

# Hof Hoorneman Bankiers

BankingRight app design  
& development



Case Study



# About Hof Hoorneman Bankiers

Hof Hoorneman Bankiers is an investment bank that specializes in Value investing.

In a nutshell, Value investing comes down to finding and buying the under-appreciated investment opportunity, in order to sell that for a better value later on. Despite the apparent simplicity of this principle, few banks or asset managers work like this. Many leave the valuation of assets to others or rely on market value. Hof Hoorneman selects the right investments based on their own valuation and buys directly without utilizing third party funds. Thus, creating fully in-house managed portfolios and own investment funds.

Hof Hoorneman is a relatively small bank with about 65 employees nationwide. It targets the audience that looks for the accessible, stable and dependable bank. The average age is – as it is for most private banks - relatively high. The majority of the clients is age 50 and up.

Hof Hoorneman seeks its unique value in the way it manages their client assets. They achieve

exceptional investment results and pride themselves to have very lasting relationships with their clients.



**Leonie Jansen Daalen**  
Product Owner  
Hof Hoorneman



# The Client Needs

Hof Hoorneman wanted to widen the service to the clients by offering an app that offers online services to the clients.

The new asset management proposition – Vermogensopbouw Rekening, launched June 2016 – with easy online onboarding attracts new and younger clients. Although all clients have expressed a need for mobile services, this new target market has increased the need.

The objective was to initially offer the services of the existing client portal in a native mobile way. This should be done in an accessible, easy to use, customer centric way. The app should contribute to customer care and satisfaction. The development should allow room for innovation and sustainable improvements. In search of future-proof solutions, a strategic decision taken earlier, Hof Hoorneman had come into contact with Virtual Affairs. Virtual Affairs was selected because of their partner recommendations and proven track record. Also, it presented itself as a strong and knowledgeable partner, not afraid to share insights that are different from the client ideas in order to help their client better achieve their goals and motivating their client to aim higher.

***"We needed a partner that could help us build a future-proof platform, not just an app."***

**Leonie Janssen Daalen - Product Owner  
Hof Hoorneman Bankiers N.V.**







# The Solution Provided

The solution provided is based on the InvestmentRight module/product in BankingRight.

Using this product, an iOS and Android native mobile app, was delivered. It covers both the functionality defined as a minimal viable product and additional features.

The required functionality was:

- overall portfolio insights
- order placement and automated execution
- x-ray (in-depth insight) in portfolio asset types
- secure and easy access at your fingertip
- disclosure of documents archive

The look and feel matches the corporate identity. A roadmap was defined for additional development on the app to disclose additional functionality. Aside from benefitting from the overall product roadmap, Hof Hoorneman aspires to include additional online services, including online onboarding and interlinking their digital platform.

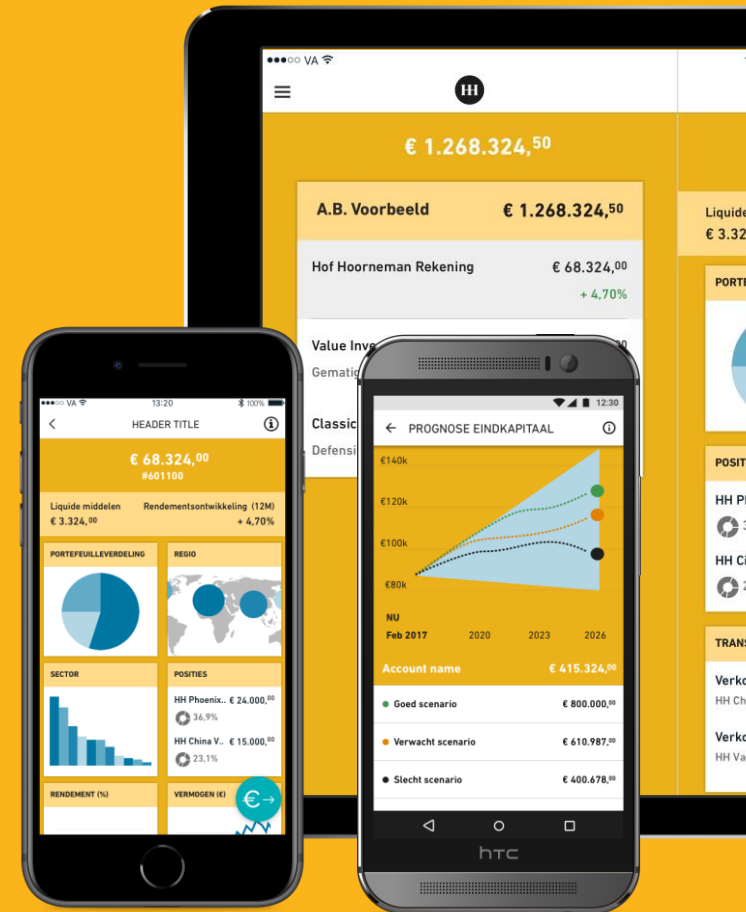
For security and identification, we advised Hof Hoorneman on a best of breed approach and included a solution of state of the art partner,

