Ruleguard

Navigate compliance confidently, with product lifecycle clarity

Foster proactive product governance within your firm

Industry Challenges in Managing Product Governance

As regulators sharpen their focus on product value, suitability, and distribution, financial firms must prove that their offerings consistently deliver fair outcomes. Yet many are still burdened by outdated or siloed governance models. Key challenges include:

Siloed Product Data and Manual Oversight
Without a centralised source of truth, product data is often dispersed across business lines and systems. This hinders end-to-end visibility into the lifecycle, impairs collaboration, and weakens oversight.

Missed Obligations Across the Lifecycle
From ideation to distribution and beyond, firms often struggle to map regulatory expectations to operational processes. This results in gaps in documentation, missed approval gates, and poor traceability.

Reactive Risk and Value Assessments
Ongoing value assessments (OVAs) and fair value checks are critical, but when handled manually, they can be inconsistent, retrospective, and time intensive. This leaves firms exposed to regulatory challenge.

Inconsistent Governance Across Jurisdictions
For global firms, managing product governance standards across multiple geographies can be complex. Local variations in regulatory expectations demand both standardisation and flexibility, something that spreadsheets can't deliver.

Unlock the Benefits of Ruleguard's Product Governance Solution

A Single Platform for End-to-End Governance
Ruleguard combines the full product lifecycle, from idea generation, design, approval, ongoing assessment, and withdrawal, into one structured, transparent workflow. It enables teams to follow an auditable, consistent path that aligns with internal frameworks and regulatory requirements.

Built-in Workflows for Key Controls
The solution comes pre-configured with workflows to manage core obligations, including Product Approval Committees (PACs), Target Market assessments, Distribution Oversight, and Ongoing Value Assessments. These can be easily customised without the need for developers.

Automated Evidence Collection and Review
Automatically capture approvals, rationale, policy compliance, and evidence of challenge. Ruleguard enables firms to track decisions and actions across functions with full traceability, ready for internal audit or external regulators at any time.

Configurable Templates and Forms
Firms can define the data they collect at each stage, build templates aligned to internal policy, and tailor fields and thresholds to jurisdictional needs, without code.

MI Dashboards and Regulatory Readiness
Compliance and product teams gain real-time dashboards to monitor key metrics such as product risk ratings, assessment cycles, missed deadlines, or overdue reviews, ensuring early intervention and confident reporting.

Why Ruleguard?

Ruleguard's Product Governance solution empowers firms to meet their Consumer Duty, PROD, and other global product governance obligations through automation, consistency, and control.

No-Code Policy Implementation
Adapt the platform to your firm's methodology and regulatory needs without relying on IT.

Workflow-Driven Execution
Manage approvals, reviews, and distribution oversight with embedded logic and defined sign-offs.

End-to-End Visibility and Audit Trails
Access comprehensive product histories from ideation to end-of-life with one-click reports and secure logs.

Designed for Regulated Financial Services
Built specifically for firms across wealth management, banking, insurance, and investment services.

Trusted by Industry Leaders
Used by major institutions to strengthen governance, meet regulatory expectations, and streamline oversight.

Effortlessly oversee and monitor the lifecycle of financial products

Comprehensive Control
Oversee the full product lifecycle, from design to review, with a solution built for clarity, consistency, and regulatory alignment.

Confidence in Oversight
Ensure robust governance processes across product development, approval, review, and retirement, all in one integrated platform.

Trusted by Leading Financial Institutions
Adopted by top firms to reduce risk, strengthen governance frameworks, and maintain ongoing compliance with FCA PROD, MiFID II, and other global standards.

Innovation That Keeps Pace
Continuously improved to reflect emerging best practices and changing regulatory expectations.

Expert Support, Every Step of the Way
Delivered with dedicated onboarding and support teams to ensure a smooth implementation and long-term success.

Leave a product governance breadcrumb trail

Ruleguard's **Product Governance Solution** empowers your firm to create an auditable, transparent, and controlled environment for managing products throughout their lifecycle. By automating approvals, assessments, and ongoing reviews, you can reduce regulatory risk, improve internal collaboration, and demonstrate fair outcomes for customers.

Schedule a call with us to see how your firm can transform its product governance capability, from policy to practice.

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