

Intellect Wins “Most Innovative WealthTech Solution” for eMACH.ai WealthForce at Global Private Banker MEA Awards 2024

Recognised for revolutionising wealth management in the Middle East with its AI-driven, scalable, and composable architecture

Dubai, October 29, 2024: [Intellect Design Arena](#) proudly announces that its flagship eMACH.ai WealthForce platform has been awarded the title ‘Most Innovative WealthTech Solution’ at the Global Private Banker MEA Awards 2024. This prestigious recognition further cements IntellectAI’s leadership in wealth management in the Middle East markets. It highlights the platform’s capability to use the latest technology and AI stack to transform the wealth management enterprise and experience.

This achievement reinforces eMACH.ai WealthForce as a trailblazer in wealth management, standing apart from the legacy technology platforms in the Middle East that still use outdated architectures, have lengthy implementation time and fail to unlock the full potential of the extensive data available to provide AI-driven outcomes.

The MEA Awards, organised by Global Private Banker, aim to identify, honour, and celebrate the world’s pre-eminent private banks, family offices, and wealth managers in the Middle East and Africa (MEA) regions. The Global Private Banker MEA Awards are the most authoritative and transparently judged private wealth awards, celebrating the most innovative products and services, cutting-edge technological capabilities, scalable customisations, and the rapid integration of ESG considerations in the MEA region.

WealthForce.ai brings together best-in-class event-driven, microservices-enabled, API-led, cloud-native, and headless technologies. This dynamic combination offers unparalleled enterprise-grade scalability, security and flexibility for the wealth management industry. The platform enables firms to create highly customised 'My Signature Solutions' to meet unique operational needs while seamlessly integrating with existing systems. Its microservices framework allows financial institutions to manage upgrades and change management with agility, capturing opportunities in the rapidly growing wealth management industry.

At the heart of eMACH.ai WealthForce platform’s business capability are three key pillars: Hyper-Personalisation of financial advice, Hyper Automation to transform operations and regulatory compliance, and an Enhanced Customer Experience to unlock the power of Data and AI for improved business outcomes. Powered by AI-driven insights, the platform automates complex processes, reduces manual effort, and empowers institutions to make data-driven decisions that enhance efficiency and customer satisfaction.



Banesh Prabhu, CEO of IntellectAI, commented, “We are honoured to receive this award from Global Private Banker, recognising our innovative contributions to the wealth management industry. This accolade underscores our mission to empower financial advisers with advanced AI tools that enhance productivity, deliver hyper-personalised experiences and drive operational excellence. WealthForce.AI

leverages the power of AI and data analytics to revolutionise every stage of the wealth management journey, anticipating client needs, and ensuring compliance, all while setting a new benchmark for innovation in the industry.”

About Intellect Design Arena Limited

Intellect Design Arena Ltd is an enterprise-grade financial technology leader, providing composable and intelligent solutions for futuristic global financial institutions across 57 countries. Intellect’s revolutionary First Principles Thinking-based Enterprise Connected Intelligence Platform, eMACH.ai, is the most comprehensive, composable, and intelligent open finance platform in the world. With an impressive array of 329 microservices, 535 events, and over 1757 APIs, eMACH.ai enables financial institutions to design and deploy future-ready technology solutions that provide a significant global competitive edge.

With three decades of domain expertise, Intellect offers a full spectrum of banking and insurance technology products through four lines of business: Global Consumer Banking (iGCB), Global Transaction Banking (iGTB), IntellectAI and Digital Technology for Commerce (iDTC). Intellect is a pioneer in applying Design Thinking and our 8012 FinTech Design Center, the world’s first Design Center dedicated to Design Thinking Principles, underscores our commitment to continuous and impactful innovation, addressing the ever-growing need for digital transformation. We proudly serve over 325+ customers worldwide, supported by a diverse workforce of solution architects and domain and technology experts in major global financial hubs. For more information about Intellect, visit <https://www.intellectdesign.com/>

[IntellectAI](#), a business unit of Intellect Design Arena Ltd focusing on cutting-edge Artificial Intelligence technologies, empowers institutions with intelligent tools that improve customer engagement, streamline underwriting and claims processes, and enable data-driven strategies.

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