Objective
Re-architecting business processes on a digital-ready platform enables wealth management firms to quickly deliver real-time advice, data analysis and personalized services with:

- Localized data analytics — Integrate real-time and intelligent market analysis into investment planning.
- Portfolio management — Offer dynamic portfolio management that delivers actionable data to the consumer.
- Omnichannel experiences — Deliver omnichannel services that leverage ecosystems and provide direct digital engagement.

Design Principles
Global location coverage — Place secure control points near customers, employees and partners for responsiveness and compliance.

Interconnection and ecosystems — Choose networks, clouds, partners and ecosystems with dynamic exchange options.

Integration and control — Leverage proximity and low latency to privately integrate physical and virtual services from a marketplace of leading options.

Capabilities
- Hybrid engagement models — Dynamic integration of personalized advice and intelligent portfolio features.
- Geographic scalability — Global delivery of tailored solutions in proximity to clients.
- Speed to market — Enhanced collaboration between wealth managers, investors and partners.
- Data-driven advisory — Information integrated with AI for real-time, customized client advice.

Benefits
- Offer customized client advisory services.
- Deliver cost-effective, tailored services across different devices.
- Maintain a strategic global presence adjacent to clients.
- Standardize IT compliance on a single, global platform, and reduce business risk.
- Place investment advice at the fingertips of clients, partners and employees.

Advantages of a Digital-Ready Platform
- Establish a secure, localized presence.
- Tailor and customize delivery of digital services based on local needs.
- Leverage proximity to users for increased performance and efficiency.

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Limited geographic reach restricts business and revenue growth, limits interactions with clients, and slows time to market. This increases demand for more personalized, self-service experiences, which current infrastructures cannot meet.

Wealth management firms are transforming traditional centralized IT infrastructure to a geographically distributed presence in metro areas with dense clusters of networks, clouds, partners and clients to better differentiate the user experience. These firms are strategically identifying metros where growth and collaboration can be maximized and expansion requirements supported. They are transforming their business model to deliver services locally. This local presence removes latency and complexity, allowing for customization of services based on local insights and tailored for delivery to clients, users and devices.

1. Establish and distribute a secure localized presence — Choose metros with dense populations of clients and users that will benefit from customized and tailored localized service delivery.

2. Deliver client advisory services locally — Extend business and service capabilities for local digital engagement. This reduces latency for increased performance and efficiency.

3. Customize delivery and advice with local insights — Leverage locally generated insights to customize services to clients and augment tools for users and partners.

4. Adapt delivery to dynamic users and devices — Scale delivery to meet the dynamic client and user requirements surrounding each local presence.

5. Distribute services across clients, partners and employees — Expand delivery for business services across all points of presence, leveraging locally generated insights.

- Traditional wealth managers are losing significant assets to holistic wealth managers that are engaging clients with personalized experiences.

- Customers are expecting seamless and personalized self-service experiences — regardless of device or location.

- Customers’ demands are growing in the face of static or reduced IT budgets. IT is faced with adapting to these demands while maintaining or reducing costs.

- Improve user experience with local points of presence and enhance performance with reduced latency.

- Accelerate end-to-end solution delivery with direct interconnections between partners, clouds and clients.

- Enable global collaboration.

- Leverage localized data for real-time insights.
Siloed and fixed infrastructure introduces compounding business risk as each silo requires its own policies and audits. Rigid cost structures create inefficiencies, while technology partner integration and services expansion are complex and slow, discouraging innovation.

Wealth management firms are reducing business risk with a single global platform that enables consistent IT policies and enforces compliance, while enhancing collaboration and innovation. These firms are turning to emerging digital technology and greater collaboration to accelerate new business models, increase revenues and deliver holistic, personalized, self-service experiences.

1. **Information can't flow freely across the infrastructure, resulting in delayed data and less pertinent advisory services.**
2. A lack of dynamic data capture and analysis increases the complexity of global compliance evaluation and issue remediation.
3. Secure, timely process automation is harder to achieve with legacy point-to-point connections.
4. Stringent data security and privacy requirements from legacy infrastructures delay time to market for solutions and services and increase operational risk.

**Forces**

- Traditional advisors and technology partners are joining forces to offer seamless hybrid experiences.
- Evolving wealth management privacy regulations are straining traditional business architectures.
- Client expectations for innovative, holistic wealth management products are rising.
- Personalized, holistic experiences are demanding rapid integration of partners and technologies.

**Constraints**

1. Standardize IT governance — Reduce business architecture complexity for effective and secure collaboration in a distributed environment.
2. Enforce consistent digital business policies — Proactively enforce policies for customers, users, devices and data to meet regulatory requirements at local and regional levels.
3. Aggregate advisory data for compliance — Gain a holistic and global view of adherence to business rules and regulatory requirements.
4. Dynamically engage partners — Integrate business processes with ecosystem partners to accelerate innovation and quickly deliver new service offerings.
5. Innovate offerings and test new markets — Quickly test new business models and markets with no need for capital-intensive infrastructure investments.

**Steps**

- Reduce business risk by simplifying privacy and regulatory compliance with standardized IT policies and global visibility of audit data.
- Streamline business processes by integrating business partners through interconnection.
- Accelerate innovation by testing new markets and solutions without the need for significant capital investment.

**Outcomes**
Traditional IT business architectures are slow or unable to adopt new technologies required to meet the rising demands of wealth management customers that bring together the best of face-to-face interactions with advances in real-time advice and self-service capabilities.

Wealth management firms can continually change their business models to protect their asset bases and acquire new customers as disruptors enter the market. These firms are uniquely positioned to help their clients achieve digital transformation by adopting new technology solutions; however, they must simultaneously fend off disruptors of their value proposition. To achieve this balance, they must hone their ability to change business models through strategic partnerships with technology ecosystems and wealth manager networks.

1. Traditional, face-to-face wealth management interactions are expensive.
2. A siloed and fixed approach to product development puts wealth management firms behind FinTech and BigTech competitors.
3. Actionable insights into changing client behavior are slow to formulate.
4. Partner engagement requires technical capabilities missing from traditional IT infrastructures.

Digital transformation is driving increased demand for seamless client experiences.
Rapidly changing client needs and expectations require a holistic wealth management approach.
Services and content aggregated from multiple partners are driving new innovation.
Customers are increasingly willing to trust new FinTech and BigTech wealth management services.

- Improve decision-making with real-time insights collected and processed near data sources.
- Enhance user engagement regardless of the interaction channel.
- Accelerate time to market via simplified engagement processes with new technology partners.