

The role of incumbent platforms

Why they continue to be relevant for advisers

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Andrew Smith

Nucleus Financial

DIGITAL WEALTH 

Digital Wealth: AI wealthtech Range gets \$12MM to replace human advisors with neural nets

Range's master plan involves temporarily using human financial advisors to leverage their knowledge to train AI models that will eventually replace those same human advisors

4 MAY 2023

Role of traditional platforms

- Put an advisers' assets in centralised location(s)
- Enable advisers to provide consistent service via common processes
- Provide tools and systems to enable advice firms to run efficiently
- Integrate into the wider adviser ecosystem
- Provide a source of truth for clients

For advice firms, platforms should:



Grow your
business



Create
capacity



Manage
risks



Scale is important

850

operational processes

200

data quality
metrics

45

individual internal process
audits

20m

client orders

Handled
150,000

phone calls

665,000

written
correspondence

The two types of technology



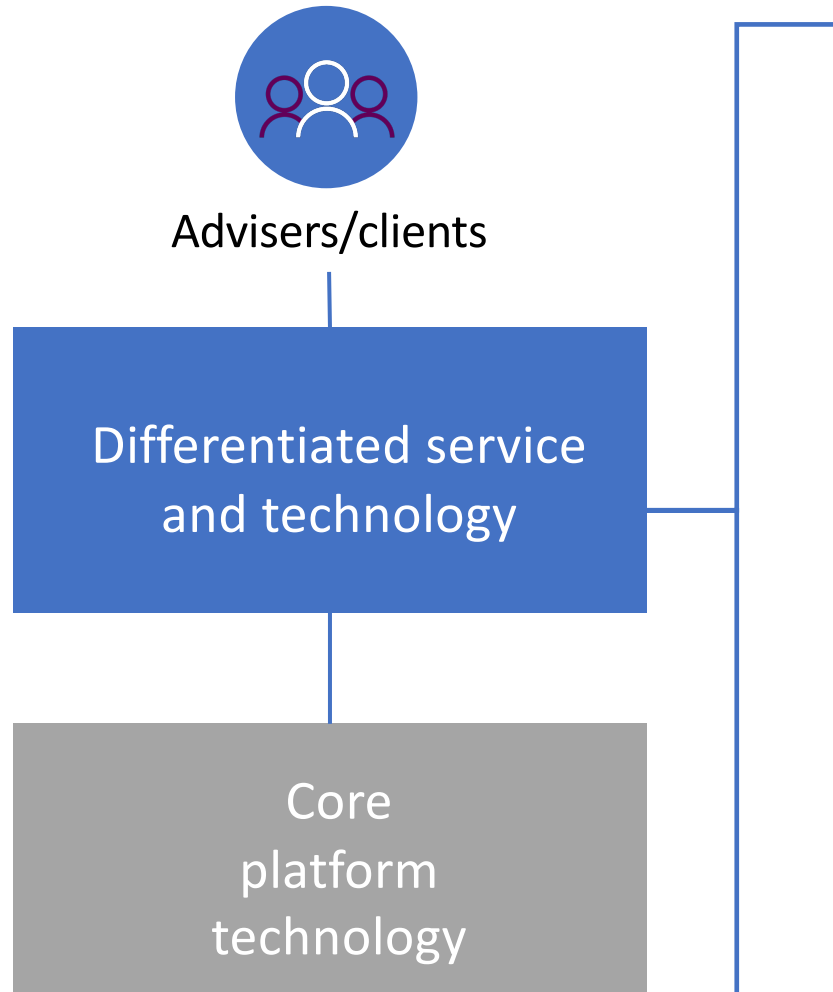
Advisers/clients

Agile
technology

Waterfall
technology

- Innovation
 - Problem solving
 - UX
 - Incremental improvements
-
- Scale
 - Cyber-security
 - Resilience
 - Cost efficient

