need to set up a smaller group to discuss updating the standard European questionnaire for 2022.

## General Discussion / Q&A

Jeremy mentioned that in his opinion the focus must be in the European region, and he hoped that expanding to the rest of the world was not distracting. Bill responded that for a lot of brokers, although not all, they were happy to contract on a global basis.

Jeremy said that he can't in all honesty say that we are where we wanted to be at this stage. Clearly with the covid pandemic and brexit over the last 18 months to 2 years people have been distracted.
Bill said that every major broker is on board and has responded to questionnaires and the turnaround time has definitely come down in the last year.

Jeremy commented that it has been a long time since the last EAB meeting and that we should have more.

It was generally agreed that the due diligence overhead of onboarding a new broker (and some buysides) had been underestimated. It has really taken until summer 2021 to see traction, and we're now at a critical juncture.

Adam asked whether the issue was a lack of penetration on the buyside or the sellside. He suggested a marketing "push" on events etc now that in-person events are beginning to happen again:

Trade Tech - on a panel, or mentions in The Trade, Best Execution or Finance Hive events.

Perhaps it's something we now should discuss with the regulator, as the "Gold Standard" to which everyone should conform.

Jeremy said that as a group, we should chase down our peers.

Barney Quinn said that time goes by very quickly and we need to keep on top of things. Maybe these meetings should be quarterly, or a regularly scheduled catch up chat with Amy.

Perhaps we could get in front of the IA again, Trade Tech panel.

At least regular meetings with JE, AC, BQ etc.

We should definitely speak to the regulator, and show what Algo/Electronic trading due diligence should look like.

Adam said that the process of identifying outliers in the questionnaire answers is still too manual, and asked whether AI / Tech could help.

Dave said that the technology was now ready, and that the team could apply AI to PLIA data over the next month or so. Adam said that he was happy for BG data to be used as an example case.

Adam, Barney and Jeremy wanted to end the meeting on a positive note and congratulated the team on the work done so far. Keep it up!

Dan Riches asked whether anyone else would consider using PLIA Data Requests for counterparty reviews which he has just done with a large number of brokers.

Chloe mentioned that Thalia has now left CS and Chloe will be the lead contact going forward.

Bill and Dave thanked everyone for their time and asked for feedback.

Amy is available for support and training where required.

Next meeting TBD