



Qwist

Unrivalled Customer-Friendly
Digital Wealth Management

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Qwist's API Solution
to Connect its
Platform**

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Founded in Mannheim in 2021, the fintech start-up 7Assets is revolutionizing wealth management with its AI-driven, automated, and fully integrable digital platform.

This innovative solution provides family offices, asset managers, financial advisers, and private investors with a fast, secure, and holistic overview of managed assets – regardless of providers or asset classes.

The 7Assets platform goes far beyond simple monitoring of portfolios and cash flows. The company recognized early on the challenges posed by today's diverse financial landscape and developed a solution capable of managing such complexity.

Beyond data management alone, 7Assets also imparts comprehensive financial knowledge, empowering private investors to make well-informed decisions in wealth management. At the same time, the platform offers valuable support to businesses in digitizing their processes – from document management and property administration to sales controlling. In doing so, it ushers in a new era of holistic financial management.

A Holistic Approach with Customer Needs at the Core

7Assets has successfully positioned itself in the dynamic and highly competitive market for digital financial solutions. The company is benefitting from the growing demand for comprehensive digital wealth management services: more than 600 end-customers place their trust in 7Assets, collectively managing assets of over €1.4 billion via the platform.

What sets 7Assets apart from the competition is its holistic approach. The company delivers a comprehensive overview across different asset classes – from real estate and securities to private equity, cryptocurrencies, and precious metals. Building on this, businesses receive consolidated digital reporting for their clients, accessible anytime and anywhere.



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The platform's AI-powered automation enables efficient management and updating of assets, saving users both time and effort. In addition, 7Assets stands out for its ease of use, advanced security measures, and ability to serve both private investors and B2B clients such as financial advisers and family offices.

This versatility, combined with data-driven insights and technological innovation, firmly establishes 7Assets as a future-ready solution in an increasingly fast-paced market.

The Challenge – Finding the Ideal Interface

7Assets owes much of its success to its consistent focus on user needs. From the outset, the platform was designed to provide maximum flexibility, allowing users to manage their financial data effortlessly and without unnecessary complexity. According to Robin Kretzschmar, Founder and CEO of 7Assets: "Our aim is to give our users a clear reflection of their financial position. That guiding principle runs through everything we do, from intuitive

usability to the seamless integration of diverse financial instruments. It's what makes 7Assets a truly user-friendly and efficient solution for modern wealth management."

He goes on to explain: "To save users time and improve the accuracy of their data, we wanted to enable the direct connection of accounts and portfolios. For end customers this was a helpful extra feature – but for our B2B partners it was absolutely essential. Otherwise, vast amounts of financial data would have had to be imported and maintained manually."

In response, 7Assets began searching for a versatile interface that could meet several strategic requirements. Crucially, it needed to support not just PSD2 but also additional – and future – standards. Another decisive factor was the ability to offer a white-label integration that 7Assets could implement without having to secure its own licence. Equally important was ensuring that the API remained user-friendly while still providing enough technical flexibility for internal development teams.

This unique combination of functionality, adaptability, and simplicity would enable 7Assets to continue expanding its platform seamlessly and deliver an even more comprehensive and efficient wealth management solution to its users.



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Robin Kretzschmar,
CEO 7Assets

In Search of the Right Solution

The first contact with **Qwist** came at a time when addressing this particular challenge was not yet a priority for 7Assets. Nonetheless, the **Qwist** team made such a positive and professional impression during their initial outreach that when the issue later became pressing six months on, Robin Kretzschmar immediately recalled their email and arranged a meeting.

Although 7Assets subsequently evaluated other options, the company ultimately chose **Financial Transaction Data** by **Qwist**. As Kretzschmar explains: “What really tipped the balance was the personal relationship we established and Qwist’s commitment to short communication channels and fast support whenever a technical question or need arose.”

He continues: “**Qwist** has already proven on several occasions that they take this commitment seriously. We have always received prompt responses, and any necessary actions were implemented quickly and efficiently.”

Alongside these decisive factors, the pricing model also played an important role in confirming **Qwist** as the right partner for 7Assets.



Implementation

7Assets leverages **Financial Transaction Data** to synchronize accounts – including transactions – as well as portfolios from banks, brokers, and other providers. Users simply enter their login credentials once, and from that point on, the 7Assets platform automatically synchronizes their assets, categorizes them, and displays them in the relevant asset classes for analysis and reporting.

Regardless of the type of account or financial institution involved, **Qwist** harmonizes all end-user financial data into a single, consistent data structure. This makes the use of the platform simple and convenient for customers, whatever their individual application.

Through **Qwist**, 7Assets is able to connect to and harmonize financial data from both private and business accounts across more than 3,000 financial institutions in Germany, Austria, Spain, and Portugal.

As a BaFin-regulated payment institution, **Qwist** also enables 7Assets – even as a non-regulated fintech – to access customers’ financial data in read-only mode and consolidate this information into a single view.

As a regulated provider, **Qwist** places significant emphasis on adhering to strict security standards and regulatory requirements within the financial sector. This ensures that the use of Qwist’s API is fully compliant with applicable data protection and financial regulations.

Box: How 7Assets Customers Benefit from Qwist's Expertise

1. The end user sends an API request to **Financial Transaction Data** in order to initiate the account connection.
2. Within the widget interface, the user selects their bank and proceeds through the account connection process by entering their login credentials and completing Strong Customer Authentication (SCA).
3. If the IBAN has already been provided, the user can skip the bank selection step and enter their login details directly.
4. Once the process has been successfully completed, the customer is able to retrieve their financial data – including account information and transaction history – from the connected accounts.

The Result

End users of 7Assets can now track their wealth almost barrier-free, thanks to Qwist's solution removing the need for time-consuming manual processes. As Robin Kretzschmar summarizes: "Our onboarding process in this area can now be completed effectively within just ten minutes, since most of the key assets relevant for new users can be imported straight away."

For B2B clients, the benefits are even more striking. "At present we are saving between one day and up to a full week of administrative effort for our B2B customers. From a purely calculative standpoint, the **Qwist** interface alone accounts for around two hours of this reduction. However, the real significance lies in the fact that it enables us to build a solid foundation of features for our B2B clients – because our goal is to eliminate manual tasks as far as possible."

Summary and Outlook

7Assets is highly satisfied with the implementation process. As Robin Kretzschmar explains: "We managed to complete all the necessary administrative steps in a very short time, which meant we could start implementation straight away and have the system up and running within just one week. Thanks to clear documentation and the excellent availability of Qwist's support team, we were also able to demonstrate to our clients that it's not only our in-house technical expertise that matters – the capabilities of our partners also play a crucial role. This integration has allowed us to deliver additional value to our platform users in a very short time-frame."

Looking ahead, 7Assets is planning to continue its close collaboration with **Qwist**. "We are very keen to see **Qwist** expand the network of connected partners and to ensure that PSD3 and other new standards are implemented swiftly. This is essential for us, and we are committed to building a long-term partnership with **Qwist**."

