

# Navigating the Future of Wealth Management

## TRENDS AND INNOVATIONS SHAPING THE INDUSTRY

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# Outcome for This Breakout

**Why is Wealth Management an area of focus for Credit Unions and how will technology impact it?**

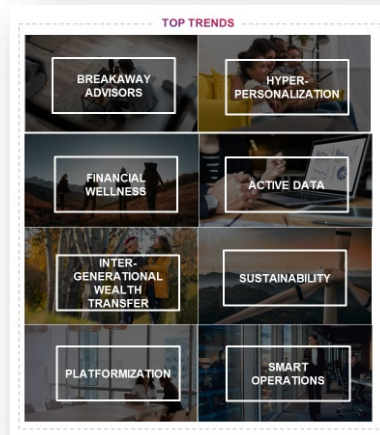
- 01** Trends in Industry
- 02** Technology Solutions
- 03** Case Study – Aviso & Wealth360
- 04** Q&A

Actionable industry insights open the door to informed decisions and strategic opportunities, enabling you to stay ahead of the curve, foster innovation, and drive success in your firm



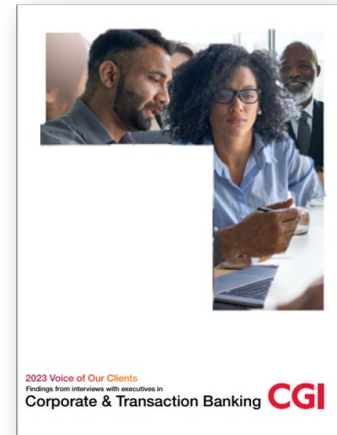
## VOICE OF THE ADVISOR

RESEARCH REPORT



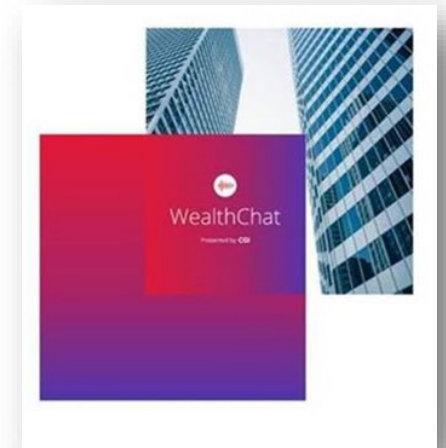
## WEALTH TRENDS

EXECUTIVE TRENDS REPORT



## VOICE OF OUR CLIENTS

EXECUTIVE SURVEY FINDINGS



## WEALTHCHAT

PODCAST SERIES

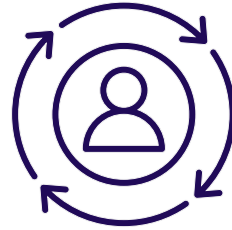
Visit our Booth to Learn More

# Major Industry Trends



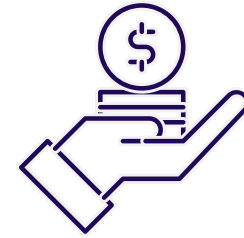
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**Breakaway  
Advisors**



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**Hyper-  
Personalization**



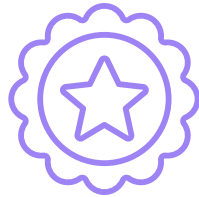
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**Financial  
Wellness**

MARKET TREND

# Breakaway Advisors

In the post-COVID era of flexible work environments, an increasing number of advisors are looking for independence from the big banks



The perception of value provided by a banks (or lack thereof) is the primary motivation for breaking away



Independents are seen as having increased flexibility and less disruptive oversight



Credit Unions are driven to offer enhanced client experiences to attract and retain top talent

Advisors require greater automation, better digital integration and streamlined investment management to drive efficiency in their practice

55%

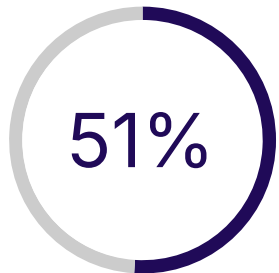
of advisors cite a lack of time as the greatest inhibitor to their growth, indicating they do not have access to sufficient or correct resources



