

Modernizing Legacy Tech to Unleash Productivity

Learn how Advisor360° can provide you with the expertise and support needed to help your firm become more productive.



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The need to increase productivity has sparked a shift in how enterprise wealth firms run their businesses. Fueled by younger-generation clients and their own desire to harness automation to become more productive, **advisors and their staff are hungry for new technology solutions**—and enterprise wealth firms must align around these imperatives in order to compete.

Organic growth for wealth management firms over the past 5+ years has been low (< 4%). Most asset growth for these firms is based on market performance or mergers and acquisition (M&A). This low organic growth is a common and significant problem that needs to be addressed.

According to our research, advisors believe that current gaps in their tech stacks are affecting their ability to grow. **65% of advisors surveyed for our 2024 Connected Wealth Report say their technology setup needs improvement.** We believe the next wave of enhancements will be aimed at helping firms keep their top talent and attract young advisors by improving productivity and giving them more time to spend with clients. It's also aimed at taking back-office efficiency to a whole new level.

In short, we believe firms will increasingly choose to concentrate on running their businesses, relying on partners in WealthTech to be their development engine, and providing them with a modern, streamlined technology experience that is easily integrated.

Embracing a modern tech stack is the only way firms can remain competitive and resilient in today's fast-paced financial landscape.

By adopting advanced solutions that integrate instantly with their existing tech stacks, firms can boost growth, drive operational efficiencies, and deliver superior value to both advisors and clients alike.

The Case for Upgrading Legacy Technology

Every firm starts their innovation journey in a different place and for a distinct reason.

Across-the-board, we're seeing firms benefit from innovation and automation in a couple of ways that help them move the growth needle farther and faster.

➤ Higher organic growth.

The right technology stack equips advisors with the tools they need to manage and expand their business. This means providing them with a seamless platform that offers a holistic perspective on their clients' financial needs.

➤ Improved productivity.

Advanced software, intuitive mobile apps, and real-time analytics dashboards enable advisors to offer personalized investment advice, monitor client portfolios more effectively, and respond swiftly to market changes. Automation of routine tasks, such as account opening and compliance review, streamlines operations and reduces manual errors.

➤ Lower advisor churn.

In a recent survey conducted by Advisor360°, a staggering **92% of advisors said they would switch firms over bad tech**. This highlights the need to deliver cutting-edge digital solutions that not only enhance advisor productivity but also boost job satisfaction and retention rates.

➤ Client retention.

In our survey we found that **58% of advisors have lost clients and prospects due to tech troubles**. Modern client portals give advisors' clients a seamless and intuitive interface for accessing investment information and communicating with their advisors, fostering trust, and transparency in advisor-client relationships.

➤ Risk management.

Firms need access to 24/7/365 incident response and software that follows a strict adherence to national and international standards—such as HIPAA, SOC 2 Type II, and NIST. By prioritizing solutions that yield stringent security measures, firms can uphold the highest standards of data protection while maintaining the trust and loyalty of both advisors and clients.

The Benefits of Partnering with Advisor360°

Increased Growth

Execute new growth strategies more easily

With Advisor360°'s integrated and intuitive technology stack, you can give advisors the necessary tools to manage and grow their practices all while providing a holistic lens into their clients' financial lives and potential needs. Our technology enhances productivity, attracts new talent, and helps your practice scale.



Embrace Innovation, One Solution at a Time

Often times, firms do not want to replace their legacy technology all at once, emphasizing the need for a configurable set of solutions that fits their unique needs and priorities. Once they have made the decision to buy, and not build in-house, firms can focus their efforts on selecting a technology partner or software vendor with a flexible set of solutions, seamless onboarding, and extraordinary customer support.

Adding solutions one at a time or as a cohesive set depends upon your pain points and tech objectives. Either approach can lay the groundwork for future enhancements and set the stage for growth.

Integrations play a crucial role in this process, ensuring seamless connectivity between new and existing systems, which further enhances operational efficiency. This modular approach allows for quicker implementation of tech and reduces disruption to existing operations, allowing firms to achieve their goals more efficiently and effectively. Here are the likely entry points we've identified for a firm to begin upgrading their legacy technology:



An integrated all-in-one platform that can be purchased one solution at a time.

Digital Onboarding

Transition advisors and quickly fund new accounts in days, not weeks

Making the shift from funding new accounts in days and not weeks can be a lofty goal for firms. Advisors face many challenges with manual onboarding, including data entry and a lengthy client onboarding process. These inefficiencies result in delays and frustration for both advisors and clients. Digital onboarding streamlines data entry with automated form fills that eliminate errors and NIGOs. Solutions should bundle paperwork for each account opened into one digital envelope that is delivered to the client for a single e-signing ceremony. This allows for a multi-custodial, straight-through opening process that significantly reduces the time spent on set-up and increases client satisfaction. In addition, the delays incoming advisors suffer when moving from one financial institution to another can impede their desire to switch. Firms need to offer the ability to repaper client accounts quickly, moving entire books of business at once from one firm to another with no interruption to client service.

