

## aixigo's most far away event: The Aachen based software company impressed the American audience with its high performance portfolio management software

New York, September 2018 – The Aachen based software company aixigo went to America to show its portfolio management software at the FinovateFall. During a 7 minute demo on stage, Mario Alves, Head of Sales and Partner Management, and Marcus Gruendler, Head of Portfolio Management Systems, showed how fast aixigo's software is. Within 40 seconds they analysed live on stage about 32,000 portfolios – projected in 6 minutes there will be 1,000,000 portfolios analysed.

With a simple but helpful street sign Mario demonstrated the unlimited speed of the software – but the main point is, that aixigo's software isn't only the fastest, but it is also flexible and mass suitable. After a conversation with Amazon's Alexa at the end of the demo, the audience understood what possibilities are given by flexibility, speed and mass suitability.

On Twitter you might have read statements and critics about aixigo's demo such as „It can be tough to engage the audience when you're presenting intangibles (i.e #wealthtech) - cudos to @aixigo for leveraging humor and visuals in its demo at @Finovate! Well done!“ by Morgan Heidi Sanders or „Enjoying the demos at @Finovate in NYC! Here are a few of our top picks from Day 1: @aixigo @NestReady @Tolerisk“ by KCD PR.

### Press release

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[www.aixigo.de/en](http://www.aixigo.de/en)

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Links:

<http://blog.aixigo.de/finovatefall-2018-aixigo-presents-its-high-performance-pms-to-the-new-york-audience-in-september.html?lang=en>

<https://www.aixigo.de/finovatefall-2018-in-new-york/>

<https://www.youtube.com/watch?v=SSnbyZN4XFc>

[https://www.youtube.com/watch?v=eHS\\_Gol2Mv0](https://www.youtube.com/watch?v=eHS_Gol2Mv0)

For aixigo itself it was a great start in the US sector. Read more about aixigo in New York, and what it is that aixigo has in common with this city on the website: <https://www.aixigo.de/finovatefall-2018-in-new-york/>.

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