

IntellectAI's WealthForce.AI secures prestigious win in the "Innovative Use of Artificial Intelligence" Category at WealthBriefing MENA 2023, signifying its empowering role in advancing cognitive enterprises

Honoured as Winner for its transformative AI-driven Wealth Management Services for Cognitive Enterprises

Chennai, November 20, 2023 - [IntellectAI](#), the WealthTech and Insurtech business of Intellect Design Arena, has once again achieved prestigious recognition, this time at the WealthBriefing MENA Awards 2023. WealthForce.ai from IntellectAI has been declared the winner in the "Innovative Use of Artificial Intelligence" category, underscoring its commitment to revolutionising the wealth management industry in the Middle East and North Africa (MENA) region and to empower the cognitive enterprises in their transformational journey

WealthForce.AI, the flagship wealth offering of IntellectAI, is revolutionising the MENA wealth management market with its advanced AI and data capabilities. Powered by eMACH.ai framework, the solution emphasises Event-driven, microservices-enabled, API-led, Cloud-native, and Headless architecture, embedded with cutting-edge AI technology to foster cognitive growth. The AI capabilities transition the enterprise from determinism to a probabilistic, learning, interpretative experience.



Banesh Prabhu, CEO of IntellectAI, expresses his gratitude for this distinguished award from Clearview Financial Media, remarking, "This accolade from a respected authority in the financial media sphere further cements our position as a leader in wealth management innovation. We are dedicated to enabling banks and wealth management firms in the MENA region to offer hyper-personalised and highly effective customer experiences."

"The integration of AI and data analytics at critical stages of the customer journey is pivotal in personalising customer engagements, proactively optimising portfolios, streamlining operations, enhancing client retention, and growing market presence. Our platforms are adept at embracing current trends while complying with regulatory standards, a key aspect in today's dynamic market," he added.

The WealthBriefing MENA Awards, renowned for their rigorous selection process and an esteemed panel of independent judges, recognizes excellence and innovation in the wealth management sector. IntellectAI's victory in this highly competitive category reflects its commitment to delivering state-of-the-art AI solutions in the wealth management industry inclusive of personalised ESG analytics.

Stephen Harris, ClearView Financial Media's CEO, and publisher of Wealthbriefing, was first to extend his congratulations to all the winners "Every category winner and highly commended firm has been subjected to rigorous and independent judging process and be rightly proud of the success they have achieved this year. We have seen a marked increase in entrants and interest in all our global awards

programmes and Wealthbriefing MENA is no exception. These awards are so beneficial as they give organisations and individuals the opportunity to clarify their strategic thinking, have it independently validated, be recognized internally and externally and celebrate in style with their peers.

I offer my congratulations and best wishes for the future to all winners and highly commended firms - they are all worthy recipients who join the elite list of wealth management professionals who form the global elite of Wealthbriefing MENA winners."

About ClearView Financial Media Ltd ("ClearView")

ClearView Financial Media was founded by Chief Executive, Stephen Harris in 2004, to provide high quality 'need to know' information for the discerning private client community. London-based, but with a truly global focus, ClearView publishes the WealthBriefing group of newswires, along with research reports and newsletters, while also running a pan-global thought-leadership events and awards programme.

About Intellect Design Arena Limited

Intellect Design Arena Ltd. has the world's largest cloud-native, API-led microservices-based multi-product FinTech platform for Global leaders in Banking, Wealth Management, Insurance, and Capital Markets. It offers a full spectrum of banking and wealth technology products through its three lines of business - IntellectAI, Global Consumer Banking and Global Transaction Banking. With over 30 years of deep domain expertise, Intellect is the brand that progressive financial institutions rely on for digital transformation initiatives.

Intellect pioneered Design Thinking to create cutting-edge products and solutions for banking and insurance, with design being the company's key differentiator in enabling digital transformation. FinTech 8012, the world's first design centre for financial technology, reflects Intellect's commitment to continuous and impactful innovation, addressing the growing need for digital transformation. Intellect serves over 270 customers through offices in 57 countries and with a diverse workforce of solution architects, and domain and technology experts in major global financial hubs around the world. For further information on the organisation and its solutions, please visit www.intellectdesign.com

About IntellectAI

IntellectAI offers a suite of contemporary artificial intelligence products and data insights triangulated from thousands of sources that take a strategic approach to tackling the biggest challenges for the wealth and insurance industries. Our underlying technology powers sophistication with simplicity ensuring an engaging and insightful user journey.

Our AI cloud native products are known to address the most complex business objectives with the highest accuracy of outcome. Our skilled technical experts and data scientists seamlessly augment our customer teams to accelerate their transformation journey, easily adapting as business models and technology evolves.

www.intellectai.com

For Media related info, please contact: Nachu Nagappan Intellect Design Arena Ltd Mob: +91 89396 19676 Email: nachu.nagappan@intellectdesign.com	For Investor related info, please contact: Praveen Malik Intellect Design Arena Limited Mob: +91 89397 82837 Email: Praveen.malik@intellectdesign.com
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------