Data and Reporting

Streamline meeting prep from hours to minutes

In our recent survey, advisors say they spend approximately four hours preparing for a typical client review meeting—that translates into 75 hours a month on average.



This substantial investment of time highlights the challenges surrounding reporting and meeting preparation. Inconsistent data, disparate sources, and disjointed client experiences compound the issue, leading to decreased productivity and client trust.

To address these challenges, technology solutions should offer configurable reporting at the practice and household level across investments, insurance, and financial planning.

They also need to offer a holistic, easily accessible data layer that remains consistent across all products—from annuities to investments to insurance—in a single dashboard that drives accurate, trusted insights. By leveraging technology to streamline these processes, advisors can reclaim valuable time and focus on delivering exceptional client experiences.

The Benefits of Partnering with Advisor360°

Greater Efficiency

Minimize complexity, reduce risk, and scale your business

Advisor360°'s configurable capabilities are ready to plug directly into your existing tech stack, helping to automate and streamline tasks and boost productivity. This helps advisors focus on running their business instead of managing cumbersome software and manual tasks.



Advisor Experience

Align advisor workflows with configurable dashboards

The advisor experience is often marred by toggling between multiple applications, resulting in inefficiencies and redundant tasks. A lack of automation further compounds these challenges, leading to inconsistent data and manual workflows that drain time and resources. To resolve these issues, solutions must offer configurable advisor dashboards, advanced alerting features, data solutions and workflows streamlined through automation, leading to a more productive advisor with more time to focus on their clients.

Client Portal

Give next-gen clients 24/7 access to their portfolio

First impressions are critical and providing new clients with a clean, intuitive interface is important to building transparency and trust. In our recent survey, **57% of advisors identified a lack of client capabilities as a key technology challenge they face**. In that same survey, **58% of advisors said they have lost clients and prospects due to tech troubles**. This underscores the need for a secure client portal that enables seamless communication, document sharing, and real-time access to financial information. A client portal should serve as a central hub for collaboration, allowing advisors to share personalized insights, recommendations, and financial plans, helping to build trust throughout the advisor-client relationship.

Accurate and Reconciled Data Across Your Entire Tech Stack

Data is the lifeblood of wealth management, serving as the cornerstone for informed decision-making and helping clients meet their financial goals. And yet, in a recent Advisor360° survey, **61% of advisors rated bad data as the number one challenge they face with their current technology setup**. High-quality data fuels intelligent insights and drives smart, decisive business outcomes.

The software you choose must include accurate, fast, and complete data. It must integrate data, cleanse it of errors and inconsistencies, normalize disparate datasets, and enrich it with relevant context. This process ensures that data becomes the bedrock of the platform—empowering users with accurate and reliable information.

Integrations with third-party vendors also play a pivotal role in ensuring that data remains unified across the entire technology stack. Seamless integrations facilitate the exchange of data between different systems, sources and service providers—like custodians, TAMPs, and account types—eliminating silos and enabling a holistic view of operations. By harnessing the power of high-quality, integrated data, firms can unlock new efficiencies, drive innovation, and stay ahead in today's competitive fintech landscape.

AI-powered Insights

Trusted data is considered table stakes today. In the new age of artificial intelligence (AI), firms are looking for the insights that are derived from that data, including digital assistants for advisors to help to make their day-to-day easier. Generative AI, automation, analytics, and insights will empower advisors, the home office, and clients to make informed decisions with confidence.

For advisors, AI-driven analytics tools offer invaluable insights into market trends, client behaviors, and investment opportunities. These tools enhance their ability to personalize recommendations, optimize portfolios, and deliver tailored advice that aligns with clients' financial goals. In our recent survey, **59% of advisors identified a lack of automation or AI-enabled tools as a key challenge with their current technology setup**, demonstrating the need for more productive tech. By leveraging AI, advisors can streamline workflows, automate routine tasks, and focus on building stronger client relationships.

At the home office level, advanced analytics provide visibility into the firm's operations, compliance processes, and performance metrics. AI-driven predictive models help identify emerging risks, detect anomalies, and optimize resource allocation. This enables firms to proactively address compliance issues, enhance operational efficiency, and drive strategic decision-making.

For clients, real-time insights and personalized experiences enable them to take control of their financial futures. AI-powered chatbots provide instant support, while predictive analytics anticipate their needs and offer tailored recommendations. This fosters greater engagement, trust, and satisfaction, as clients feel empowered to make informed decisions confidently.

Modern wealth tech—fueled by AI, analytics, and insights—is reshaping the financial landscape, empowering advisors, the home office, and clients to navigate complexities and seize opportunities with clarity and confidence.

The Benefits of Partnering with Advisor360°

Advisor Satisfaction

Deliver lasting impact to drive advisor retention

Advisor360° provides you and your advisors with a wealth management platform that is more seamless, intuitive, efficient, and that acts as an extension of your practice. This results in new client acquisition, deeper relationships between advisors and clients, and improved advisor and client retention.



