FINANCIAL SERVICES

Wealth Management

DELIGHT CUSTOMERS WITH IMPECCABLE CLIENT SERVICE

Appian helps wealth managers deliver exceptional customer experience for a sustainable competitive advantage.

REDUCE COSTS WITH INTELLIGENT AUTOMATION

Automation enables wealth management firms to focus on their core business, strengthen their competitive advantage, and improve satisfaction for clients as well as wealth managers and staff. Eliminate workforce inefficiencies with:

- Positive customer experience
- Enhanced productivity
- Lower operational costs
- Reduced response time
- Faster client on-boarding

Automating time-consuming tasks and processes allows wealth managers to concentrate on value-add activities, which in turn helps drive revenue.

Global HNWI (high net worth individual) wealth has been growing for 6 consecutive years, and now surpasses US$70 trillion for the first time
– Capgemini World Wealth Report, 2018

BUILD TRUST AND GAIN CLIENT CONFIDENCE

Customer experience in wealth management is essential because the relationship has far-reaching implications on the client's financial and life goals. A dedication to delighting clients through impeccable experience is a key component in building trust and gaining client confidence. Today's technically savvy clients are more open to switching to other wealth management providers in search of better user experience, forcing firms to innovate to keep up with rising demands. Advisors must be flexible enough to meet the needs of clients across generations, both by reskilling their advisory workforce and adapting their offerings and service.

APPROACH COMPLIANCE HOLISTICALLY

Wealth managers need visibility on processes, data, and KPIs to ensure compliance in the face of new regulations or changing business needs. They need a simplified way to manage the process of evaluation of all new changes in regulation Intelligent automation can reduce redundancy in data, create greater transparency, execution control, and accountability to improve compliance capabilities and create business opportunity, efficiently.

Wealth managers can improve compliance cost-efficiency and further customer relationships through greater execution control and accountability, at lower costs by adopting robotic process automation (RPA) technology and integrating it with business process management (BPM) capabilities.

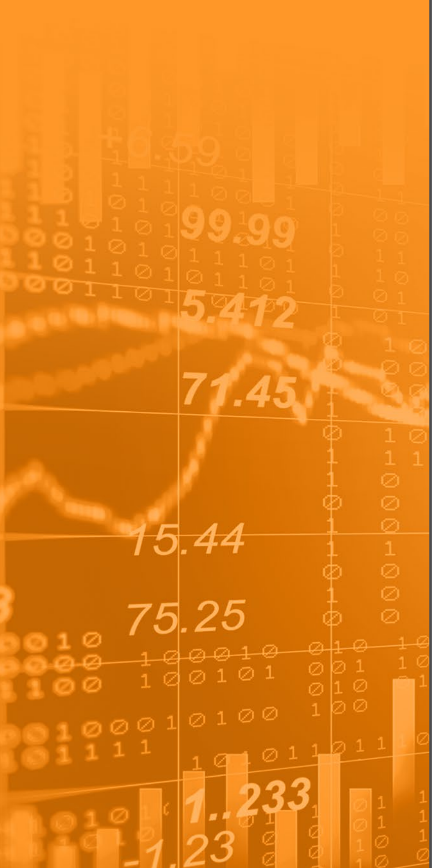
THE APPIAN DIFFERENCE FOR WEALTH MANAGEMENT

- **Deepen client relationships.** Empower your relationship managers to better serve your clients through greater visibility, across all channels.

- **Engage your customers with client-focused on-boarding.** Increase the lifetime value of your clients through a simplified on-boarding process.

- **Continuously improve compliance and risk management.** Gain control through increased visibility and empower your people to take action in the moment.

- **Speed time to revenue.** Unlock the potential of your employees with technology that allows them to do their work in an effective and controlled way.



Explore the Appian suite of applications for Wealth Management

New Business

- Deal Initiation and Review
- Product Launch Management
- Product Hub 360

Customer Service

- Customer Transaction Lifecycle Management
- Customer On-Boarding Coordination
- Customer Reporting Oversight

Capital Markets Operations

- Corporate Actions
- Legal Entity Lifecycle Management
- Investment Operations Help Desk
- NAV Oversight and Control

Corporate Functions

- Financial Accounting Processes including month-end, quarterly, annual close
- HR Management
- Internal Audit
- Legal Management
- Enterprise Risk Response and Investigations

Governance, Risk & Compliance

- Political Contribution Surveillance
- Service Provider Oversight and Control
- GDPR
- AML
- FATCA
- Fraud
- MiFIDII
- CIP / KYC / Enhanced Due Diligence
- Regulatory Monitoring and Action

APPIAN WEALTH MANAGEMENT CUSTOMERS CAN:

Reduce Service Times

Deliver a Seamless Omni-Channel Experience

Holistic Client Lifecycle Management

REPRESENTATIVE APPIAN WEALTH MANAGEMENT CUSTOMERS:

Vontobel

JANUS CAPITAL Group

AXA INVESTMENT MANAGERS

NATIXIS ASSET MANAGEMENT

Learn more about Appian's capabilities for Wealth Management: appian.com/finserv