



EQUINIX

WEALTH MANAGEMENT

DIGITAL EDGE PLAYBOOK

Enabling wealth management firms to thrive in a shifting landscape



ABOUT THIS PLAYBOOK

PURPOSE

This playbook outlines how global wealth management firms can protect their existing customer bases from emerging new competitors. It shows them how interconnection and colocation can help them differentiate their offerings in the marketplace, reduce risk and scale the business through digital ecosystems. Finally, it explains how a single, globally distributed platform enables them to take advantage of emerging global opportunities while providing a high-caliber, client-centric approach to managing wealth.

CHALLENGE

Global wealth management is changing at a breakneck pace. Today's investors expect unified, client-centric and holistic advisory offerings supported by a hybrid technology-advisor approach and delivered across an array of user devices and platforms. Traditional, centralized business architectures simply can't meet these needs. Inflexible engagement models, limited reach, slow technology adoption and an inability to capture and analyze data dynamically prevent these firms from delivering an optimal experience or leveraging opportunities for growth.

NEED








To compete, global wealth management firms must meet customer demands for sophisticated, personalized and seamless experiences. They must provide self-directed services and tailored advice supported by real-time insights via an array of channels. By re-architecting IT infrastructure on a globally distributed interconnection platform, wealth management firms can integrate advanced analytics and cognitive technologies, enable dynamic partner collaboration, optimize operations and rapidly test new business markets and models for a matchless customer experience.

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EXECUTIVE SUMMARY

Global wealth management firms require digital-ready architectures to meet client demands for self-service and holistic, comprehensive financial planning

TRENDS AND INSIGHTS		CONSTRAINTS AND CAPABILITIES		PLAYBOOK		
TRENDS	INSIGHTS	CONSTRAINTS	CAPABILITIES	STRATEGY	ROADMAP	PLATFORM
						
<p>A shift in revenue to holistic advisory services is forcing wealth management leaders to adopt a distributed architecture that can meet the demand for real-time advice, self-service capabilities and data-driven insights.</p>	<p>Interconnection Bandwidth is growing at a compound rate, creating an opportunity for wealth management firms to integrate ecosystem, cloud and analytic capabilities to reach new markets with innovative offerings.</p>	<p>Traditional advisory service development and delivery processes are based on centralized infrastructure, limiting business insights, slowing innovation and degrading the user experience.</p>	<p>A distributed interconnection platform streamlines digital engagement processes, integrating ecosystem, cloud and real-time capabilities into holistic, client-centric advisory services.</p>	<p>Wealth management firms are distributing business exchange points in proximity to users to deliver tailored offerings, standardize governance and provide timely intelligence to investors, partners and employees.</p>	<p>The roadmap offers a step-by-step approach to achieving digital wealth management by interconnecting partners and ecosystems using best practices from an Interconnection Oriented Architecture® (IOA®).</p>	<p>Achieving these digital transformation goals requires a platform that can support three critical elements provided by Platform Equinix®.</p>

MARKET TRENDS

Revenues are rapidly shifting to digital, hybrid business models...



Source: EY, Wealth Management Outlook 2018

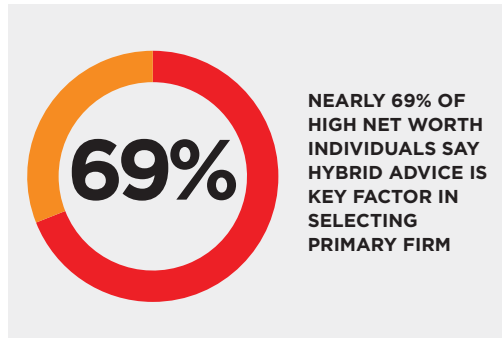
Implications

- Big Tech is expected to enter the wealth management sector, forcing traditional firms to transform to a digital, portfolio-based approach.
- The ability to scale has become a key growth enabler, highlighting the need to simplify integration on a standardized, global platform.

Summary

Leading wealth management firms are embracing digital transformation to defend their market share and support holistic advisory services that ensure all areas of a client's financial life are coordinated and aligned to meet a common goal. Investors expect personalized, real-time advice combined with 24/7 self-service capabilities. To meet these goals and take advantage of emerging global opportunities, wealth management firms need dynamic IT infrastructures that quickly and simply integrate new technologies and leverage interconnected partners, clouds and clients for mutual benefit.