Modernize Your Tech Stack with Advisor360°

Upgrading legacy technology is crucial for firms to remain competitive and efficient. Here's a concise guide to the essential components for modernizing your tech stack, ensuring your firm makes informed decisions and maximizes productivity.

➤ Streamlined Digital Onboarding

Effective digital onboarding solutions should be fast with little or no manual data entry. With our award-winning multi-custodial Digital Onboarding solution, you can open multiple accounts in as little as 90 seconds with automated form fills and paperwork that is consolidated into a single digital envelope for e-signing.

➤ Robust Data and Reporting

Seek data and reporting solutions that offer configurable reporting at both practice and household levels across various financial products. These tools should provide a consistent, easily accessible data layer. With our robust Data and Reporting solution, you can bundle and run fully reconciled, timely reports, cutting meeting prep time from hours to just minutes.

➤ A Configurable Advisor Experience

To boost advisor productivity, invest in an advisor experience solution with configurable dashboards that align with their workflows. Solutions should offer advanced alerting features and streamline tasks through automation. Our Advisor Experience solution provides practice- and household-level dashboards that are made up of configurable, persona-based widgets that facilitate better decision-making, giving advisors back valuable time in their workday.

➤ An Intuitive Client Portal

Client portals should offer a clean, intuitive interface for seamless communication, document sharing, and real-time financial information access. A well-designed client portal enables advisors to share personalized insights and recommendations efficiently. With our Client Portal solution, you can provide a holistic lens into your clients' complete financial lives, building trust and spark collaboration.

➤ Accurate and Reconciled Data

Ensure your software includes robust data integration capabilities, error cleansing, and normalization of disparate datasets. Integrations with third-party vendors are crucial for maintaining data across your entire technology stack. Our proprietary unified data layer aggregates and enriches all types of data from hundreds of sources and consolidates it into a rich, unified format that makes insights more accurate, quicker, and easier to extract..

➤ AI-Driven Insights

Invest in solutions that incorporate AI, analytics, and insights to enhance decision-making processes. AI-driven tools provide valuable insights into market trends, client behaviors, and investment opportunities, allowing advisors to offer personalized recommendations. AI and data quality go hand in hand; AI-generated insights are only as reliable as the data they're drawn from. Our expert team identifies and addresses data issues in real time to ensure accuracy and reliability, allowing us to leverage AI to boost advisor efficiency.

Selecting the right software partner is crucial for modernizing your tech stack. At Advisor360°, we offer a comprehensive, integrated platform tailored to your needs. Our expertise can help you navigate complexities, mitigate risks, and ensure smooth implementation. We provide ongoing support and readiness, maximizing our platform's effectiveness over time. By partnering with us, we can help you navigate this journey and unlock your firm's full potential.

Let Us Future-Proof Your Buy Decision

Once you've made a decision to buy vs. build to modernize your tech stack, choosing the right software partner to support you today and in the future becomes a critical decision. Advisor360° provides expertise and support every step of the way, prioritizing your firm's needs from initial discovery to platform setup to go-live. Ongoing support and readiness ensures smooth implementation, minimizes disruptions, and maximizes the platform's effectiveness over time.

Partnering with Advisor360° means you can leverage our expertise to navigate complexities, mitigate risks, and unlock your full potential. Our collaborative approach not only accelerates the adoption of solutions but also lays the foundation for your long-term success.

Advisor360°'s platform is proven to increase efficiency and drive advisor productivity. We deliver scalable solutions that anticipate our industry's evolution, while providing the resources necessary for even greater long-term growth and success.

Powered by fast, accurate data, our suite of AI-enabled solutions integrates directly into your existing technology stack, one solution at a time—or as one configurable, integrated application—powering end-to-end operational efficiency.

The Benefits of Partnering with Advisor360°

Reduced Risk

Mitigate risk, anticipate future compliance demands

With a global team, Advisor360° offers you incident response that is available 24/7/365. We maintain compliance with national and international standards—including HIPAA, SOC 2 Type II, and NIST—anticipating changes and requirements. Our security consistently scores above our competition, giving you and your advisors the peace of mind that your data is secure.



About Advisor360°

Advisor360° builds, integrates, and delivers technology for wealth management firms. The company's award-winning integrated and open architecture SaaS platform brings a connected digital wealth experience to financial advisors, their clients, and the home office so that firms can drive better outcomes and innovate quickly. Advisor360° clients benefit from timesaving capabilities and streamlined workflows when it comes to portfolio and performance reporting, financial planning, insurance, proposal generation, trading and model management, digital onboarding, document management, analytics, and compliance. The company's proprietary Unified Data Fabric® (UDF) is the foundation of its platform, weaving together shared services and pre-built integrations that work with existing technology stacks. The company is headquartered in Weston, Massachusetts, with offices in Bengaluru, India; Belfast, Northern Ireland; and a remote workforce in Canada.

Today, three million households with \$1 trillion in assets benefit from the connected Advisor360° experience. To learn more, visit www.advisor360.com.