

# Media Release

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## SuperConcepts creates Innovation Lab

SuperConcepts will create an Innovation Lab staffed with software and accounting experts dedicated to research and development for SMSF software.

SuperConcepts CTO Brad Ackermann said the investment demonstrated a commitment to customers that software solutions would be a key driver for the company's strategic direction.

"We think it's important to invest in an R&D Lab with dedicated resources to keep us ahead of evolving tech trends and be able to rapidly respond to customer needs," says Mr Ackermann.

"The SuperConcepts Innovation Lab will work on cutting edge solutions using Artificial Intelligence, Conversational User Interfaces and Robotic Processes for automating low value tasks to free up resources for fund administrators to better add value to customers.

"Our Innovation Lab will bring together specialists with a mix of software development skills and accounting experience working together on customer solutions.

"The technical team will bring cognitive and development skills to really focus on the ability to interpret and understand written text and verbal commands from customers in order to make automated decisions from that information.

"We see this as critical to improving the accuracy of data, keeping it up to date and being less error prone for fund administrators.

"This work will also give valuable insights into the data to stimulate conversations with Accountants around tax compliance and Advisers around investment decisions and strategies.

"The SuperConcepts Innovation Lab will produce research and development opportunities for a range of prototypes that will be tested, refined and rapidly deployed," Mr Ackermann said.

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### About SuperConcepts

SuperConcepts is a leading provider of self-managed superannuation fund (SMSF) administration, software and education services to SMSF trustees, accountants and financial advisers, servicing more than 11% of SMSF funds. SuperConcepts comprises a number of sub-brands including AMP SMSF, Ascend, Cavendish, MORE Super, Multiport, SMSF Managers, SuperConcepts, SuperIQ and superMate. Find out more at [www.superconcepts.com.au](http://www.superconcepts.com.au).

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