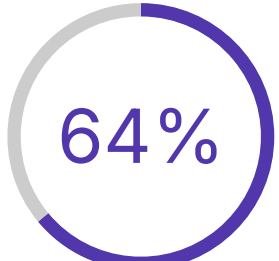
MARKET TREND

# The Era of Hyper-Personalization

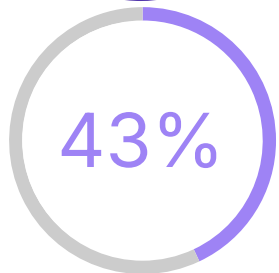
To attract and retain investors young and old alike, credit unions must understand client values and provide individual experiences that are material and relevant



of consumers expect companies to anticipate their needs and offer relevant suggestions, even before first contact<sup>1</sup>



of millennials willing to pay more for personalized investing products and services<sup>2</sup>



of HNWI are satisfied with their firms' personalized offerings (e.g. inheritance management)<sup>2</sup>

<sup>1</sup>Salesforce, 2016  
<sup>2</sup>Refinitiv, 2021

**Clear and personalized approaches not only empower clients with a deeper understanding of their financial situations but also ensures they feel heard and valued.**

Voice of the Advisor 2023

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**66%**

of advisors indicate that their clients are looking for greater personalization to reflect their specific interests

MARKET TREND

# Holistic Financial Wellness

The industry is positioning financial wellness services as a key point of differentiation with their clients



## Goal-based planning

Gen Z and millennial investors prioritize potential for long-term gains<sup>o</sup>



## Estate Planning

~\$1T will be transferred by baby boomers to Gen Xers & Millennials by 2026<sup>1</sup>



## Debt Management

Canadian household debt represents 177% of disposable income<sup>2</sup>



## Elder Care

By 2024, 20% of Canadians will be 65 years and over<sup>3</sup>



## Decumulation Planning

As many as 80 percent of baby boomers may be unprepared for retirement<sup>1</sup>

**Greatest impact on client experience has been focusing on the human side of clients and prospects - seeking to understand values, story, interests, goals, etc.**

Voice of the Advisor 2023

**60%**

of advisors plan to leverage financial wellness to enhance their service delivery in the next three years

<sup>o</sup>Macleans, 2022  
<sup>2</sup>Statistics Canada, 2020  
<sup>3</sup>IG Wealth Management, 2023  
<sup>4</sup>McKinsey, 2022

# Parallels to Healthcare

“**Patient-centred care** is a model of care that respects the patient's experience, values, needs and preferences in the planning, co-ordination and delivery of care. [...] The implementation of a patient-centred care model has been shown to contribute to **improved outcomes for patients**, better use of resources, decreased costs and increased satisfaction with care.” – [Heather Gluyas](#)



**Financial Wellness** means providing Client-Centric Financial Advice

“Financial wellness, sometimes called financial health or well-being, is generally defined as the ability to meet your financial needs, a feeling of security about your financial future, and the freedom to make choices that allow you to enjoy life.” – [Meridian](#)



# Trends in Industry Technology Solutions



**Platformization**



**"Active" Data**

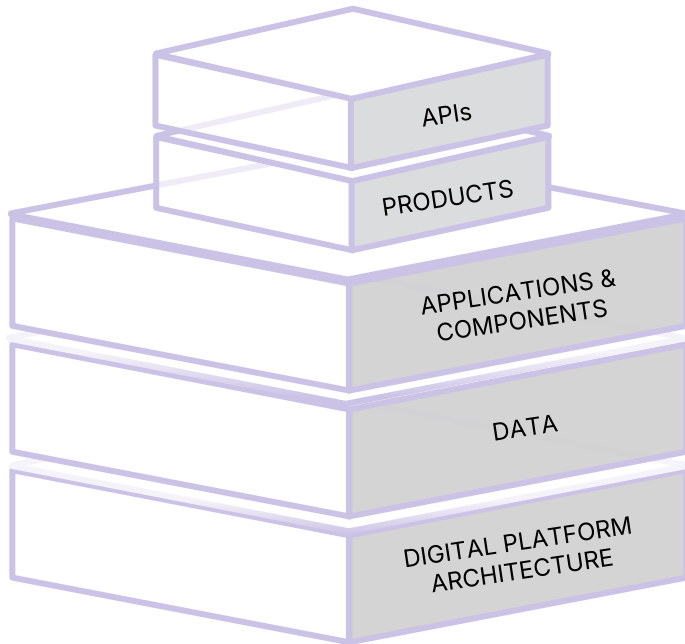


**Smarter Operations**

MARKET TREND

# Platformization: The Connective Tissue

Platformization is used to simplify, rationalize and centralize wealth management operations for a seamless & efficient experience



## Allows Scalability

Enables insights and connections across data sets

## Enables Smart Advisors

Increased resources for advisors to provide recommendations

## Integrates Data

For a better client experience and robust KYC

**Greatest impact on efficiency is getting technologies that integrate with each other, reducing time spent duplicating data input by using a single system instead of multiple/redundant workflows**