Onegini for secure customer identity and access management.

The app supports the existing relationship with the advisor at the Hof Hoorneman office and services as an extension rather than replacement of personal contact.

***"The level of professionalism and respectful honesty helped us achieve better results."***

**Leonie Janssen Daalen - Product Owner  
Hof Hoorneman Bankiers N.V.**

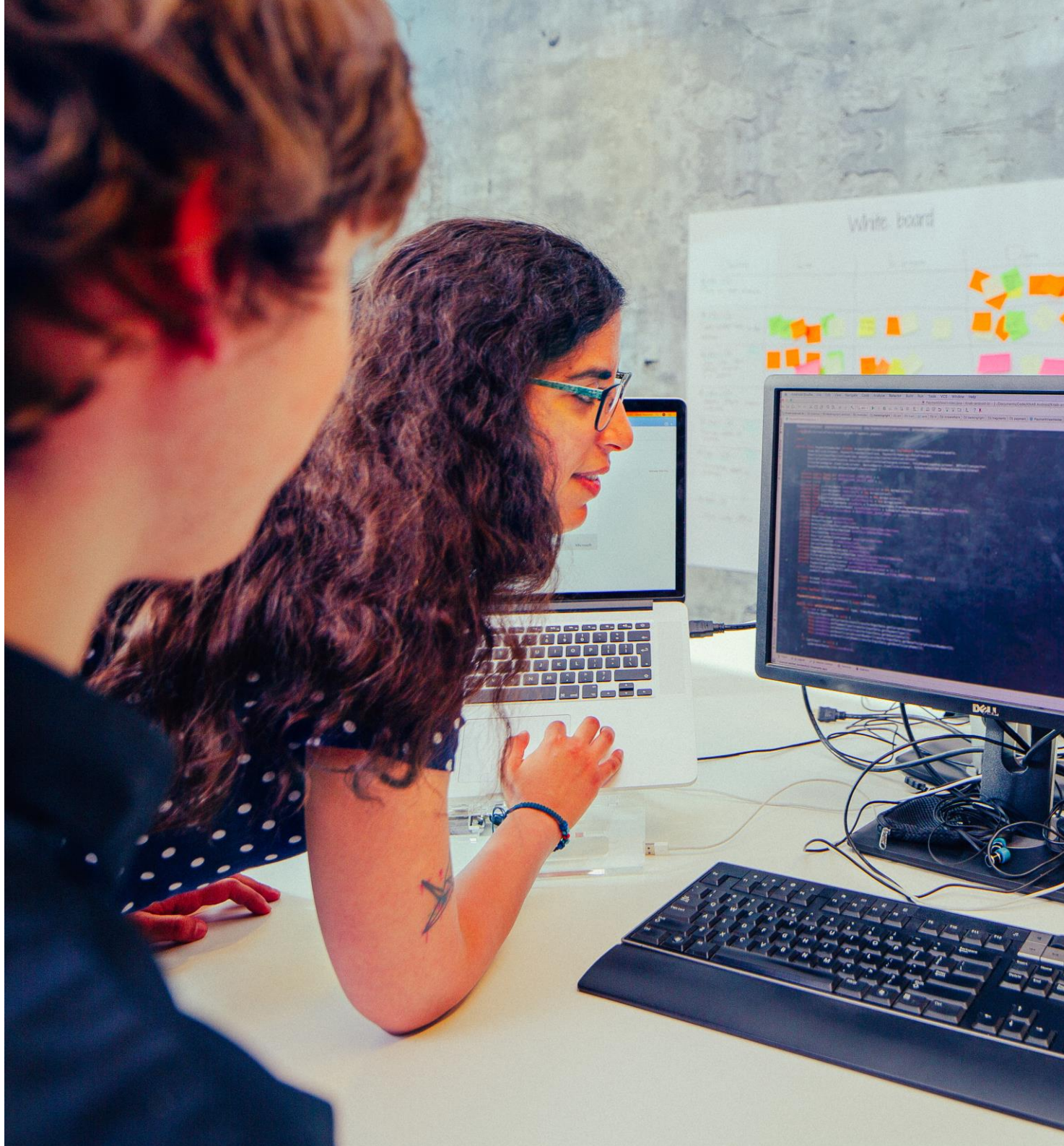




# Client Benefits

Hof Hoorneman experienced the following benefits of working with Virtual Affairs:

- Great collaboration
- The ability to contribute to the creative process and think outside the box, but within compliance
- The friendly and flexible office atmosphere
- The level of professionalism and respectful honesty to help them achieve better results
- Providing the partnerships and transparency on what works and what doesn't add value
- Developing with a future-proof mindset, keeping Hof Hoornemans' short and long term objectives in mind; thus creating the app within the context of client engagement







# About InvestmentRight ▲

To accelerate the development, VirtualAffairs used components from its flagship products BankingRight and InvestmentRight for the Hof Hoorneman app. These components are combined with unique code for Hof Hoorneman and third-party technology for specific things like Identity Authentication. Working with the product components has several benefits:

- \* It allows for a shorter time to market
- \* It ensures a more secure environment, reusing well tested components
- \* It offers proven User experience and functionality

Aside from these short-term benefits, using components also allows Hof Hoorneman to profit from Virtual Affairs' own product and roadmap development efforts. It makes the app more future-proof.

## **A tablet app with little effort**

Because we built in a modular way, we were able to extend the technology we developed to be optimized for use on iPhone as well as iPad. A more rigid development process would have

