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Welcome





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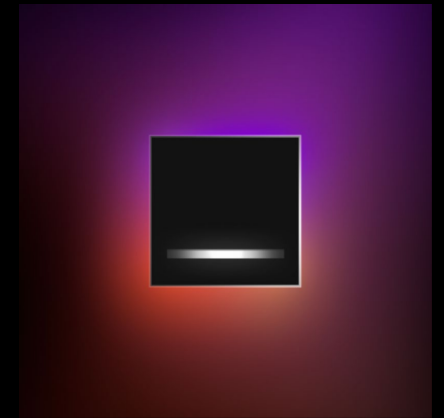
John Blackman

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Lou Celi

Founder and Chief
Executive Officer,
ThoughtLab



Advisor AI

Live Demo

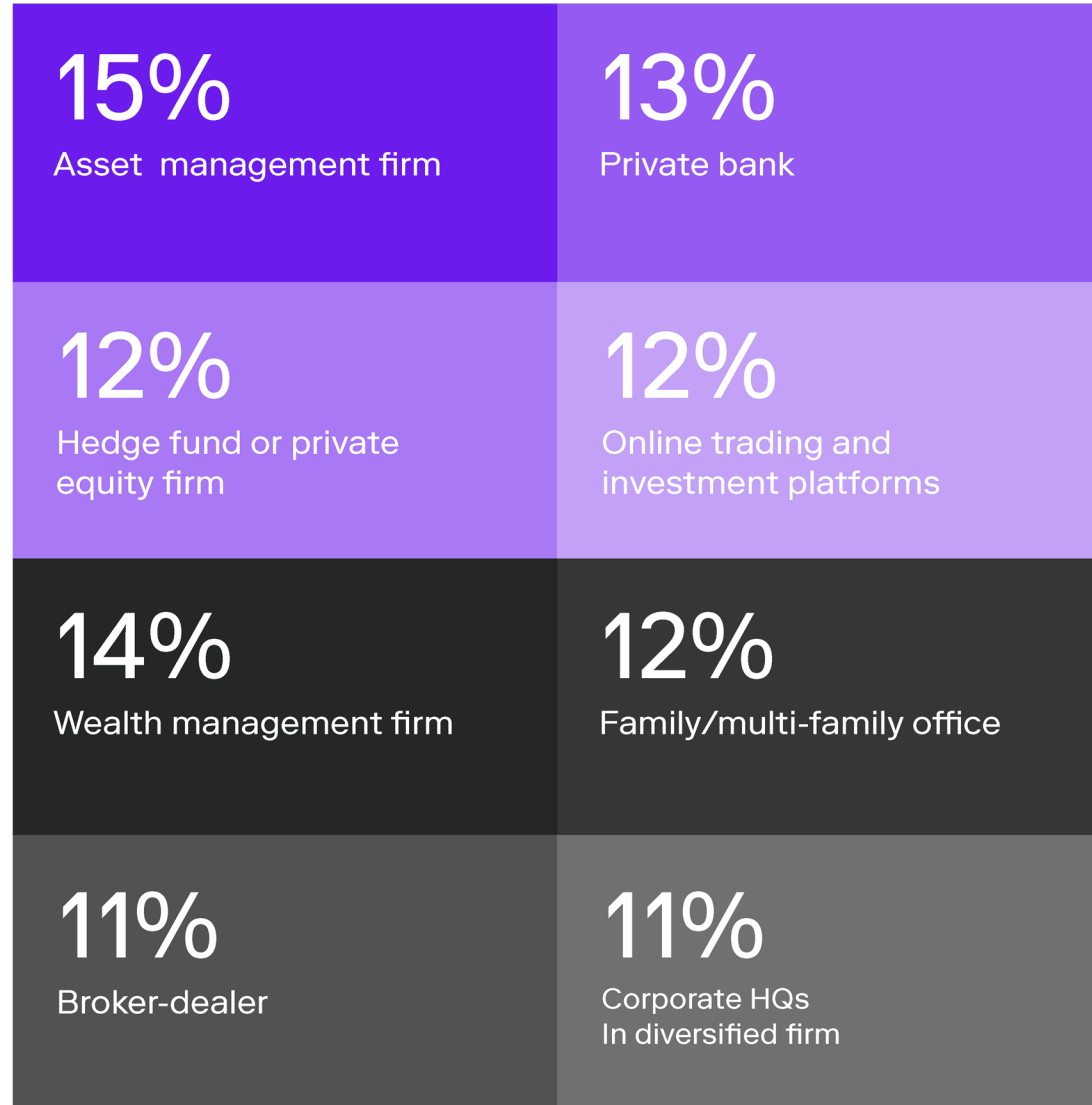
— Overview of The AI-Powered Investment Firm

