

Digital Advice Technology

Digital Advice Solutions Can and Should Complement Live Advice to Extend Your Managed Accounts Platform

Digital advice platforms, known as robo advisors, have caused some of the biggest disruptions within the wealth management industry in recent years. Fiserv can help investment advisory firms turn that disruption into opportunity.



Digital advice offerings typically target Gen X and millennial investors who are tech savvy and comfortable with a self-directed investment approach. Digital advice is also leveraged by many mass affluent investors who prefer the lower account minimums and fees as compared to those associated with professionally managed investment solutions.

While traditional advisory firms supported by Fiserv will continue to serve a wealthier clientele of high-net and ultra-high-net worth (HNW/UHNW) investors who prefer live over digital advice (with less concern over higher fees), firms are now understanding that in order to grow, they must also capture lower-tier investor segments. Another realization for advisory firms is that even HNW investors are looking for new digital solutions to complement the live advice they receive. To compete, firms must match or surpass the type of information and service that today's robo platforms provide. Fiserv can help advisory firms digitally compete in two important ways: develop and integrate.

Choosing a Technology Partner

An excellent option for investment advisory firms is to choose a technology partner to develop their own digital wealth offerings. Fiserv offers two options to support your firm's digital advice needs: Integrate your

existing investor-facing technology with Unified Wealth Platform from Fiserv, a managed account platform, or partner to jointly develop a new algorithmic advice option offered under your own brand, also to be integrated with Unified Wealth Platform. The point is that providing the architecture to integrate a digital advice service into a core managed account platform puts all accounts in one technology framework, allowing you to seamlessly move investors across different programs throughout their life cycles (from digital to unified managed account). Your digital offering therefore becomes an extension of your larger managed account platform, rather than creating and supporting yet another disparate system.

Advance Your Single-Platform Strategy

Any digital advice offering can be integrated with Unified Wealth Platform, which provides portfolio management, trading, accounting and reporting solutions for managed accounts. Programs supported by Unified Wealth Platform include mutual fund and exchange-traded fund advisory (MFA/ETF), rep as advisor (RPA), rep as portfolio manager (RPM), separately managed account (SMA) and unified managed account (UMA).

Integrating a digital advice offering with Unified Wealth Platform will help keep investors closer to advisors – even

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self-directed robo investors. Once a digital account approaches higher valuations, alerts will trigger advisors that a higher level of service should then be initiated.

Digital advice as an extension of Unified Wealth Platform helps you to further your single-platform strategies to increase operational efficiencies and streamline workflows.

Digital Expertise

Digital technology and integration expertise exists today at Fiserv. We are partnering with clients right now to build their own versions of digital advice to meet the specific needs of their investors, rather than having them accept an out-of-the-box robo option.

Also, because Fiserv is rooted in the banking industry and is already delivering first-in-class digital solutions, we can bring this expertise to design and implement digital capabilities for firms in the wealth management industry. We will provide the architecture for a digital advice solution that leverages the many capabilities of Unified Wealth Platform and Wealth Management Network from Fiserv.

Digital advice capabilities that Fiserv will leverage include:

- Open custody architecture
- Account creation and maintenance
- Data aggregation
- Personal financial management
- Algorithmic trading/block trading
- Tax-sensitive investing
- Daily and automatic rebalancing

Seize the Opportunity

Take advantage of our expertise to collaborate on a solution to develop your digital advice offering as a single-platform strategy.

Connect With Us

For more information about digital advice technology, call us at 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.



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