Voice of the Advisor 2023

# 41%

of advisors intend to allocate resources and effort toward improving efficiency through technology optimization

<sup>1</sup> The Wealth Mosaic, 2022

<sup>2</sup> E&Y, Global Wealth Research Report, 2021

# Hyper-Personalization through "Active" Data

The industry shift from passive to active data strategy allows advisors to have the best conversation with each client

61%

of Wealth executives worldwide rated the use of analytics to create insights as "very important"<sup>0</sup>

82%

of HNW millennials said holistic understanding of their needs was "very important"<sup>1</sup>

35%

of millennials say digital capabilities are the most important factor when choosing or switching wealth providers<sup>2</sup>

~70%

of Zillennials have OK'd access to personal info in exchange for services<sup>3</sup>



Active data can propel an advisor's ability to translate thousands of data points into actionable advice

Voice of the Advisor 2023

58%

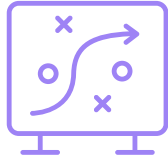
of advisors intend to enhance their service delivery through hyper-personalized investment advice enabled by data & analytics

<sup>0</sup>Refinitiv Survey  
<sup>1</sup>Gartner  
<sup>2</sup>Investor Economics Canada, 2017  
<sup>3</sup>Forbes, 2023

MARKET TREND

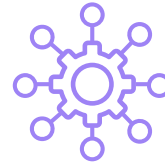
# Smarter Operations

In pursuit of operational efficiency and cost optimization, firms are exploring strategies to streamline operations, enhance lean practices, and eliminate redundancies



Streamlined and Scalable  
Operational Infrastructure

Service Quality and Productivity Improvement is the Top IT priority for Asset & Wealth Management executives<sup>1</sup>



Continuous Process  
Improvement Through  
Automation

67% of Wealth Management executives are increasing the use of automation<sup>1</sup>



Leverage Trusted Partners to  
Mitigate Risk and Increase Core  
Business Focus

73% of asset and wealth managers want to increase their outsourced services in the next two years<sup>2</sup>

**The greatest positive impact on efficiency has been adding more outsourcing for tasks that we have systems for (outside of client interaction)**

Voice of the Advisor 2023

**50%**

of advisors cited greater automation of core activities (e.g. onboarding) to be the greatest impact on efficiency as their business evolves



<sup>1</sup> CGI Voice of the Client, 2023

<sup>2</sup>Funds Europe, The Future of Investment Operations Report, 2021

## CASE STUDY

### Enabling hyper-personalized portfolio management capabilities

## Aviso Wealth chose CGI Wealth360 Digital Wealth Platform, an industry-leading solution with advanced unified account technology

Traditional wealth management firms in Canada, have been investing in technology to; enhance their digital platforms, improve the advisor / investor experiences and drive operational efficiency across the firm and advisor practices.

Aviso, is a trusted partner for many credit unions across Canada, in addition to a wide range of portfolio managers, investment dealers, insurance and trust companies, and introducing brokers with \$110B in AUM. Aviso's offerings include investment and insurance-based platforms which support thousands of financial advisors across Canada. Aviso was pursuing a roadmap for transformation and accelerated growth, where they identified their portfolio management toolset as a viable opportunity for investment to gain future assets.

CGI's value proposition centred around the right combination of Canadian technology and wealth consulting expertise to help fulfil Aviso's goal of continually enhancing the capabilities of their partner network - providing a better wealth management experience for all Canadians. Through extensive business development across the executive stakeholder group and a functionality strong platform, CGI won the 7-year contract.

### VALUE DELIVERED

**Advanced unified account technology** enabling Aviso's partner network to deliver a greater value proposition to their clients through enhanced visibility and reduced administrative burden

**Tax optimization** is a crucial component of wealth management. CGI's leading platform delivers enhanced tax treatment – maximizing after-tax returns and long-term wealth preservation for Canadians

**Streamlined workflow and business processing** drastically shortening processes like reconciliation

**Future looking strategic initiatives** with functional capabilities that can reach to other lines of business and/or users and clients



[Press Release](#)