...with clients demanding personalized, real-time advice and self-directed digital experiences...

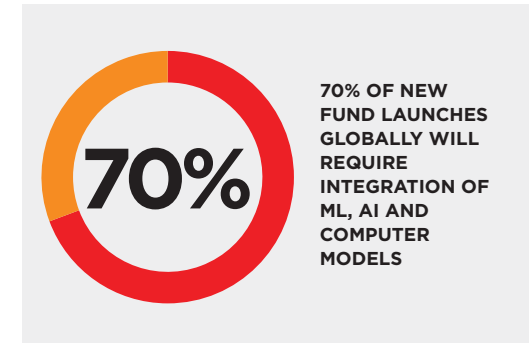


Source: Capgemini, 2018 World Wealth Report

Implications

- Traditional wealth management firms can't offer real-time advice and or grant investors autonomy with self-service offerings.
- Traditional, centralized IT architectures can't deliver a hybrid advisor model that combines traditional human advice with automated digital platforms.

...requiring a new, distributed architecture built for real-time interaction and collaboration.



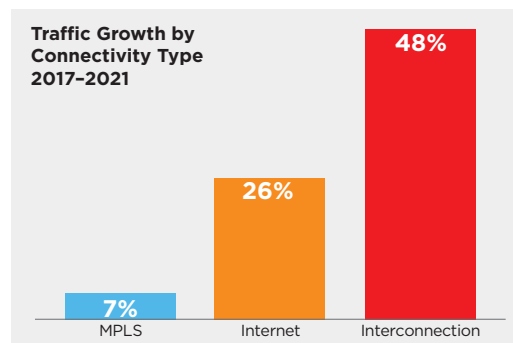
Source: Deloitte, 2018 Investment Management Outlook

Implications

- Interconnection simplifies the adoption of new technologies and standardizes governance, accelerating the integration of acquisitions.
- Personalized, hybrid offerings require a distributed presence that places artificial intelligence, machine learning and analytics adjacent to employees, partners, clients and data sources for optimal performance.

INTERCONNECTION INSIGHTS

Interconnection Bandwidth* is projected to outpace growth of internet and MPLS traffic...



Equinix, Global Interconnection Index Volume 2

Opportunity

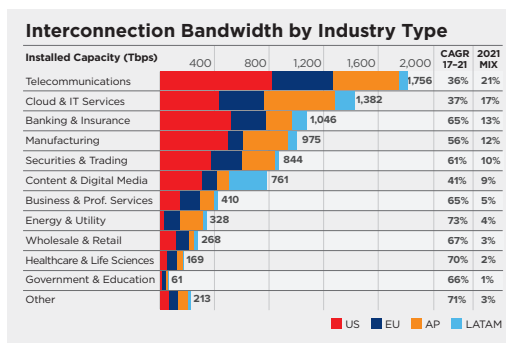
Interconnection, or the ability to privately exchange data between key business partners, is required to scale digital business. Wealth management firms are leveraging this trend by establishing distributed, private traffic exchange and control points near partners, ecosystems and customers.

Summary

Global Interconnection Bandwidth is expected to grow at 2x the rate of internet traffic as enterprises shift to Interconnection as the standard for direct, secure business exchange. Compounding growth in Interconnection Bandwidth for the banking industry creates an opportunity for wealth management firms to build points of exchange near investors, partners and employees for efficient delivery of tailored services. With growth projected across business and technology ecosystems, wealth managers can build a digital-ready platform that interconnects delivery partners and integrates automation, analytics and cognitive technologies.

*Interconnection Bandwidth is the total capacity provisioned to privately and directly exchange traffic with a diverse set of counterparties and providers at distributed IT exchange points.

...with banking and insurance Interconnection Bandwidth growing 65% year-over-year...

