

WealthForce.AI powered by eMACH.ai wins big at WealthBriefingAsia Awards 2023

Named as Winner in "Artificial Intelligence (AI) Application (Pan-Asia)" category for its exceptional usage of AI as part of its offering to the Asian wealth management market

Chennai, India, June 2, 2023 - IntellectAI, the WealthTech and Insurtech of Intellect Design Arena driven by advanced AI led solutions, has been chosen as the winner in the "Artificial Intelligence (AI) Application (Pan-Asia)" category at the 11th Annual WealthBriefingAsia Awards 2023. The annual WealthbriefingAsia Awards program recognises the outstanding organisations in Asia Pacific and India, which an elite panel of independent judges deemed to have ‘demonstrated innovation and excellence during the last year’.

WealthForce.AI leverages artificial intelligence to empower relationship managers and deliver a modern customer experience. It is driven by eMACH.ai standards, featuring Event-driven, Microservices enabled, API led, Cloud-native, Headless architecture and with embedded AI.



Nagaraj Prasad, Head - Customer Success Wealth, Intellect Design Arena Ltd receiving the award from Kylie Luo, Executive Director of BDO. Atul Mishra, Senior Vice President, iGTB Sales Head - ASEAN, Intellect Design Arena Ltd and Frankie Chia, Managing Partner BDO LLP, Singapore is also present during the Award Ceremony.



Expressing his views on the win, **Banesh Prabhu, CEO of IntellectAI**, said, “This esteemed recognition from Clearview Financial Media, a highly regarded authority in the financial media industry, further solidifies our leading position in the field of wealth management. Our unwavering commitment lies in empowering banks and wealth management firms to deliver modern and exceptional customer experiences through hyper personalisation and hyper automation. Our solution, driven by design thinking principles, places a strong emphasis on leveraging data

and business intelligence, including customised ESG insights with sentiment analysis for socially conscious investors. By integrating AI capabilities into our WealthForce.AI solution, we help wealth businesses in personalising customer experiences, achieving seamless operational efficiency, fostering client retention, and expanding their wallet share.”

He continued, “Our continuous investment in updating the platform to the latest technology is why prominent banks across the APAC, the Middle East, and India rely on IntellectAI for their wealth transformation. Our eMach.ai powered wealth architecture helps adopt the current trend while conforming to regulatory norms, which is crucial in today's market.”

Stephen Harris, ClearView Financial Media’s CEO, and publisher of WealthbriefingAsia, was first to extend his congratulations to all winners and highly commended companies “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 *WealthbriefingAsia* 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 recognised internally and externally and to 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 *WealthbriefingAsia* 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 platform for Global leaders in Banking, Insurance, and Capital Markets. eMACH.ai, the most comprehensive open finance platform is at the forefront of the BankTech Wave 5, a significant phenomenon that enables banks and financial institutions to move from product and process to design and experience to compose their unique “My Signature Solution”.

With over three decades of deep domain expertise, Intellect is the brand that progressive financial institutions rely on for digital transformation initiatives. It offers a full spectrum of banking and insurance technology products through its three lines of businesses - Intellect Global Consumer Banking (iGCB), Intellect Global Transaction Banking (iGTB), and Intellect AI.

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 center 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

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