**Digital Transformation,  
IP Modernization**

# CGI Wealth360

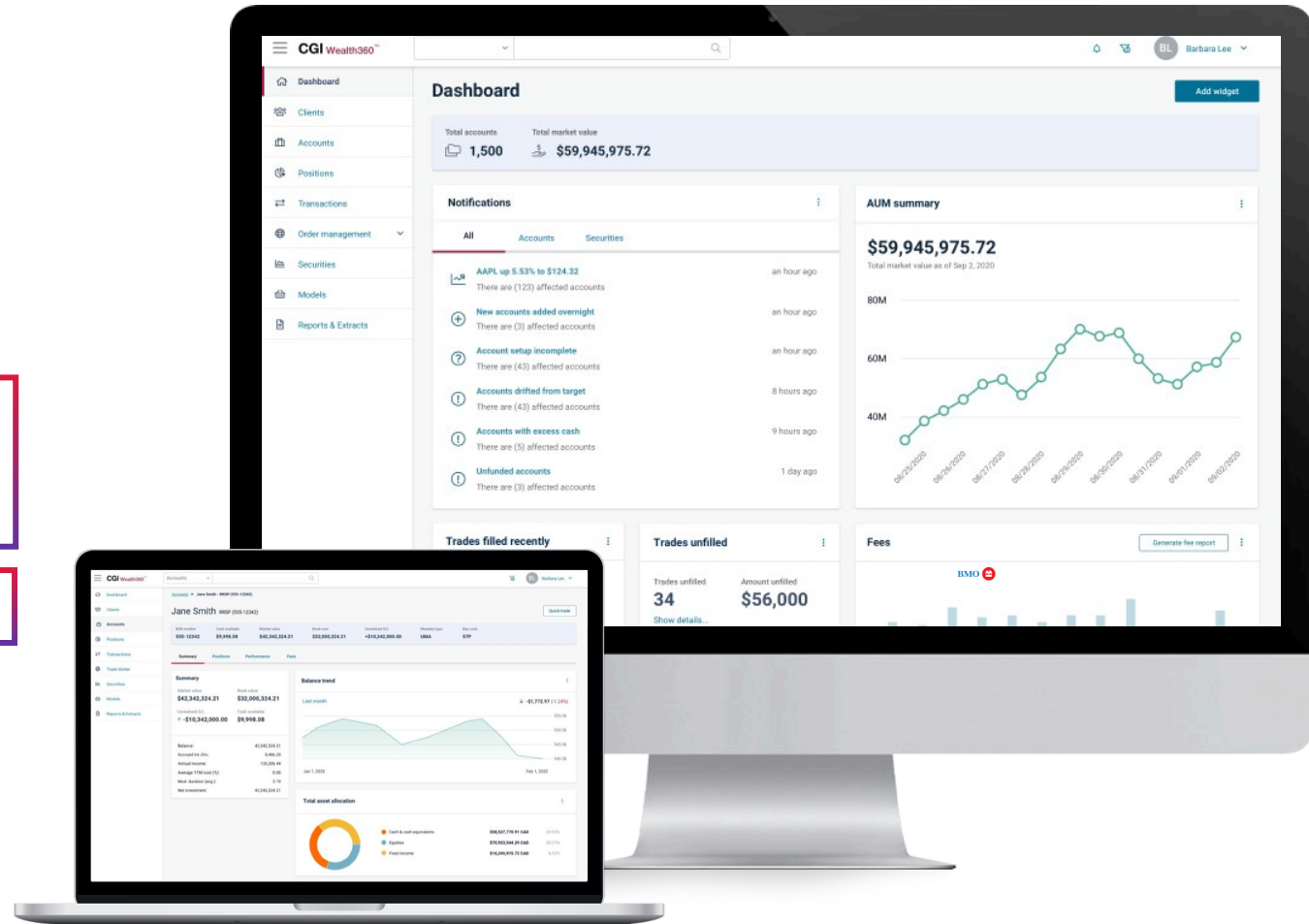
## Digital Wealth Platform

**4/6 Top Banks in Canada**  
use CGI Wealth360 Digital Wealth Platform

SaaS Platform

API Enabled

Modern Stack



# One Platform for Investment Management



Supported by a **Unified Account Architecture**

CGI Wealth360  
Digital Wealth Platform



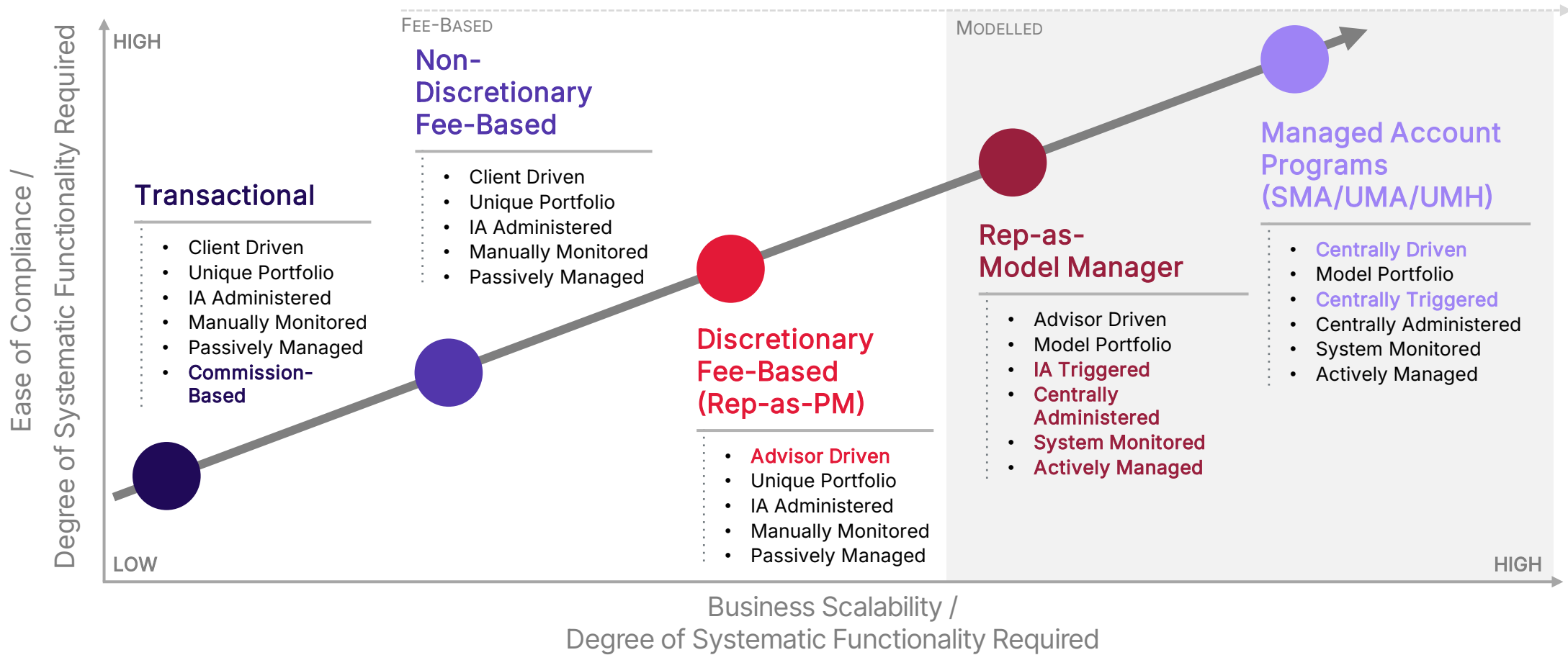
CGI Wealth360  
Financial Wellness

## PERSONALIZED FINANCIAL WELLNESS AT SCALE

Move the conversation from OFFERING-LED  
to INVESTMENT SOLUTION-LED  
to **FINANCIAL WELLNESS-LED**



# Supporting Multiple Business Models on a Single Platform



# Supporting Wide Range of Rep-as-PM Approaches

## Non-Modelled

- Does not define models
- Solutions trading on a portfolio-basis using trade worksheets
- Makes book-wide trade decisions using multi-account trade tools

## Model-Guided

- Creates and may maintain "models"
- Portfolios **"follow"** a model, but are not explicitly affected on model change
- Solutions trades on a portfolio-basis for model changes using trade worksheets
- Makes book-wide trade decisions using multi-account trade tools

