

# Wealth management offerings for sustainable profitability and enhanced client centricity



**The wealth management business is transforming. To delight their clients, firms must adopt new business models and effectively streamline operations, improve agility and drive innovation.**

The wealth management industry continues to face challenges of growing competition, regulation and margin pressures forcing firms to reassess their market positioning and service model. Today's wealth managers and advisors must meet the needs of their increasingly demanding affluent clients and operate profitably in the face of daunting cost and competitive pressures.

For over 20 years, Capgemini has provided the industry with leading wealth management insights by publishing the **World Wealth** and **Asia Pacific Wealth report** —the industry leading benchmark for tracking and managing wealth management trends. Our experienced capital markets consultants and technologists provide wealth management solutions to many leading financial services firms around the globe.

We focus on [advisor productivity](#), [client centricity](#), [digital transformation](#), [compliance management](#), [practice management](#), [custom market sizing and analysis](#) with core competencies in data management and leading capital markets technologies supported by global Centers of Excellence and industry-leading alliances.

**People matter, results count.**

# Advisor Productivity

Using tools such as functional assessment, heatmap, competitive benchmarking, transformation roadmap, and cost effective execution, Capgemini can help plan your transformation to more profitable growth.

Today's wealth industry is struggling with a high cost-income ratio. Enhancing advisor productivity is critical to improve profits through higher revenues and lower costs. Financial advisors typically spend over a third of their time manually performing administrative activities instead of client-facing, value added tasks. To help advisors provide a best-in-class client experience with enhanced productivity in a cost-effective way, many firms are building integrated, end-to-end wealth management workstations. These include leading products, productivity tools, defined business processes, automated workflow and high-end technology that serve to optimize the advisor experience.

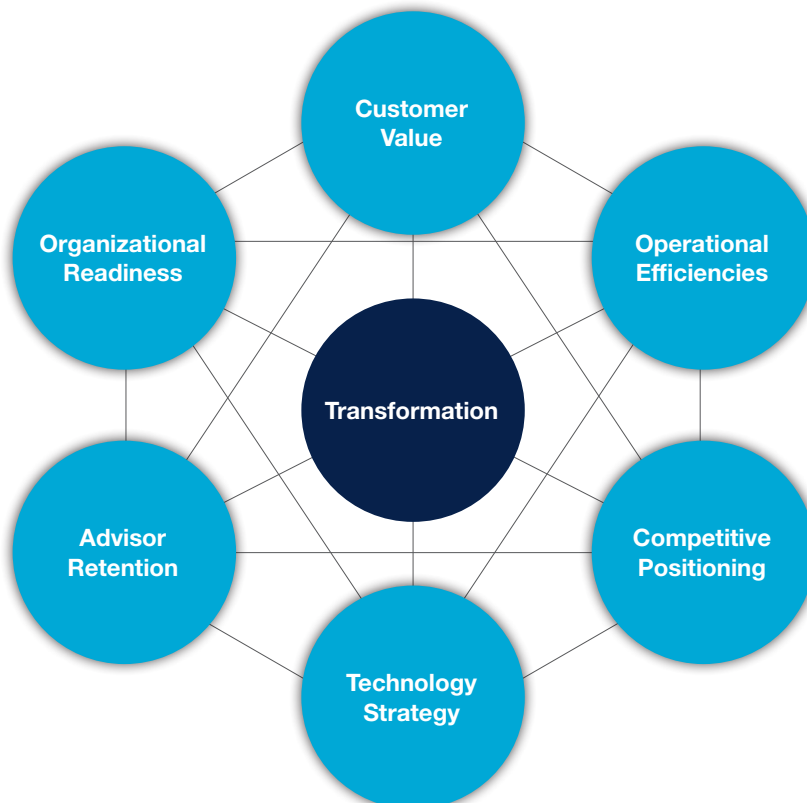
## Why Capgemini?

