



GBST Business & Product Strategy

About GBST

Headquartered in Sydney, Australia, GBST provides global technology and digital solutions for financial services organisations.

- Founded in 1983
- Clients across Europe, Australia, NZ, the US and Canada
- Technology supports over 5.5m investor accounts globally
- Owned by Anchorage Capital Partners (ACP), also based in Sydney

“The market insight provided by Altus enabled us to validate our strategic vision and more accurately prioritise development effort with a view to achieving our ambition. We were thoroughly impressed with the quality of output and professionalism of the team.”

David Simpson, Head of EMEA

Altus Engagement

GBST was undertaking a strategic review of its business and product strategy in order to present a clear direction and vision for the GBST Wealth Management business. Altus were asked to provide a market view and recommendation report detailing how GBST could maximise existing opportunities as well as which new markets, opportunities or territories to target.

Following an initial review, and the subsequent acquisition by Anchorage Capital Partners, Altus were further engaged to refresh and expand the initial findings to inform a new strategic growth committee.

Detailed investigation of a range of identified growth options was undertaken. This included a focus on existing clients, potential future clients, potential partnerships and the capabilities required to compete in new markets and geographies.

