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ASSET AND WEALTH MANAGEMENT INNOVATION WITH GENERATIVE AI

Prepared by SoftServe • August 2023



THE FUTURE OF WEALTHTECH WITH GENERATIVE AI

The wealth management industry evolves with increasing volumes of global wealth and assets under management. The digital transformation is driven by macroeconomic conditions and **strategic goals to delight the next generation of customers** that will inherit wealth during the next decade. Obsolete legacy systems and the complexity of financial instruments are common problems for market incumbents. Client demand continues to focus on new products and services, such as private markets, personalized advice, and a seamless omnichannel experience.

KEY CHALLENGES

Competitive pressure along with external factors, such as macroeconomic headwinds and geopolitical issues, are among the challenges. Customers require more services for less money, a new digital experience, and robust security.

PRODUCTIVITY OF ADVISOR

Financial advisors spend three-quarters of their time at the desktop switching between systems and gathering information necessary for the justification of recommendations, and only one-quarter with clients building customer relationships.

DEMAND MORE SERVICES

Customers want more than just investment services, while advisors capacity remains the same, and legacy systems are unsuitable.

DO-IT-YOURSELF (DIY)

Next-gen investors want to be more self-directed in their decision-making, requiring relevant information and analytics. Digitisation and personalization are key challenges to gain attention from clients.

TALENT DEVELOPMENT

Constant education for advisors, education for their clients, blogs, and financial literacy content suitable for the audience are a priority for market impact and revenue growth.

DIFFERENTIATION

Finding a niche for differentiation goes beyond ESG impact-focused investments and offers personalization, according to their client's lifestyles. Wealth managers can combine customer acquisition with financial education for their corporate clients, as employers care about the financial well-being of their middle and upper management.

GENERATIVE AI BUSINESS BENEFITS

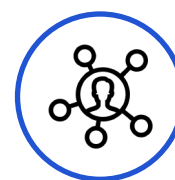
We suggest you consider some of the most promising directions for the future, as shown below.



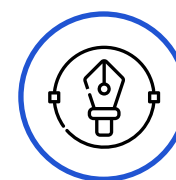
Improve Productivity of Advisors



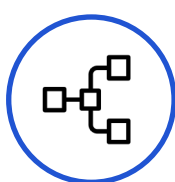
Increase Profit per Client



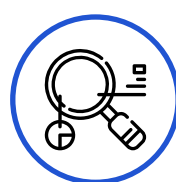
Improve Client Experience



Personalize Product Design



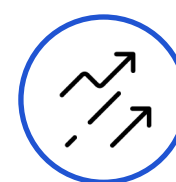
Eliminate Bias with Improved Decision-Making