Capgemini has over 20 years experience in enriching advisor desktop processes and platforms to help your firm improve advisor productivity, retain advisors and gain competitive advantage to grow wallet share. We have helped several wealth management firms increase their advisor productivity by up to 20% using our advisor workstation solution.

## Our Offerings for Advisor Productivity

- *Strategy and benchmarking*
- *Platform and package assessment*
- *Advisor desktop transformation*
- *Operational efficiencies and workflow automation*

## Capgemini's Advisor Desktop Transformation Framework



To deliver our services and offerings, we use world class frameworks, models and accelerators including:

- Proven wealth management assessment framework and evaluation model
- Competitive benchmark covering over 450 functional points
- In-depth knowledge of advisor needs
- Dimensions modules and features assessment framework
- Package selection methodology and experience
- Best practices framework for wealth management workflows
- Alliances with leading vendors like Finantix, Oracle, Temenos, Salesforce, Pegasystems and more
- Industry experience and knowledge from the industry benchmark, the *World Wealth Report*

# Client Centricity

“61% of HNWI said they have trust and confidence in their wealth managers and firms, a four percentage-point increase from 2012.”

World Wealth Report 2013  
Capgemini and RBC Wealth Management

Client trust in *wealth managers has recovered* from the historic lows after the financial crisis, but firms continue to face challenges in cementing and deepening the relationship with their clients. HNWI confidence in future wealth generation was aided by increased trust in firms and advisors, but dampened by lower trust in markets and regulators.

It is increasingly important for firms to clearly devise strategies to improve client centricity to present themselves as trusted advisors to HNWI clients. To embrace client centricity, firms are adopting new client segmentation strategies to enable the development of innovative service concepts that are tailored to client needs and behaviors.

Firms are also focusing on creating a holistic client view across different line of businesses along with externally held assets to enable increased client centricity and cross-sell opportunities.

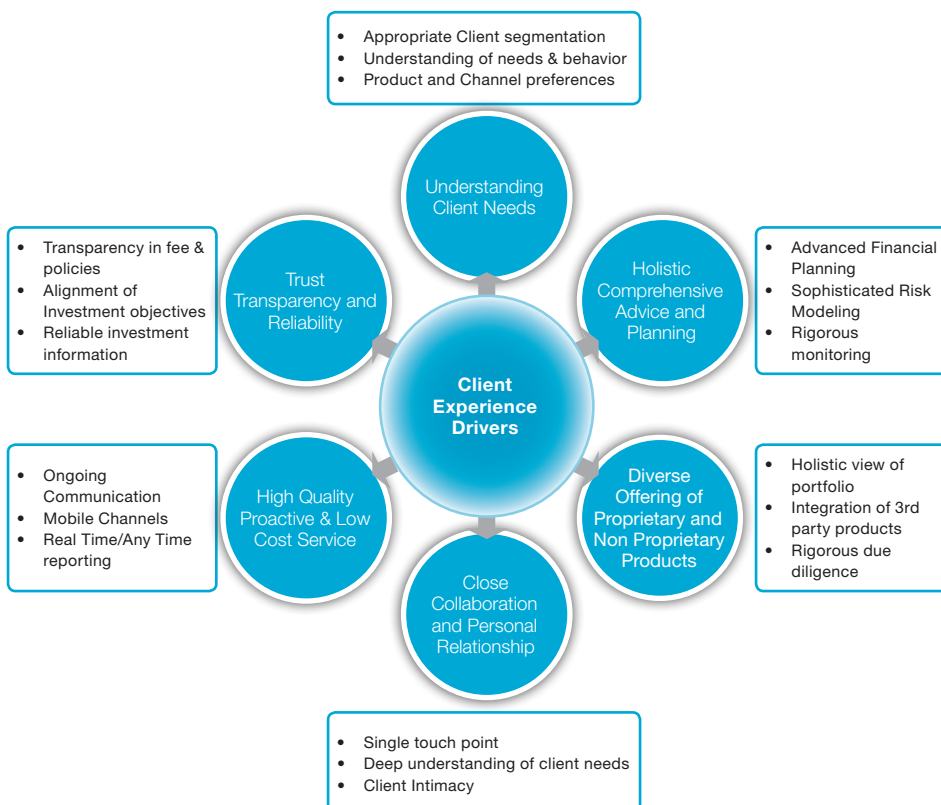
## Why Capgemini?