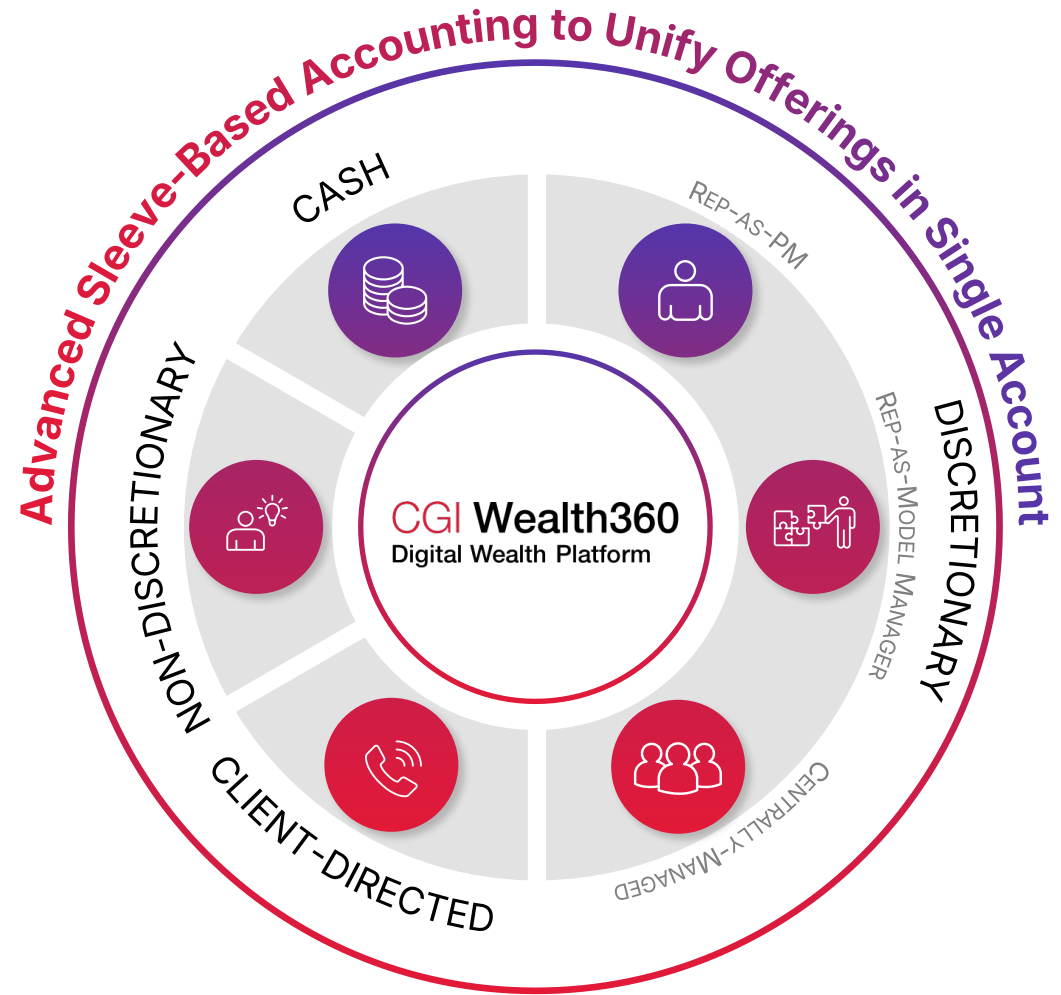
## Model-Managed

- Creates and maintains "models"
- Portfolios **"subscribe"** to a model strictly, and are identified for rebalance as changes are made
- Does not solution trading for individual portfolios for model changes
- Uses the same tooling as the central overlay teams to manage at scale

