

How the Wealth Management Business is Using Artificial Intelligence



BEACON STRATEGIES, LLC

Use Cases for Advisors

- **Client Profiling:**

AI can help advisors better understand their clients' needs and preferences by analyzing data from various sources

- **Portfolio Management:**

AI can assist advisors in creating and managing portfolios that are tailored to their clients' goals and risk tolerance

- **Financial Planning:**

AI can help advisors create personalized financial plans for their clients based on their unique circumstances



Companies Leveraging AI for Advisors

- **Goldman Sachs:**
Uses AI to analyze market data and provide investment recommendations to its advisors
- **Morgan Stanley:**
Uses AI to assist its advisors in creating personalized financial plans for their clients
- **JP Morgan:**
Uses AI to analyze client data and provide insights to its advisors

**Goldman
Sachs**

Morgan Stanley

J.P.Morgan

Use Cases for Investors

- **Personalized Recommendations:**

AI can analyze investor data to provide personalized investment recommendations based on their goals and risk tolerances

- **Risk Analysis:**

AI can help investors better understand the risks associated with their investments and make more informed decisions

- **Portfolio Organization:**

AI can assist investors in creating and managing portfolios that are optimized for their goals and risk tolerance



Companies Leveraging AI for Investors

- **Pershing, LLC:**

Uses AI to provide personalized investment recommendations to its clients



- **Fidelity Clearing:**

Uses AI to analyze investor data and provide insights to its advisors



- **Investnet:**

Uses AI to assist investors in creating and managing portfolios that are optimized for their goals and risk tolerance



Use Cases for Support

- **Chatbots:**

AI-powered chatbots can assist customers with basic inquiries and provide support 24/7

- **Customer Service:**

AI can help support teams better understand customer needs and provide more personalized support

- **Compliance:**

AI can assist support teams in ensuring compliance with regulations and policies



Companies Leveraging AI for Support

- **LPL:**
Uses AI-powered chatbots to assist customers with basic inquiries and provide support 24/7
- **Investnet:**
Uses AI to analyze customer data and provide insights to its support teams
- **Orion:**
Uses AI to assist support teams in ensuring compliance with regulations and policies



Use Cases for Operations

- **Compliance:**

AI can assist operations teams in ensuring compliance with regulations and policies

- **Fraud Detection:**

AI can help operations teams detect and prevent fraud by analyzing transaction data

- **Data Management:**

AI can assist operations teams in managing and analyzing large amounts of data



Companies Leveraging AI for Operations

- **Orion:**

Uses AI to assist operations teams in ensuring compliance with regulations and policies



- **Broadridge:**

Uses AI to analyze transaction data and detect potential fraud



Broadridge[®]