Innovate in Search of Opportunities for Clients

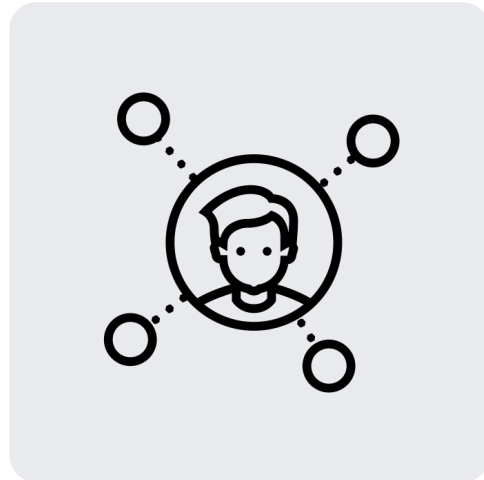


Nurture Talents for Fulfillment



Increase Competitive Advantage

MOST PROMISING GENERATIVE AI USE CASES

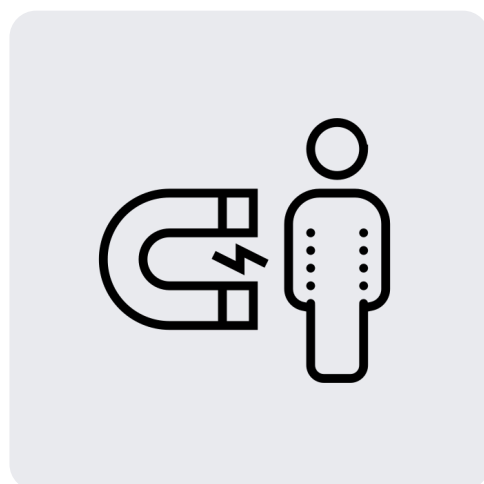
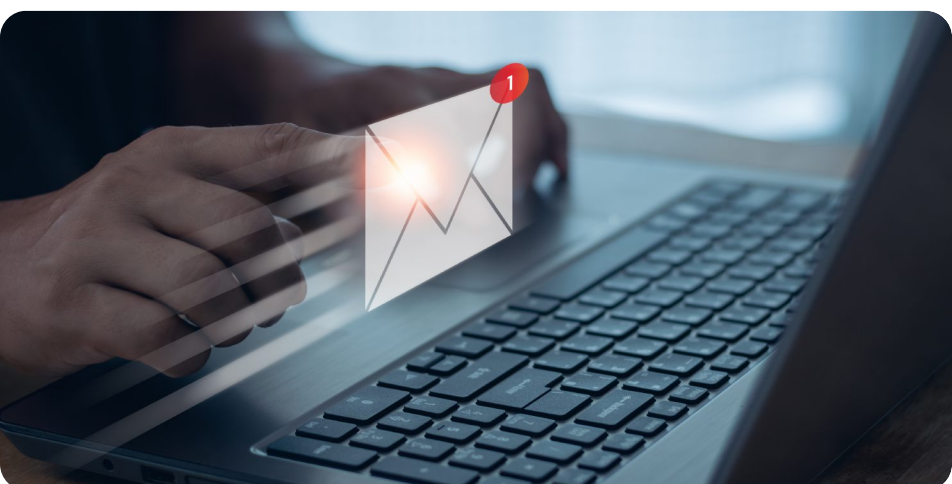


SMART CUSTOMER ONBOARDING IN B2C

AI-powered assistants streamline customer onboarding, matching interests for delightful and cost-effective experiences. Meeter-greeter facilitates advisor matching, prospecting, product selection, and online account opening.

PROFILE ASSISTANT FOR SMART DUE DILIGENCE IN B2B

Virtual assistant aids fundamental analysis, gathering data, and identifying risks and opportunities for decision-making in M&A, investments, and credit activities.

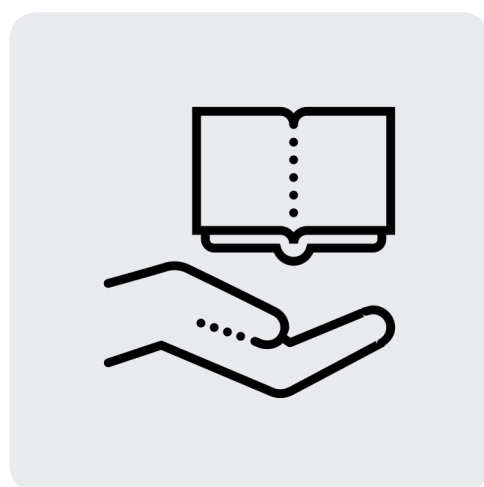


BETTER CUSTOMER ENGAGEMENT IN B2C

AI-powered virtual assistants align investment suggestions with customer objectives, providing prompts and notifying about relevant opportunities, accessible 24/7 through the client portal.

INSIGHTS FOR ADVISORS IN B2B & B2C

Generative AI insights enable data monetization and product personalization for wealth management tech providers and account aggregators.



EDTECH AND CONTENT CREATION

Crucial for talent development, the solution helps advisors with Q&A, content creation, and financial literacy for clients. Offers financial education for employee well-being — a valuable employer and wealth manager benefit.

