



COMPANY RESEARCH PROFILE



PRODUCT NAME:
Intellect Wealth Qube

IntellectAI is the WealthTech and InsurTech of the global FinTech Intellect Design Arena headquartered in Piscataway, New Jersey

- www.intellectai.com
- intellectwealth@intellectdesign.com
- Employees 5,000-10,000
- Regions of operation: Global

KEY EMPLOYEES:



Arun Jain
Founder, Managing Director and Chairman, Intellect Design Arena



Banesh Prabhu
Chief Executive Officer, IntellectAI



Sudhir Marwa
Business Head – Wealth and Capital Markets, IntellectAI



Laila Beane
Chief Customer Officer, IntellectAI

Value Chain: **Client Acquisition/Servicing, Investment Planning, Research & Analytics, Portfolio Management & Rebalancing, Trading Advice & Execution, Accounting, Reporting, Risk & Compliance**

Subsectors: **B2B Robo Advisors, B2C Robo Advisors, Digital Retirement Solutions, Portfolio Management & Reporting, Investing Tools, Digital Brokerage, Risk Analysis & Management, Financial Planning, Alternative Investment Solutions, Compliance & Regulation, Data & Analytics, Financial Services Software, Client Prospecting & Engagement**

OFFERING

Intellect's digital wealth suite - Wealth Qube® - is a full stack, API-led platform spanning front, mid and back offices. The solution is both enterprise grade and cloud native, serving all stakeholders across the wealth value chain. It is a design thinking led solution that has been modelled around the relationship managers' tasks, providing smart tools to enhance the quality of advisory. An **'Empowered RM'** – one who is aware and armed with the right set of tools and information to serve customers' needs - is our promise.

PROBLEM BEING SOLVED

"Wealth made accessible" is our vision. The vision recognizes that growth in the wealth business will come to those who can expand the market offerings and can help Mass/retail in wealth creation. At Intellect, we believe that Wealth is a highly emotive business where every customer – big or small – wants to talk to a person before making the investment decision. We have therefore made significant investment to equip the RMs with the tools to help increase their productivity and provide hyper personalised recommendations to their customers

TECHNOLOGY

Our platform is fully cloud agnostic by the way of eMACH architecture, which is events, microservices, APIs, cloud and headless

- **AI/ML:** A basket of contextual AI/ML tools to choose from - catering to advanced business needs
- **API & Cloud:** All of our products are 'cloud native' and intrinsically leverage the advantages of the cloud.
- **Open Banking:** We partner with multiple allied technology providers and continue to harness the power of open market innovation.
- **Deep Data Analytics:** Platform comes bundled with 25+ Advanced Analytics tools, ESG Analysis and Factor Analysis for the RM and customers to make informed decisions.

PRODUCT DESCRIPTION

Intellect's wealth platform consists of 6 Offices, 23 Desks, and a set of 150+ tools. Tool based, future ready, next generation digital architecture allows quick and easy adoption of wealth functionalities. Composability allows banks to create their own bespoke journeys allowing them flexibility for things like plug and play and launching new services/products. This is possible because of the 270+ API endpoints and 150+ business process components. Composability being at the heart of IntellectAI's product and business strategy, the company partners with multiple allied technology providers and continues to harness the power of open market innovation. Virtual Advisory, Collaboration, ESG based Portfolio Analytics, Knowledge Portal, Customer Churn Predictor and Story-based Report driven by Natural Language Generation (NLG) are just a few of the latest capabilities added to the products, with many more in the roadmap.

The platform is powered by contextual AI that support all 3 pillars of Wealth Qube.

1. **Hyper Personalization** - a. Deep data analytics backed Nudge engine to provide hyper-personalized recommendations; b. AI based client engagement indicator; c. AI-Led personalised insights builder
2. **Hyper Automation** - a. AI driven portfolio optimiser to get the optimal portfolio allocation of a desired risk profile to gain maximum return; b. End to end complete STP; c. Advanced "What if" scenario analysis
3. **Customer Experience** - a. Multi-product, multi-currency, multi-level aggregation to provide a 360 degree summary view of client portfolio; b. Virtual advisory using collaboration tools - anywhere, anytime; c. Single platform enabling multiple product journeys

TRACTION/GROWTH

- IntellectAI's wealth clients include: IIFL Wealth and Asset Management, St. James Place, ICICI bank, Bank Rakyat Indonesia, China Banking Corporation, CIMB (Malaysia, Singapore, Thailand), Largest PSU in India
- IntellectAI partners with global innovators to deliver their product. These include: **Tech vendors** - Document 360, Google Analytics and MOXO. **Data providers** - Bloomberg, six, CEIC, MSCI and Morning Star and; Government central databases such as Aadhar, MyKad and MyInfo. **Other marketplace vendors** - IBM, HCL, TechM and LnT Infotech.

