

Press release
19th October 2021

Birdee launches its “as a service” offer

Five years after its launch in BtoC, Birdee, a subsidiary of Gambit Financial Solutions, expands its range of commercial offers with a version available in "software as a service" for financial institutions.

Starting today, the entire offer will be available to new players in digital financial management: neobanks, pure players, fintechs... who wish to provide their customers with a personalized investment portfolio management service.

‘We provide them with an API box that will allow them to benefit from all the advantages and know-how of the Birdee universe, from the definition of the risk profile to the discretionary portfolio management operations, including the selection of quality underlying features, their deposits and their executions’, summarizes Gaël Minon, director of Birdee. ‘All of this while maintaining a client journey that is specific to their brand and their usual colors’.

The "Birdee as a service" offer is enriched by the innovations developed by Birdee since its creation: creation of portfolios entirely based on social and responsible investment criteria, possibility to invest small amounts (from 50 euros), investment objectives associated with the construction of portfolios, quick and interactive onboarding on the platform.

By using the Cloud, "these APIs can be integrated in 2 to 3 months maximum," adds Gaël Minon. This is a considerable time saving for partners who do not have the time or resources to implement or develop the technological solutions required to create a robo-advisor themselves.

The "Birdee as a service" offer has been developed in collaboration with Birdee's parent company, Gambit Financial Solutions, partner of several major banking groups in Belgium, Switzerland, Luxembourg and France.

For more information, please visit: <https://birdeegaservice.co/>