Capgemini has helped enhance client experience and improve client centricity for over 20 years at some of the world's largest wealth firms.

## Our Offerings for Client Centricity

- Rationalized client segmentation
- 360° client view and master data management
- Consolidated client reporting

## Superior Customer Experience Framework



Leading frameworks, models and accelerators to support our offerings for client centricity include:

- Wealth management segmentation and maturity methodologies
- 360° client view conceptual design
- Client master data management reference architecture
- Consolidated client reporting (CCR) reference architecture
- Implementation and integrated testing methodologies
- Baseline requirements, data models and data quality rules
- Proven project templates, plans and governance artifacts
- Unique insights into the behaviors and preferences of high net worth individuals through the Global HNW Insights Survey from the *World Wealth Report* which captures preferences from 4,400 HNWI across the world

# Compliance & Practice Management

“Regulatory complexity is transforming firm and client dynamics in the wealth management industry.”

*World Wealth Report 2013*  
Capgemini and RBC Wealth Management

Regulatory complexity is transforming firm and client dynamics in the wealth management industry. The regulatory burden for wealth management firms is booming at a time when the industry's profitability is severely challenged. An upsurge in the volume and velocity of regulatory change has been highly disruptive, challenging established business models and constraining the ability of wealth firms to deliver positive client experiences. Most firms in general are making tactical investments to overcome regulatory challenges; however firms would be best served by trying to tie regulatory compliance to firm-level transformation.

As client relationships grow more and more complex, an increasing amount of data is now available to wealth management firms for mining. To effectively monitor practices and grow the wallet share, advisors and branch managers need multiple views into their data. In some cases, firms are not collecting enough or proper data; in other cases, firms are collecting far too much data and need to sort and structure it.

## Why Capgemini?

Capgemini helps clients meet regulatory challenges by addressing both strategic issues and underlying data issues. Capgemini helps firms define necessary practice management metrics and accelerate the design and implementation of management reporting.

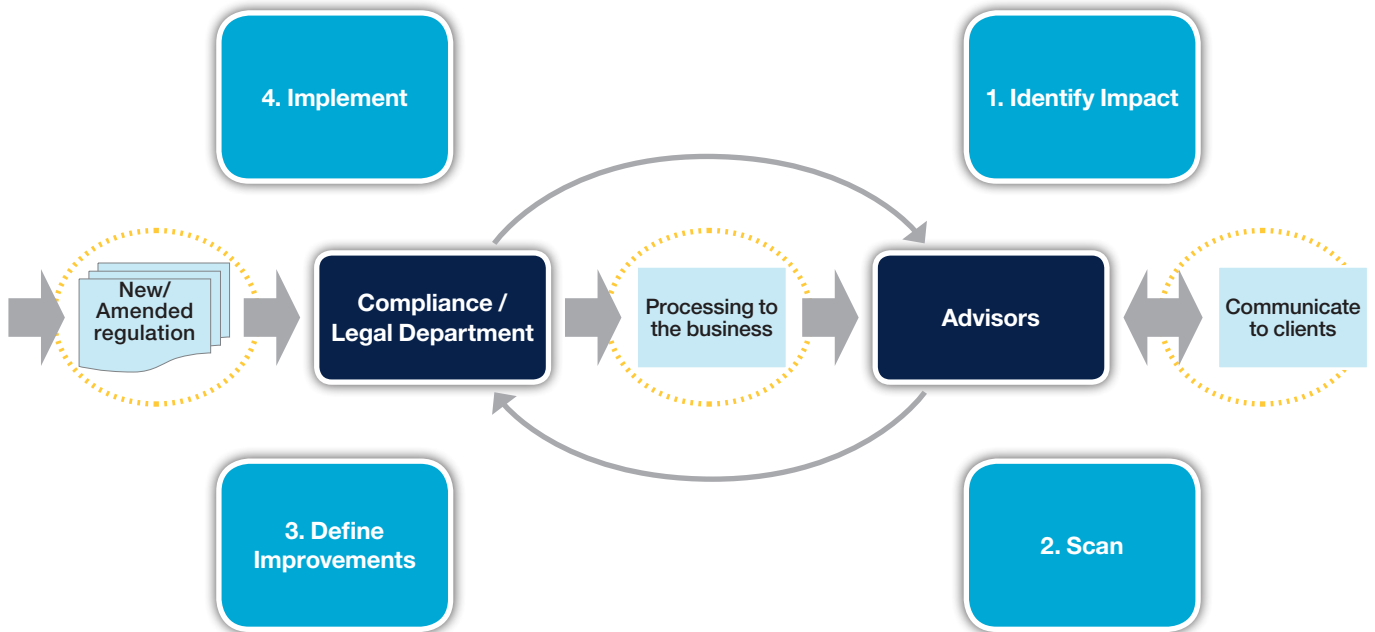
## Our Offerings for Compliance & Practice Management