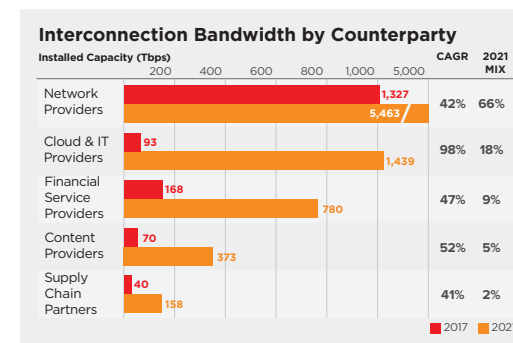


Equinix, Global Interconnection Index Volume 2

Opportunity

Interconnection in globally distributed colocation facilities enables wealth management firms to quickly serve a variety of investor needs across numerous industries, while accelerating the integration of crucial digital technologies into IT infrastructures.

...as the rate enterprises connect to cloud and IT providers increases at a 98% CAGR.



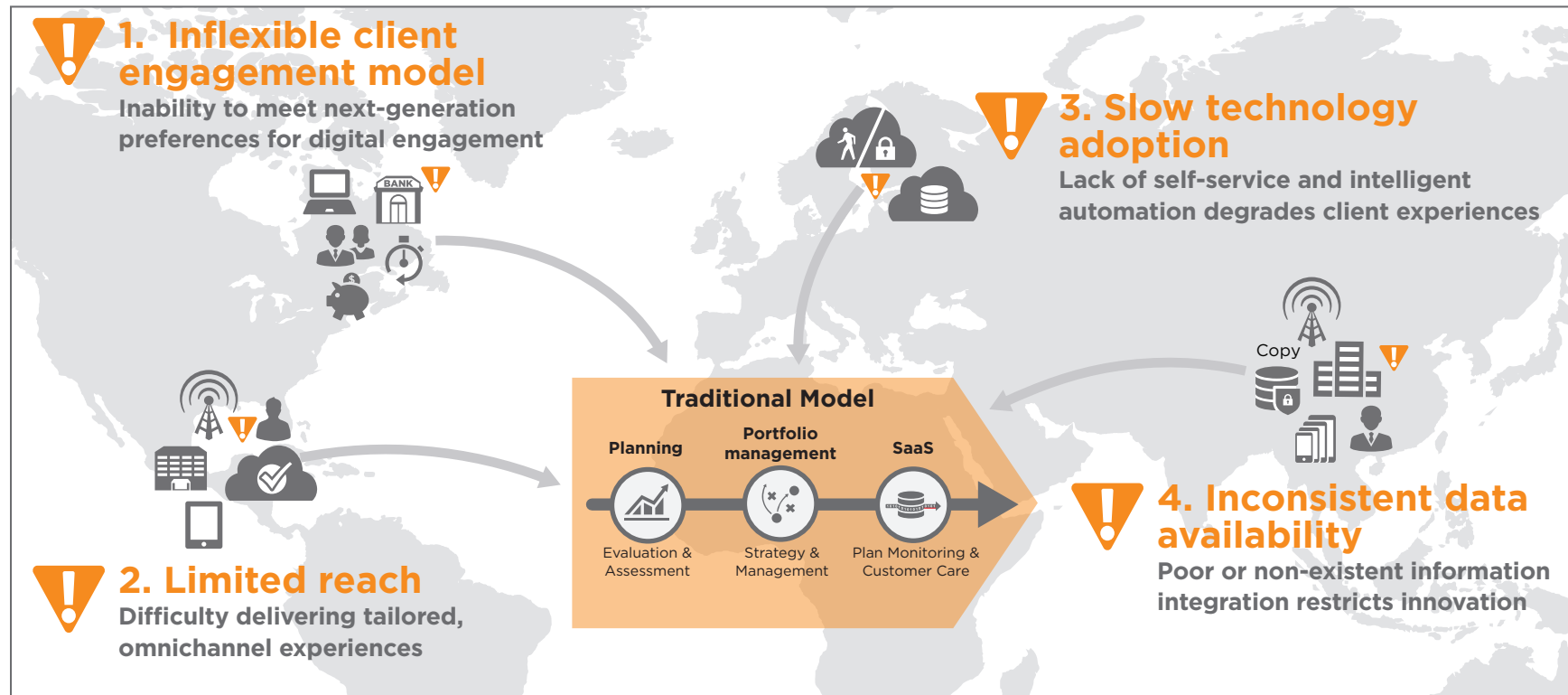
Equinix, Global Interconnection Index Volume 2

Opportunity

Interconnection to cloud and IT providers for enterprises is projected to grow by 160% between 2017-2021. Wealth management firms can leverage interconnections to these service providers to speed the delivery of high-performance, value-added solutions and services to clients.