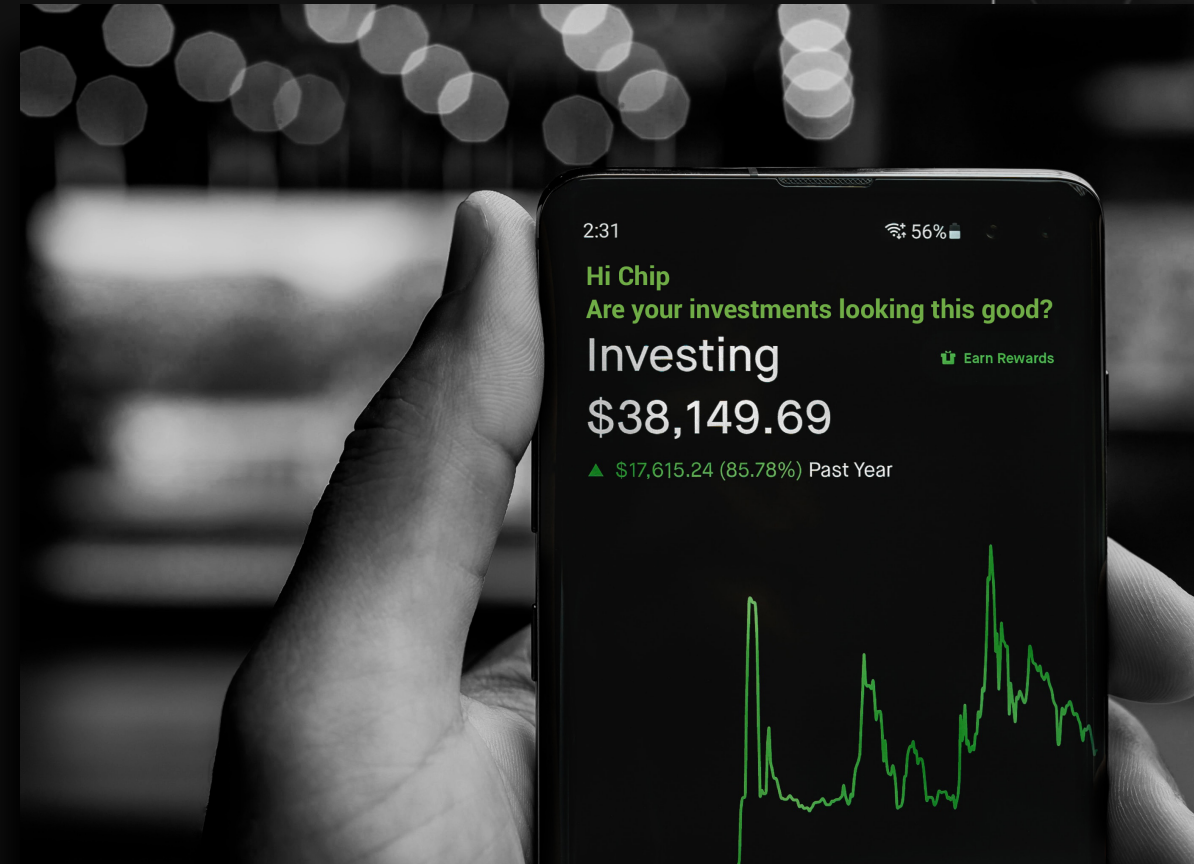
- **Salesforce:**

Uses AI to assist operations teams in managing and analyzing large amounts of data



AI in Marketing

- **Personalization:**
AI can help marketers create personalized content and offers for their target audience
- **Lead Generation:**
AI can assist marketers in identifying and targeting potential customers
- **Content Creation:**
AI can assist marketers in creating and optimizing content for their target audience



Key Players in AI for Marketing

- **FMG Suite:**
Uses AI to create personalized content and offers for its clients
- **Tifin Wealth:**
Uses AI to assist marketers in identifying and targeting potential customers.
- **Salesforce:**
Uses AI to assist marketers in creating and optimizing content for their target audience

fmg

TIFIN Wealth

salesforce



Risks

- Owning the Security & Measuring the Integrity
- Not having an Strategy for Leveraging
- Not taking AI seriously



Conclusion

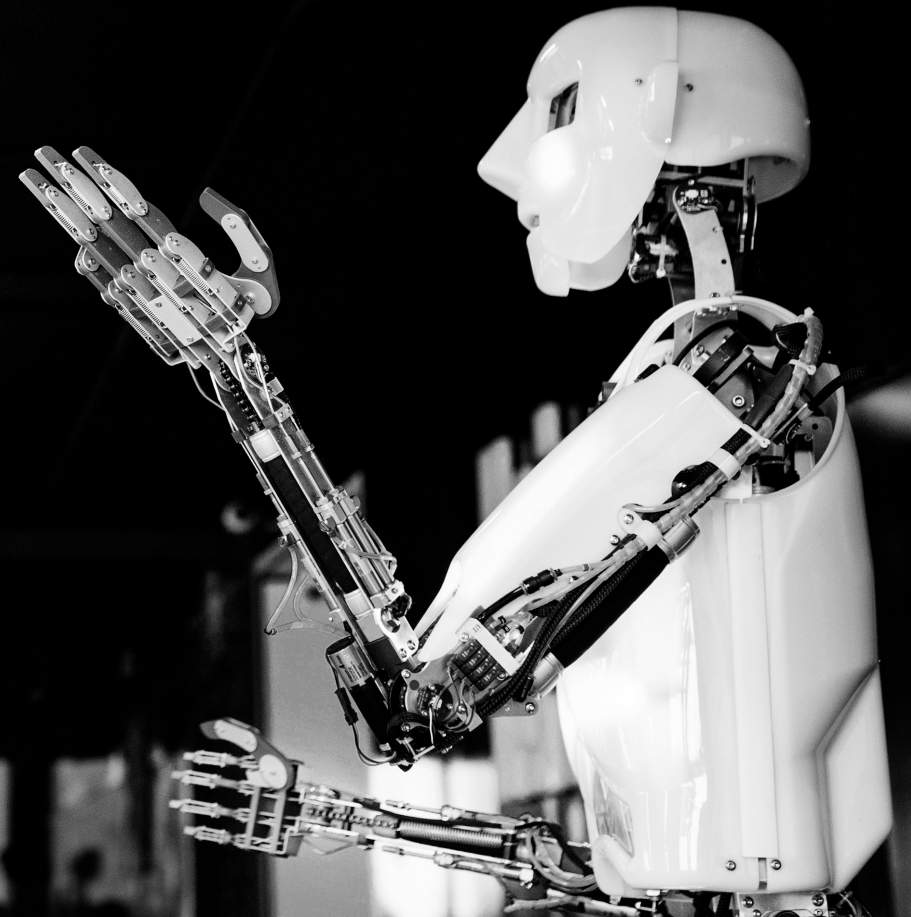
- **AI is transforming the wealth management industry** by improving operations, support, advisor and investor experiences
 - **Leading companies are investing heavily in AI** to improve their capabilities and stay ahead of the competition
 - To leverage AI effectively, wealth management firms must carefully consider their use cases and **choose the right technology partners**
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Thank you



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