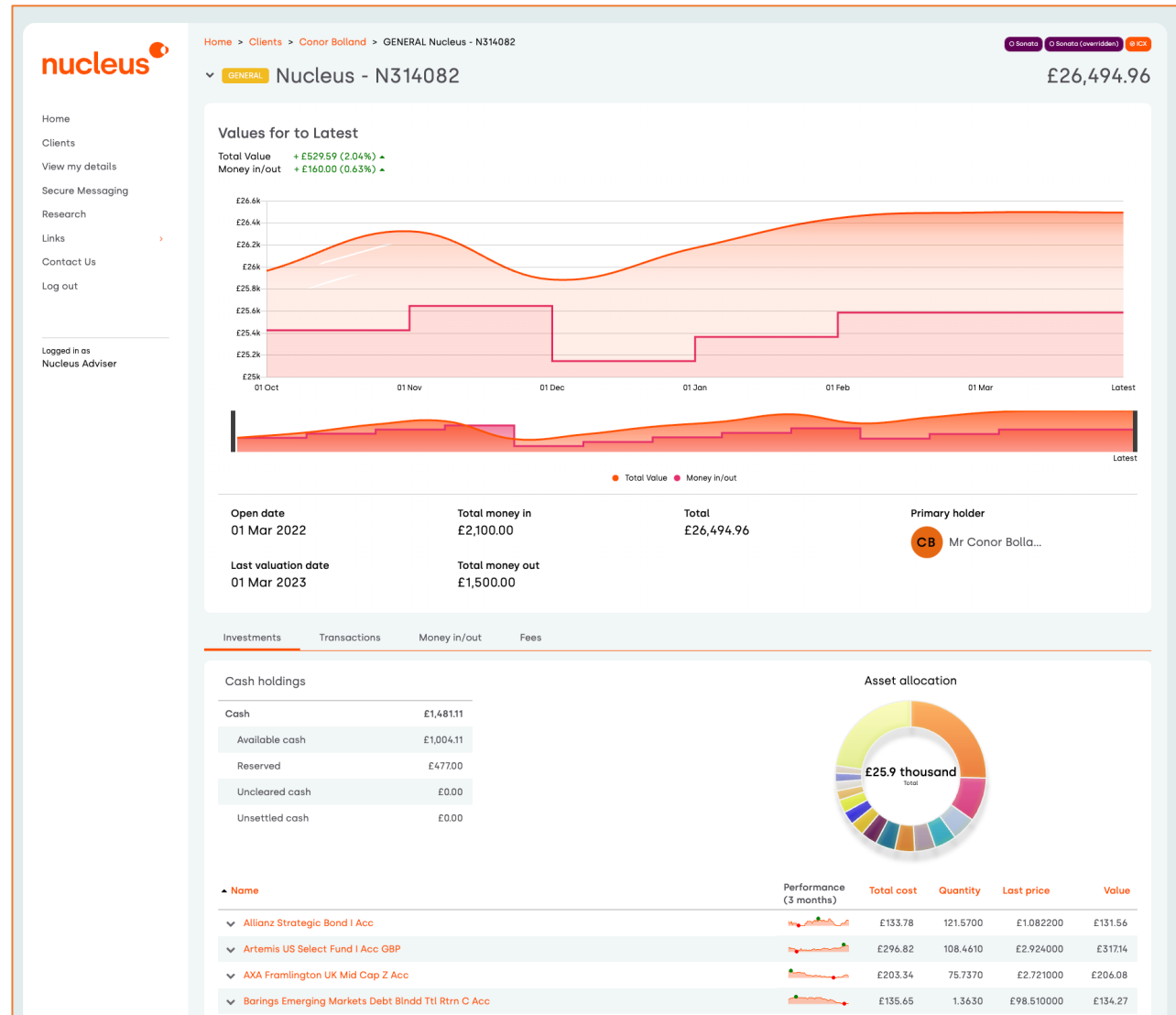
How we differentiate



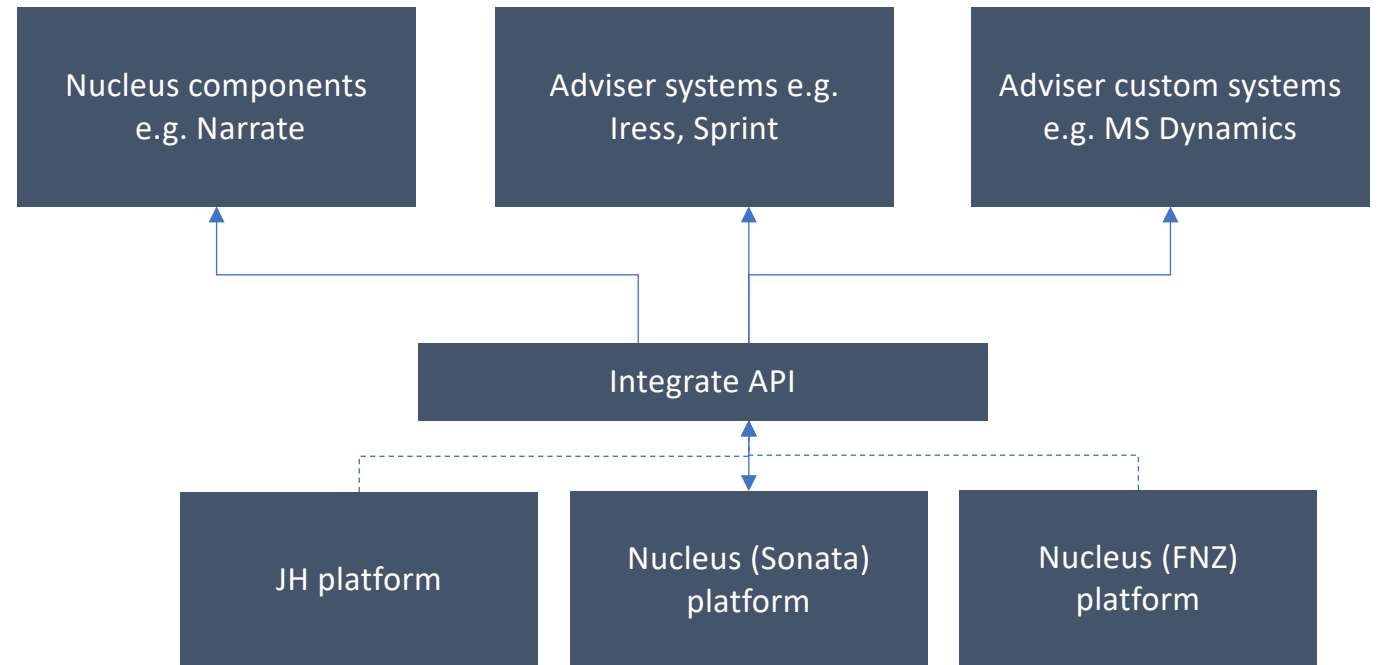
This section contains three panels, each with a grey background, illustrating different aspects of differentiation:

- User experience:** Shows two mobile app screens. The left screen is a login page for "nucleus go" with fields for "Username" and "Password" and a "Log in" button. The right screen is an "Analysis" page showing a "Portfolio total" with a line and area chart and a table of data.
- Integration:** A circular diagram with "Nucleus Integrate" in the center. Surrounding it are five segments: "CRM" (green), "Nucleus platform" (orange), "Nucleus workflow" (purple), "Back office systems" (grey), and "Nucleus investment" (blue).
- Data:** A line chart titled "Valuation vs money in/out" for "NZ29143 General" from "01/02/15 - 03/09/17". The chart shows two lines: a blue line for "Valuation" and a grey line for "Money in/out". The y-axis ranges from £115,000.00 to £175,000.00. The x-axis is labeled "Period (Days)" with markers for 01/02/15, 01/07/16, 01/01/17, and 01/01/17.

Why you need a great UX

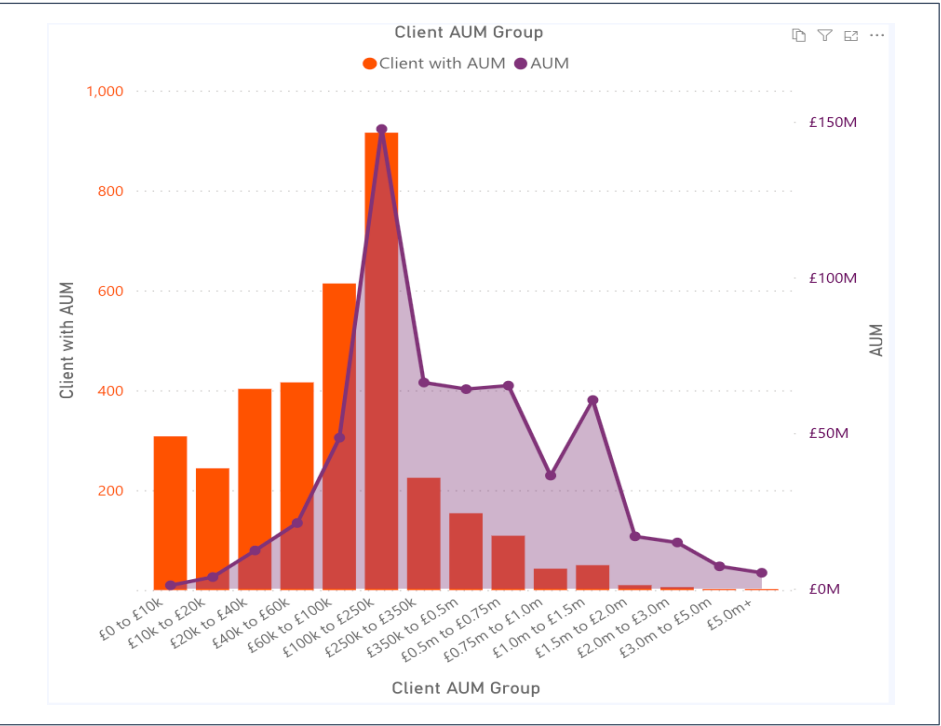


Not all levels of API integration are the same....



Data data data

Make sure you are getting the right insight into your clients



Client segmentation



Comparisons with other IFA firms



Nucleus credentials



40+ years of retirement expertise



Independence from any wealth manager, insurance provider, fund manager or DFM



Digital led approach



Scale that enables us to invest in our products, service and price your clients pay



Supportive shareholders and commitment to long-term development



Focused entirely on aligning adviser and customer interests with no direct or D2C distractions

Key facts

£44bn*

AUA

4,300+

advice firms

160,000+

customers

650

UK-based employees

*source: the lang cat platform market scorecard, Q4 2022