CURRENT-STATE CONSTRAINTS

Wealth management firms contend with limited engagement, slow innovation and static data insights

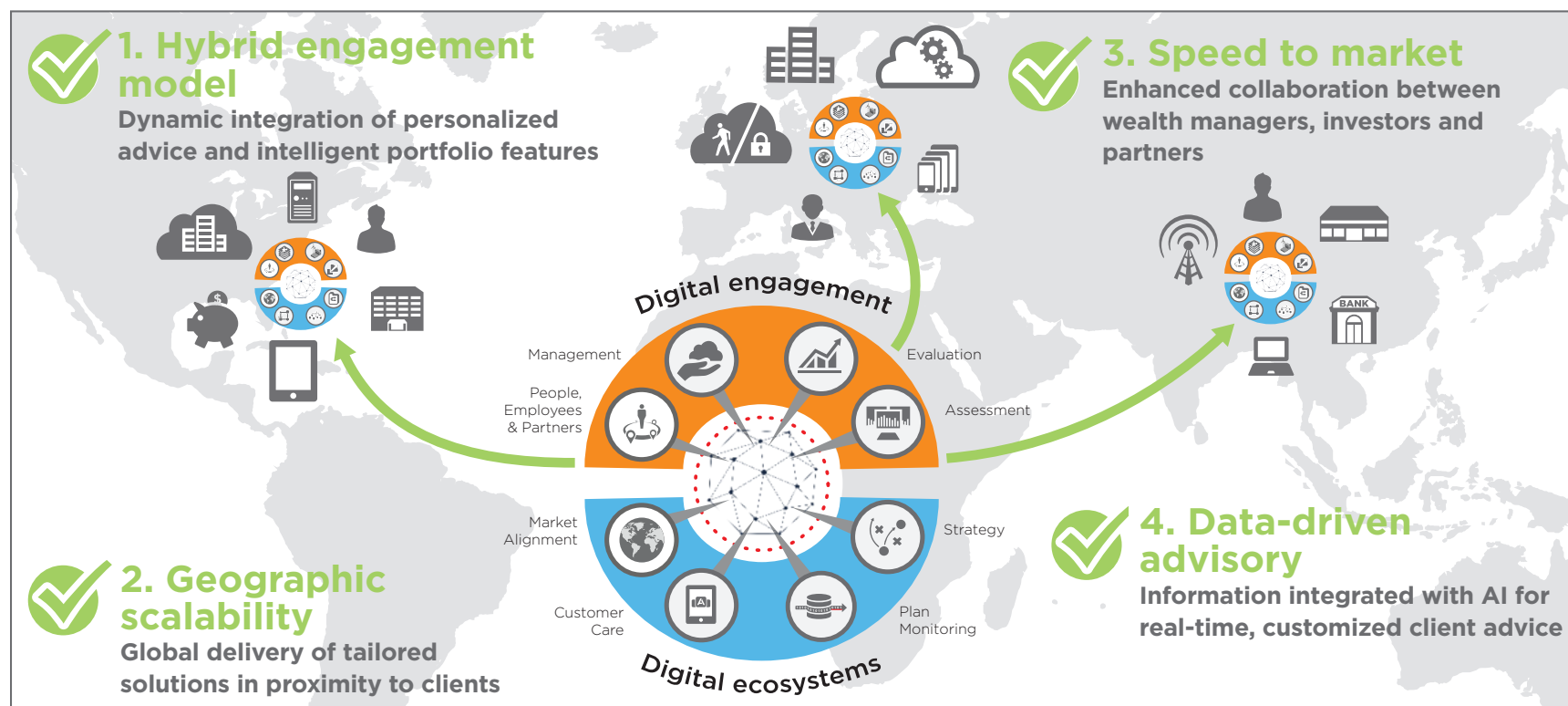


Summary

Global wealth management firms are limited by inflexible client engagement models characterized by advisor-led services. In addition, limited geographic reach restricts growth and inhibits innovation. Compounding the challenge is slow adoption of technology and a lack of dynamic data capture, integration and analysis, inhibiting real-time advice and the development of intelligent digital wealth management solutions.