SCALABILITY / EFFICIENCY

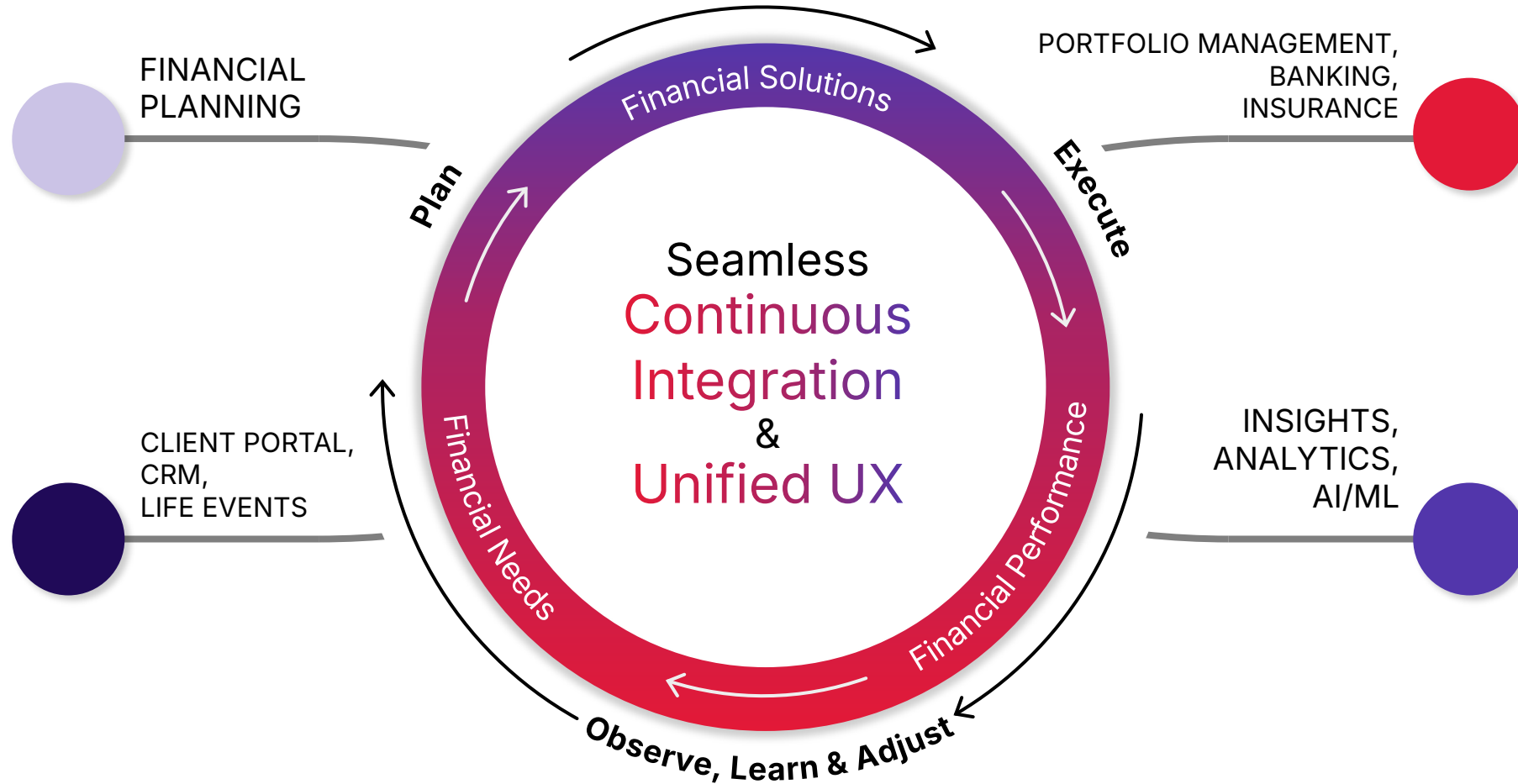
# Unified Account Architecture

Multiple Platforms and Accounts for Different Product Offerings



Move from **Offering-Led** to **Investment Solution Oriented**

# A Lifelong Financial Wellness Conversation

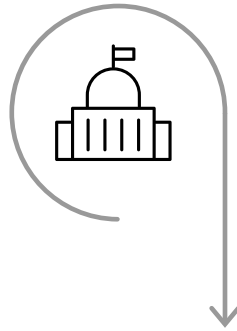


Convergence around the **Financial Wellness Lifecycle**

# Strategic advice to maximize client wealth

## Pensions

When is the best time to take my government pensions?



## Accumulation

What is the right amount to contribute?



OPTIMIZATION

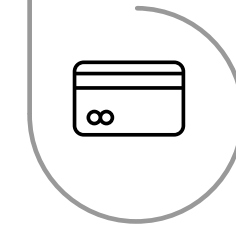
## Decumulation

What is the right amount to withdraw?