GET STARTED ON YOUR GENERATIVE AI JOURNEY

LET SOFTSERVE ACCELERATE YOUR GENERATIVE AI JOURNEY WITH 3 OFFERINGS

Don't be left behind in the race to harness the disruptive innovation of Generative AI. SoftServe defined [Generative AI adoption patterns](#) that are designed to help you navigate the complexities of this emerging technology. We will help you select an appropriate adoption pattern or its combinations for building tailored solutions to meet your enterprise's unique needs. Expedite your journey towards a new way of productivity and creativity with SoftServe Generative AI offerings, positioning your business as a leader in the industry:



AI DISCOVERY

*From Interest to Discovery:
Generative AI Ecosystem and
Implications for My Business*

- ✓ Use Cases & Business Impact Priorities
- ✓ Data Quality and Availability
- ✓ Technology Trade-offs and Architecture
- ✓ Technical Feasibility with POC



AI LAUNCHPAD

*Launchpad to Innovation:
Evidence-Based Exploration
and Deployment*

- ✓ Generative AI Lab
- ✓ AI Launchpad Program for rapid experimentation
- ✓ Value Stream Mapping & Use Cases
- ✓ POC/POV Pipeline



AI ADOPTION

*From Insight to Impact:
Rapid Scaling and Adoption
in My Organization*

- ✓ Generative AI Adoption Roadmap
- ✓ Technology Strategy
- ✓ Data Strategy
- ✓ Change Management and AI Governance

- ✓ Generative AI Solution Development
- ✓ Generative AI in Product and Engineering Teams

It's urgent and the time to start is now. But you know that Generative AI is not a deployment sprint. With SoftServe's experts to address your unique enterprise needs and guide you through possible adoption options, you will move past the hype and harness its benefits for your enterprise.

Learn more about SoftServe's Generative AI Lab, POVs, offerings, and partners. Visit us at our [Generative AI website page](#).