- *An end-to-end automated legal, technology and software solution for U.S. Foreign Account Tax Compliance Act (FATCA)*
- *Practice management business intelligence*
- *Data governance, risk architecture, data management, quality and analytics*

To deliver our services and offerings, we use world class frameworks, models and accelerators including:

- FATCA solution framework that includes legal and technical considerations with our partners Pegasystems and DLA Piper
- Sigma Map™ and enterprise risk management maturity frameworks
- Capgemini business intelligence accelerators
- Over 70 risk and compliance proprietary tools and frameworks
- Fully integrated enterprise risk dashboard
- Practice management and advisor productivity metrics and best practices
- Implementation and integrated testing methodologies

## Capgemini Regulatory Compliance Approach



To create a unique, end-to-end solution for FATCA compliance, Capgemini has partnered with DLA Piper, a premier global business law firm with more than 4,200 lawyers in over 30 countries, and Pegasystems, the recognized leader in business process management. Together, we can design, implement and assist you to sustain an end-to-end compliance solution that addresses business, legal and IT requirements for FATCA.

# Digital Transformation

The current demand for digital channels is robust globally, especially for HNWIs below 40 years of age. As comfort levels with digital channels increase, it is a question of 'when' and not 'if' delivering a quality digital experience will become a critical component of the relationship and service delivery. The digital movement aligns with the desire of many HNWIs to self-manage a portion of their wealth, as digital connections provide greater access and control over investment and account information. This new shift in client behavior is a new challenge for WM providers.

With the growing number of smartphones and expanding social networks, along with faster adoption of new technologies by younger HNWIs, firms have to define an appropriate social marketing strategy.

## Why Capgemini?

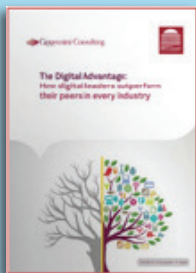
Capgemini has deep insights into digital maturity levels of firms through our joint three-year study by Capgemini Consulting and the Massachusetts Institute of Technology. Together with our in-depth experience helping firms devise digital strategy, Capgemini combines strategic and planning knowledge with hands-on expertise with leading digital technologies.

## Our Offerings for Digital Transformation

- *Mobility solutions*
- *Client portal transformation*
- *Social CRM and Voice of the Customer*
- *Social prospecting including next best action*

We bring leading research and accelerators to support our digital transformation offerings including:

- Enterprise Mobility Orchestrator framework
- Enterprise mobility benchmark tool to assess mobile capabilities and readiness
- Advisor and client dashboard functional architecture
- Mobile solution labs
- Client portal assessment framework
- Next best action framework
- Social media adaptor/reader
- Social event taxonomy
- Baseline requirements and program management templates



Learn how digital maturity can help you gain competitive advantage by reading *The Digital Advantage*.