forced Hof Hoorneman to invest twice the time and money to have an iPad app. We were happy to save them this effort with our modular approach.



**Rogier Saarloos**  
Solution Architect  
Virtual Affairs



# Results

Defining the initial MVP requirements is a process that usually takes a considerable amount of time.

Virtual Affairs amplified their role in this process and helped make sensible choices with regards to defining the required and aspired features.

Once that was defined, development could commence. The MVP was then delivered in a timely fashion.

Hof Hoorneman wants to thoroughly monitor the usage of the app. This means analyzing the behavior within the app to base strategic future development decisions on. Creating a rational-based solution offer to expand the app with additional features backed by data-analysis and feedback from clients.

The technology allows Hof Hoorneman to identify client types and ultimately offer a more client specific customer engagement.

Based on the successful collaboration with Virtual Affairs for the app, Hof Hoorneman decided to expand the collaboration into creating a future-proof digital platform with Virtual Affairs.





# Get in Touch

Virtual Affairs is an international software and services company. We specialize in the development, expansion and renewal of digital channels for bank and insurance companies. Virtual Affairs has more than 20 years of experience in the world of digital transformation. Our strong professional drive, applied technology and an open and honest attitude are the foundation for **Moving finance forward**.

Contact us to let us be a guiding partner to solidify your ideas.

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virtual affairs

moving finance forward

## Expertise



Digital insurers



Software and services



Innovation and user experience



International implementations

## Value



Shorter time-to-market



Marketer in control



Higher conversion rate



Higher self-service ratio



Lower run-costs