

Global education provider Kaplan acquires Australian RegTech pioneer

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Sydney Australia – Global education provider Kaplan has today acquired Red Marker, the machine learning and artificial intelligence-based RegTech pioneer.

In the lead up to this acquisition, Kaplan Professional and Red Marker have been developing the Artemis solution to help financial advisers create and share compliant digital content. Artemis detects ‘risky’ content as it is being created, helping advisers and licensees to identify and remediate compliance risks associated with the promotion of financial products or services.

Kaplan Australia and New Zealand Managing Director Rob Regan said the acquisition would enable Kaplan to broaden the horizon of its compliance solutions to the financial services sector through the application of artificial intelligence.

“We are investing in real-time learning with the aim of further equipping advisers with the tools they need to maximise their success in a rapidly changing landscape.

“By enabling advisers to confidently embrace compliance, it will allow them to continually increase their knowledge in a reportable manner.

“Adding Red Marker to the Kaplan portfolio will accelerate the development of personalised and adaptive learning engines in the financial services sector,” he said.

Kaplan Professional CEO Brian Knight said the need for this type of artificial intelligence and machine-learning-based compliance solution was critical in Australia.

“AI will revolutionise education and it will empower our clients to find ways to ensure their advisers can provide trusted and reliable advice now and into the future.

“This is a game changer as it goes beyond AI and machine learning and combines micro-training to enable advisers to remediate problems as they arise in real time, ultimately leading to a true culture of compliance,” he said.

Red Marker Managing Director Matt Symons said he was excited about the potential to combine Kaplan’s global education assets with Red Marker’s real-time compliance analytics.

“Our clients are really enthusiastic about Artemis; it shows real-time training delivered when learners need it most is the future of professional education in Australia and around the world.

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“Kaplan have been an incredible partner for Red Marker and this acquisition is another step in our joint mission to help financial services firms reduce risk and improve education outcomes.

Kaplan and Red Marker are committed to continuing to work with the industry to provide meaningful compliance solutions for the sector and further investigate new and innovative ways of utilising artificial intelligence to provide better learning outcomes.

Terms were not disclosed. Red Marker principals and staff will continue with the business.

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Kaplan is a global education company that offers a diverse range of learning programs aimed at building the futures of our students, one success story at a time. In Australia and New Zealand, Kaplan comprises financial services education provider Kaplan Professional, higher education provider Kaplan Business School, pathways colleges Bradford and Murdoch Institute of Technology, and English language school Kaplan International English. Visit www.kaplan.edu.au for more information.

Red Marker is an Australian RegTech pioneer that has spent the last three years developing automated compliance solutions for Australian financial services firms. Red Marker’s flagship product is the Artemis application that combines deep content inspection capabilities with advanced machine learning techniques to help prevent the publication of non-compliant content by identifying risk in real-time. For more information see www.redmarker.com.au

