# Huddlestock Fintech AS strengthens its position in the WealthTech sector



Huddlestock Fintech AS, a company based in Norway, is positioning itself as a significant player in the WealthTech sector, focusing on the digitisation of processes for custody banks, asset managers, and retail trading venues. The firm is dedicated to developing innovative software as a service (SaaS) solutions that streamline and enhance operational efficiencies within wealth management, significantly contributing to the ongoing trends of digital transformation, hyper-personalisation, and on-demand banking.

The company boasts a dual technology offering designed to meet the industrial needs of the financial sector. One of their flagship products, Apex, functions as a SaaS solution connecting custody services with asset managers and individual investors. This capability not only facilitates more robust interaction within the wealth management ecosystem but also ensures compliance and data-centric functionalities essential for modern financial services.

In addition to Apex, Huddlestock also presents Bedrock, a white label solution tailored for financial services firms. Bedrock primarily allows these firms to incorporate low-cost, efficient trading and investing services into their existing client websites and applications. This feature is especially crucial as it provides firms with flexible options to enhance their service offerings while maintaining cost-effectiveness.

The company's strategic focus aligns with current industry forecasts indicating a continuing shift towards digital solutions and automation in the financial sector. As more businesses look to adopt technologies that offer scalability and improved customer engagement, Huddlestock's offerings are well-positioned to satisfy these emerging demands. With the wealth management industry undergoing rapid evolution, the services provided by Huddlestock exemplify the integration of technology to meet the challenges and opportunities presented by modern market conditions.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://kommunikasjon.ntb.no/announcement/2742?publisherId=17848032&lang=en> - Corroborates Huddlestock Fintech AS's focus on developing innovative, compliant, and data-centric WealthTech SaaS solutions, and its role in the digital transformation and trends of hyper-personalization and on-demand banking.
2. <https://huddlestock.com/company/press-releases/view/?id=MjAyMy0xMS0xM1QwODo1MToxNyswMTowMA%3D%3D> - Supports the information about Huddlestock's technology offerings, including its SaaS solutions for wealth management, and its mission to democratize access to capital markets.
3. <https://huddlestock.com/company/about-us/> - Provides details about Huddlestock's history, its founding in Norway, and its expansion as a fintech company, including its public listing and acquisition of other companies.
4. <https://kommunikasjon.ntb.no/announcement/2742?publisherId=17848032&lang=en> - Confirms Huddlestock's dual technology offering and its role in the Nordic region as a preferred supplier of financial consultancy services and technology solutions.
5. <https://huddlestock.com/company/press-releases/view/?id=MjAyMy0xMS0xM1QwODo1MToxNyswMTowMA%3D%3D> - Details Huddlestock's strategic technology solutions and process automation for the financial services industry, aligning with industry forecasts towards digital solutions and automation.
6. <https://huddlestock.com/company/about-us/> - Explains Huddlestock's focus on making wealth simple, accessible, and personal through its products and services, reflecting its commitment to financial inclusion.
7. <https://kommunikasjon.ntb.no/announcement/2742?publisherId=17848032&lang=en> - Mentions Huddlestock's listing on Euronext Growth Market as Norway's first fintech company to be publicly traded, highlighting its significance in the industry.
8. <https://huddlestock.com/company/press-releases/view/?id=MjAyMy0xMS0xM1QwODo1MToxNyswMTowMA%3D%3D> - Describes Huddlestock's world-class expert professional services business and its impact on the financial services industry.
9. <https://huddlestock.com/company/about-us/> - Outlines the company's employee base, nationalities, and year of founding, providing a broader context of Huddlestock's operations and growth.
10. <https://kommunikasjon.ntb.no/announcement/2742?publisherId=17848032&lang=en> - Clarifies Huddlestock's mission to deliver financial inclusion by democratizing access to capital markets through its technology offerings.
11. <https://huddlestock.com/company/press-releases/view/?id=MjAyMy0xMS0xM1QwODo1MToxNyswMTowMA%3D%3D> - Supports the information about Huddlestock's white-label trading and investment services, which are integral to its Bedrock solution.
12. <https://news.google.com/rss/articles/CBMikwJBVV95cUxPRjlVUjV2SmNCUU5NajVhU0lLU2pjZURndW1mWktoLWxFTlNpdHEyLUNvUE1waC1zYWg4bGlfb2ZsbnRpNHZRTEU5Y3RtSjhjMzk4RWFvQTdPWHhjN3dnb2dZOXc3NFQtWE8yWVRldWllMks5SDZHbjI4SWZyc0dqakI2OHU4SWxUcVpfOXBGRkFFOGhCbm1qMGEtV0FsWUg0RTZaSC1UN0tFNlZiSXJmX2NIMjI3bUNkZ0h1XzVxeG9Nb1hhN3pJOEZodk8zTjZhNnZxb1FDQlc1NjExRDE5RHJHLUdYZ2tpMHppNmNIZXI2S3FJUDZwbWo1WE9xR1FyM1VybkRNRU9wSzdsTnhIdTJKOA?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data