IntellectAI is a partner for wealth managers, not just a vendor

Boosting the efficiency of wealth managers is critical for any firms' growth in the coming years. Banesh Prabhu – CEO of IntellectAI – explains how IntellectAI empowers Relationship Managers (RMs) and helps Financial Institution (FIs) achieve their business goals.



intellectAI

Intellect Design Arena claims to be the world's largest cloud-native API-led microservices business for FinTech services. Having first launched its services three decades ago, it now supports over 270 financial institutions across more than 50 countries. The company has three core lines of business: iGTB, (Global Transaction Banking Banking), iGCB (Global Consumer Banking), and IntellectAI (insurance, wealth and capital markets).

IntellectAI, headed by Banesh Prabhu, was born on the cloud, unlike other solutions that gradually evolved to support the cloud. He said, "The DNA of IntellectAI has been primarily focused on data and intelligence and creating differentiation by using advanced AI capabilities." Through its eMACH (events, Microservices, API, Cloud and Headless) architecture, AI tools, and deep learning models, the solution aims to improve revenue, reduce cost, and make the wealth advisors' day more efficient and streamlined.

The company's flagship wealth management solution is Wealth Qube. This is an API-based, omni-channel

solution for private and retail banks, wealth and asset management firms, advisory firms, broker-dealers and trusts. The platform supports everything from equities to bonds to structured products. It's a BIAN compliant, AI driven, and cloud - native platform that empowers advisors to give the right advice at the right time.

Improving efficiency

Efficiency is the main challenge that IntellectAI solves. Banesh added that "at the heart of the wealth business is the success of empowering RMs to become a more efficient, trusted advisor." The addition of AI capabilities makes the wealth journey far more personalized and contextual for their end customers. WealthForce.ai, the front office solution that is part of Wealth Qube, helps improve efficiency through three core areas.

The first of these is the customer experience. The platform uses intelligent data models to improve the experience an end customer can get from their RM. It provides a 360 degree customer experience with deep data analytics for quick insights, something Banesh believes many RMs lack.

The next way IntellectAI improves efficiency is through hyper automation – the intelligent automation of operational processes to create a low-touch or no-touch workflow. Banesh said, "We believe that over the next five to ten years, operational activities will become more streamlined. We are bringing in sophisticated AI for things like intelligent data processing, customer churn prediction, reporting, and much more. Hyper-automation can eliminate operational friction and reduce the time that RMs spend on mundane work rather than focusing on quality advice."

The final area where IntellectAI is boosting efficiency is through hyper personalisation. IntellectAI uses AI tools to empower RMs in providing personalised and contextual advice to their customers, whether it is by virtual collaborations, product nudges or churn predictions.

Overall, Banesh believes firms have lacked the ability to offer streamlined experiences until IntellectAI. “There’s a lot of dropping the ball between desks and there’s operational friction. If we get these three core areas right for the bank, the bank is most likely going to reduce its operational costs and improve its margins.”

Continuously evolving

There are several ways that Banesh believes IntellectAI differentiates itself from other solutions. One of those is the sheer range of the company’s capabilities. Whether this is through its own offerings or through partnerships with other companies, IntellectAI provides the RM with all the right tools they need to become more efficient in their role.

A contributing factor to this capability is the ability to continuously evolve new functionalities. This is also something that Banesh believes all organisations should strive for. This comes in two parts.

The first is with the architecture. He said, “We believe it is critical for every organisation to have that architecture so that they can make changes quickly and can occupy opportunities as they evolve in the marketplace with new products and services continuously coming into the market.”



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The second part is intelligence. Banesh explained that firms need to be able to leverage intelligence so they can build real value and achieve the objectives of their customers. This means understanding their customers’ goals and financial situation to make the best decisions.

While there is a heightened push for digital transformation, Banesh urges firms not to rush ahead and try to change everything all at once. Instead, they need to assess where they are and what the best logical step is.



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“My advice is to assess where the organisation is, and to build a roadmap of how that transformation can happen, knowing very well that we have transitioned from the digital age, to the information age. The key is to utilize the information intelligently so the end customer is more successful and to ensure a strong partnership between the customer and the RM.”

IntellectAI in 2023 and beyond

IntellectAI has had a busy year. Banesh stated that the company is very much at the beginning of its journey. In February, it announced collaboration with Amazon Web Services to accelerate its go-to-market strategy around co-build, co-market and co-sell for the platform. Through the collaboration, Intellect will work to bring AWS’s innovation and emerging technology to its customers.

Looking ahead into 2023, IntellectAI has identified a number of key locations where wealth is being generated. The firm is aimed at providing companies in established and emerging markets, with platforms to meet their business objectives.

As to why a company should work with IntellectAI, Banesh said it’s because they’re not just a vendor. “We don’t think of ourselves in our DNA as being just a tech provider. We actually help our customers define business outcomes. We get around the table like we are another member of their business as a partner rather than a vendor. We help them achieve those business outcomes by being the devil’s advocate and sharing our learning and experiences from similar institutions.” ●