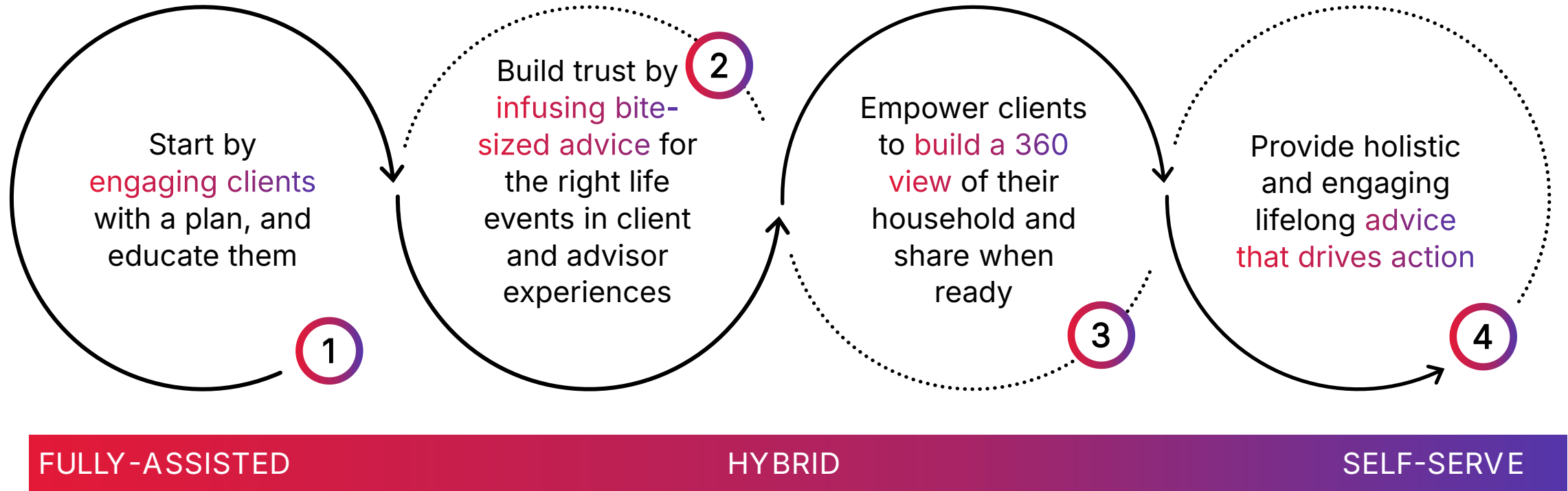


## Spending

How much can I spend comfortably?



# Supporting client journey across multiple firm offerings and channels



Transform a financial plan into a continuous engaging financial wellness experience



## CGI Wealth360

Digital Wealth Platform

### Applying GenAI for in Wealth Management

Customer engagement will drive better outcomes for generative AI initiatives. Data on the customer, and specifically their interactions with their financial plans, their questions, and their inputs will improve training for AI.

#### Advice Co-Pilot

A team of intelligent agents are available at the advisors' fingertips. Instead of the false hope of an AdviceAI, we believe the path forward is to empower a human advisor and strengthen their relationship with their client – by arming them with a team of AI agents that help deliver the right strategy in the right moment for the client. Think of it like a chat room with an AI tax specialist, an AI investment specialist, an AI customer advocate, and an AI products specialists that can all help the advisor to review, understand, and plan for customers' needs proactively and efficiently.

#### Customer Insights

Understanding how your customers are engaging with advice is critical to delivering better advice. Customer engagement is a pre-requisite. Leveraging advanced data analytics, and machine learning based on the actions taken by clients – the system can provide a dashboard view of “at risk clients” and suggestions for advisors on how to better engage clients across their book of business. The insights can also help refine suggested advice prompts for Advice Path and identify new ones rather than rely solely on head-office defined rules/inputs.



# Q & A



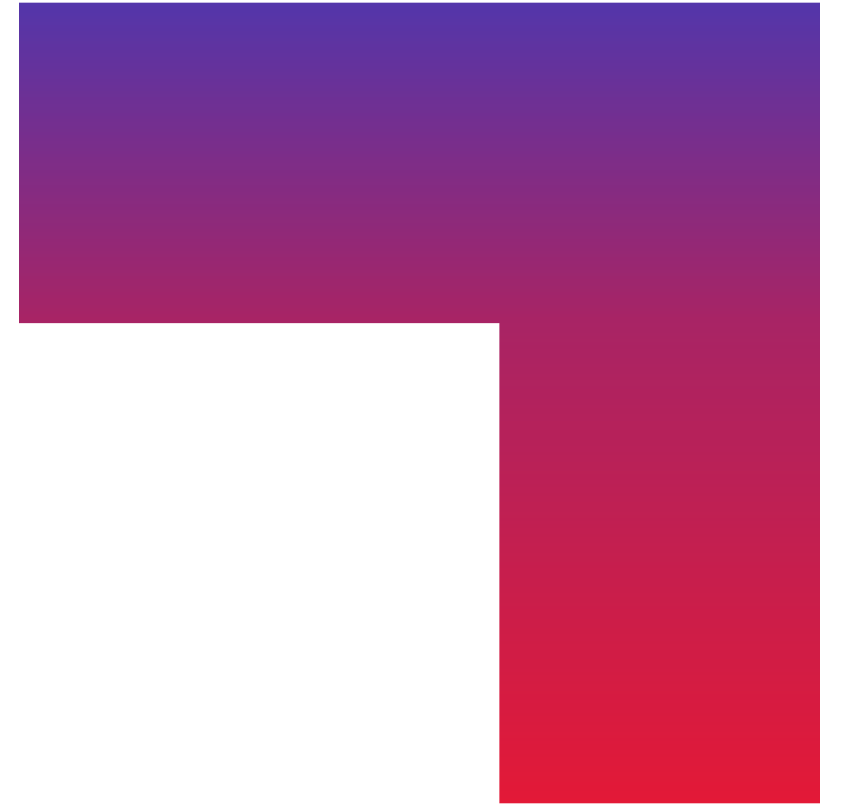
# Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

[cgi.com](https://www.cgi.com)

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