

Avantage Reply, part of the Reply Group, specialises in Financial Services consulting with a focus on Risk Transformations, Treasury and Capital, Quantitative Modelling and Regulatory Advisory. With offices across Europe, we count some of the world's most significant financial groups among our clients, including in Investment, Retail and Commercial Banking, Custodian Banking, Insurance and Investment Management.

14+
COUNTRIES

10,000+
PRACTITIONERS

500+
RISK AND REGULATORY
SPECIALISTS

WHAT WE DO

Since our inception in 2004, Avantage Reply has been committed to providing insightful and practical advice to our clients. We work across all levels of our client organisations, from Board Members, C-Suite and Heads of Functions to technical specialists, to define and deliver change.

Our solutions are aimed at helping you manage your risk, regulatory and data challenges effectively while ensuring your strategic and cost objectives are met. Our core proposition spans 4 broad areas:



Risk, Finance & Compliance

We partner with our clients to address the practical implications of risk, finance and compliance-related challenges. We focus on identifying opportunities to improve business insight and reduce costs, with deep experience in programme and transformation delivery.



Quantitative Risk Management

We support our clients across the model life-cycle, from development through to measurement and validation of model risk. Our teams specialise in all relevant model types – including risk, capital, liquidity, pricing, and stress testing models.



Data Management and Implementations

We help our clients to design, develop and implement innovative and efficient technology enabled solutions in areas of data management and governance, process automation and regulatory reporting.



Regulatory Engagement

We support our clients in effectively managing their regulatory relationships and in obtaining relevant regulatory permissions and authorisations. We help our clients navigate the complex regulatory landscape to achieve optimal outcomes.

Automation and AI

Cloud Implementation

OUR LEADERS



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