FUTURE-STATE CAPABILITIES

Optimized IT infrastructure
increases flexibility and delivers
exceptional client experiences



Summary

Global wealth managers leveraging an optimized, globally distributed, interconnected IT infrastructure can place solutions and services in proximity to clients for exceptional user experience and timely data insights. The approach enables firms to interact directly and securely with partners and cloud service providers (CSPs), resulting in greater integration and the incorporation of insights from real-time analytics. The result is the ability to deliver client-centric, holistic offerings to the marketplace.

STRATEGY

Architecting for digital business requires an interconnection-first approach

Summary

Wealth management firms are tasked with providing agile and dynamic digital capabilities to clients in the face of changing regulations and competitive pressure. By standardizing on a single global platform, they can offer a differentiated experience, optimize operations and leverage interconnected ecosystems for data-driven insights and new business models.

Network, cloud, SaaS, content and other service providers enable new platform capabilities and information exchanges by deploying solutions for wealth management firms that support highly scalable, self-service business models.

Hosting and managed services providers help wealth management firms transform their businesses and integrate third-party solutions to enable rapid delivery of holistic service offerings to meet next-generation client needs.



ROADMAP

Business transformation roadmap for wealth management based on proven best practices of an Interconnection Oriented Architecture (IOA)



Differentiate the experience

Summary

The business transformation roadmap offers wealth managers guidance for achieving a digital-ready model that delivers holistic advisory services and captures new revenue growth. Follow the three-step plan to differentiate the experience for clients, partners and employees, reduce business risk, and enable the firm to scale through rich ecosystems. Adoption of these phases can result in innovative, new business models and global delivery of client-centric offerings.



PLATFORM

To achieve the benefits of the strategy and the roadmap steps in this playbook, your architecture and platform require three critical elements: global location coverage, private interconnection with rich digital ecosystems and the capability to integrate, standardize and simplify control.

Global Coverage



Digital edge control point locations where you need them, close to...

Customers

Employees

Partners

Things

Reach Everywhere

- Global, metro cities and markets.
- Geographical compliance and sovereignty.
- Business operations and offices.

Interconnection and Ecosystems



Direct and dynamic private exchange of data across...

Networks

Clouds

Payments

Supply Chain

Interconnect Everyone

- Access network and cloud providers.
- Participate in ecosystems exchange.
- Leverage commoditized services.
- Share and exchange data.
- Transact using digital commerce.

Integration and Control



Integrate digital and physical services to control and optimize...

Security

Data

Applications

Business

Integrate Everything

- Marketplace of control functions.
- Cloud and managed services.
- Private data and distribution repositories.
- Globally standard policies.
- Business continuity and control.
- Digital commerce and payments.

GETTING STARTED

Playbook
Companion
Resources

Request a detailed briefing or strategy workshop with our experts.

Contact your Equinix account executive and learn more at equinix.com

Equinix Americas

Main: +1.650.598.6000
Email: info@equinix.com

Equinix EMEA

Main: +31.20.754.0305
Email: info@eu.equinix.com

Equinix Asia-Pacific

Main: +852.2970.7788
Email: info@ap.equinix.com

The Platform Equinix Vision



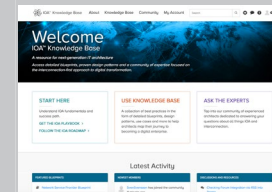
See how wealth management companies can leverage a global interconnection platform to scale innovative new services.
eqix.it/PlatformEquinixVision

Global Interconnection Index



Learn how growth in Interconnection Bandwidth is transforming opportunities for the wealth management industry.
eqix.it/InterconnectionIndex

IOA Knowledge Base



Download proven network architecture blueprints and design patterns based on industry-leading implementations of IOA.
eqix.it/IOAKB

Equinix Marketplace



Discover an entire world of service providers or search for new partners, suppliers or customers on Equinix Marketplace.
eqix.it/marketplacebrochure



Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most-interconnected data centers. In 52 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies. In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.

Learn more at equinix.com

Equinix Americas

Main: +1.650.598.6000

Email: info@equinix.com

Equinix EMEA

Main: +31.20.754.0305

Email: info@eu.equinix.com

Equinix Asia-Pacific

Main: +852.2970.7788

Email: info@ap.equinix.com

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