This research is part of a three-year joint research collaboration between Capgemini Consulting and the MIT Center for Digital Business. From the second year of study, *The Digital Advantage: How digital leaders outperform their peers in every industry*, involved 469 senior executive-level interviews in 391 companies in 30 countries.

To get the latest research, download our Digital Transformation iPad app in the iTunes App Store.



# Custom Market Sizing & Analysis

In industries that target the wealthy, firms must decide when to enter new markets and when to restructure their existing market footprints. To make the best strategic decisions, executives must fully understand the scale and potential of different markets and pursue the opportunities that align with broader business objectives. There are two main dimensions to the issue of strategic direction:

- Identify new growth opportunities
- Understand the existing footprint

## Our Offerings for Custom Market Sizing & Analysis

- *Market growth strategies for current or expanding footprints*
- *Economic review*
- *Market penetration*
- *Customized market sizing and analysis to address new market entry*

Using proprietary data for international market sizing and HNWI behaviors, our differentiators include:

- Industry-leading financial modeling capabilities
- Proprietary international market sizing model which lets us size 71 different countries across North America, Europe, Asia-Pacific, Latin America, Middle East and Africa
- U.S. city market sizing model



### 17 Years of Global Insights from the World Wealth Report

The World Wealth Report from Capgemini and RBC Wealth Management is the industry-leading benchmark for tracking high net worth individuals (HNWIs), their wealth, and the global and economic conditions that drive change in the Wealth Management industry.

New in 2012, we introduce one of the most in-depth primary research works available on global HNWI perspectives and behavior. Based on responses from over 4400 High Net Worth Individuals across 21 countries, we explore HNWI confidence levels, asset allocation decisions, as well as their wealth management advice and service preferences.

Assessing today's landscape demands insight into the evolving regulatory environment and its impact on firms and their clients. As regulatory burdens will likely only increase, firms that can make decisions and investments to incorporate the scope of regulatory change at a strategic rather than tactical level, stand to gain in terms of improving operational efficiency, while minimizing disruptions to the client experience.

For more information, visit [www.worldwealthreport.com](http://www.worldwealthreport.com).

**IN PRACTICE: Preparing for a New-Age, Adaptive Transformation of the Advisor Workstation**

A large North America bank wanted to optimize its Wealth Management business to provide a superior client experience and improve advisor satisfaction.

Capgemini collaboratively guided the firm through a comprehensive 'current state' assessment study across their wealth management value chain, identifying the key pain points contributing to the high costs and inefficiencies within their systems and processes. Capgemini performed a competitive benchmarking analysis which compared key competitors on over 400 functionality points.

Capgemini advised the firm with actionable recommendations to help integrate and consolidate multiple, siloed tools in use, and identified key vendor products for increased optimization. A 'target state', multi-year roadmap was also developed to achieve an advisor workstation that would enable greater revenue opportunities and enhances the client service experience through improved advisor productivity.

**IN PRACTICE: Multi-year Engagement with a Tier 1 Global Private Wealth Management Firm**

Capgemini is a strategic partner to Tier 1 Global Private Wealth Management firm with successful relationship of more than a decade. We have partnered with the client in some of key initiatives in the area of :

- Consulting and benchmarking
- Statement renovation and client reporting
- Retirement platform renovation
- Client master data management
- Margin lending
- Data masking program

As a strategic partner we have significant footprint across the business units of the firm offering a blend of services involving Consulting, Development, Testing, Business Intelligence and Managed services.

For more information, contact us at: [wealth@capgemini.com](mailto:wealth@capgemini.com)  
or visit: [www.capgemini.com/wealth](http://www.capgemini.com/wealth)



## About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at  
[www.capgemini.com](http://www.capgemini.com)

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