YOUR PARTNER FOR THE FUTURE

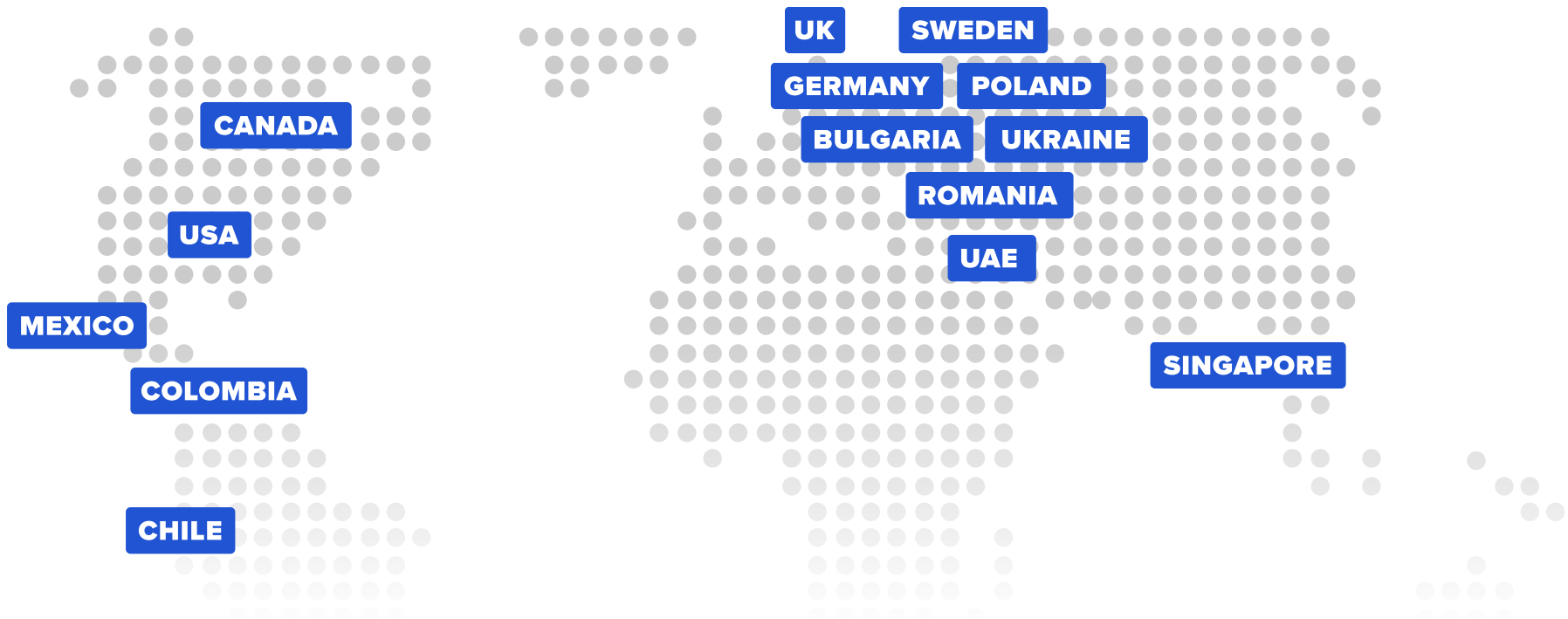
DIGITAL ADVISORS, SOFTWARE INNOVATORS, AND EXPERIENCE BUILDERS

30 Years of Experience

98% Client Retention

14 Countries of Operations

58 Offices Worldwide



GOOGLE CLOUD EXPERTISE

As a Google Cloud Partner and the winner of the 2020 Google Cloud Partner of the Year Award for Machine Learning, SoftServe is committed to helping customers solve their most pressing business challenges. SoftServe utilizes Google Cloud's AI ecosystem, including tools such as Google Cloud Vertex AI and Generative AI App Builder. [Learn more](#)

120+
GCP Enabled
Customers

690+
GCP Certified
Recourses

100+
Data Science
Experts

3
Anthos
Fellows



AMAZON WEB SERVICES

As an APN Premier Services Partner, SoftServe acts as an exceptional cloud guide, vastly decreasing the time to achieve cloud value. By doing so, SoftServe ensures that your AI initiatives unleash the full potential of AWS Machine Learning services, such as Amazon Bedrock and SageMaker, and that they are deployed in accordance with AWS Well-Architected best practices. [Learn more](#)

500+
AWS Certified
Resources

100+
AWS Certified
Solution Architects

50+
AWS Professional
Certifications

11
AWS
Competencies



MICROSOFT

Innovate with purpose, rationalize costs, and drive efficiencies with Microsoft Azure's open and flexible cloud computing platform. Leverage Azure OpenAI and Machine Learning services to deliver next-generation AI solutions. As a Gold Microsoft Partner, SoftServe enables your business to build and deploy on your terms — both today and in the future. [Learn more](#)

250+
Azure Certified
Professionals

19+
Years as a
Microsoft Partner



NVIDIA

As an NVIDIA Service Delivery Partner, SoftServe harnesses NVIDIA's cutting-edge technologies, like GPU-accelerated compute infrastructure, to deliver robust AI solutions. Leveraging NVIDIA's NeMo Service, SoftServe streamlines the development of Generative AI products, driving rapid digital transformation. [Learn more](#)

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DEEP TECHNOLOGY EXPERTISE IN AI/ML

**HUMAN-FIRST APPROACH TO DESIGNING
EFFECTIVE EXPERIENCES**

**INDUSTRY EXPERTISE AND PARTNERSHIPS
WITH CLOUD SOLUTIONS PROVIDERS**

LET'S TALK



BUSINESS OPPORTUNITIES

Asset and wealth management organizations adapt their business models to client needs through price management and personalized digital customer experiences. Generative AI enables justified opportunities to add enterprise value and extend market impact.