An AI playbook for wealth and asset
management firms in the agentic era

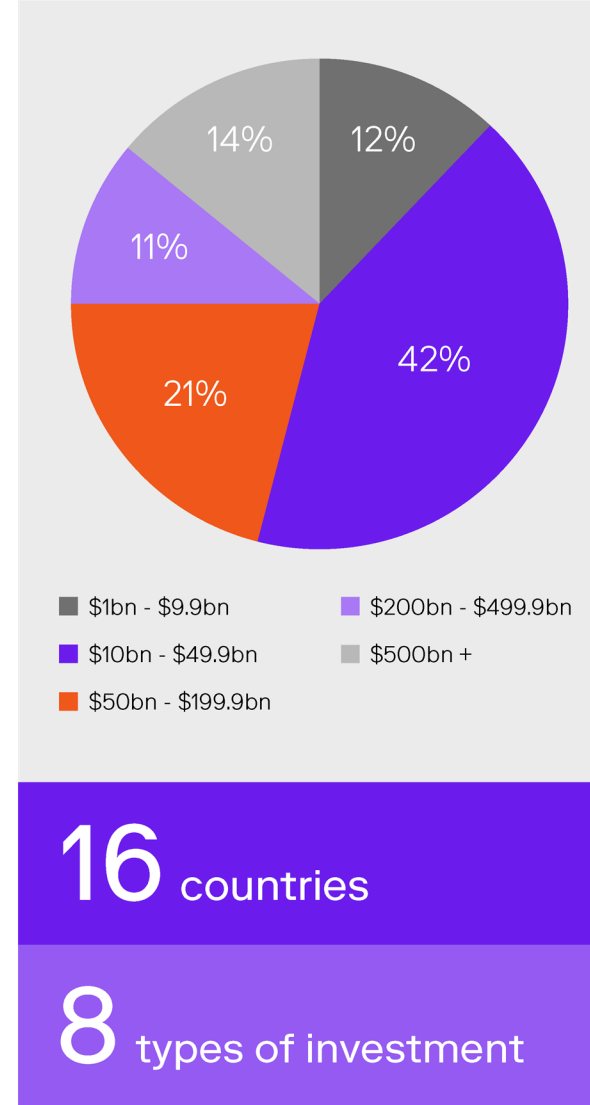


A rigorous study of AI strategies of 500 institutions

Respondents by sector



Respondents by AUM



Respondents by region and country

Japan	8%
China/Hong Kong	7%
Australia/New Zealand	7%
Singapore	6%
Malaysia	3%
Asia Pacific	31%
Germany	8%
United Kingdom	8%
France	7%
Spain	6%
Switzerland	6%
Finland	3%
Sweden	3%
Europe	41%
United States	20%
Canada	8%
North America	28%

The AI revolution has begun

Investment executives see AI is a major opportunity

73%

AI is critical for the future of my firm's business

64%

AI will help us interact with our clients more effectively

63%

AI will revolutionize the wealth and asset management sector

62%

AI will enable us to optimize portfolios and generate alpha

Front office	% using
Customer analysis	59%
Conversational support	58%
Self-service portals	54%
Personalized experiences	48%
Product-development	46%

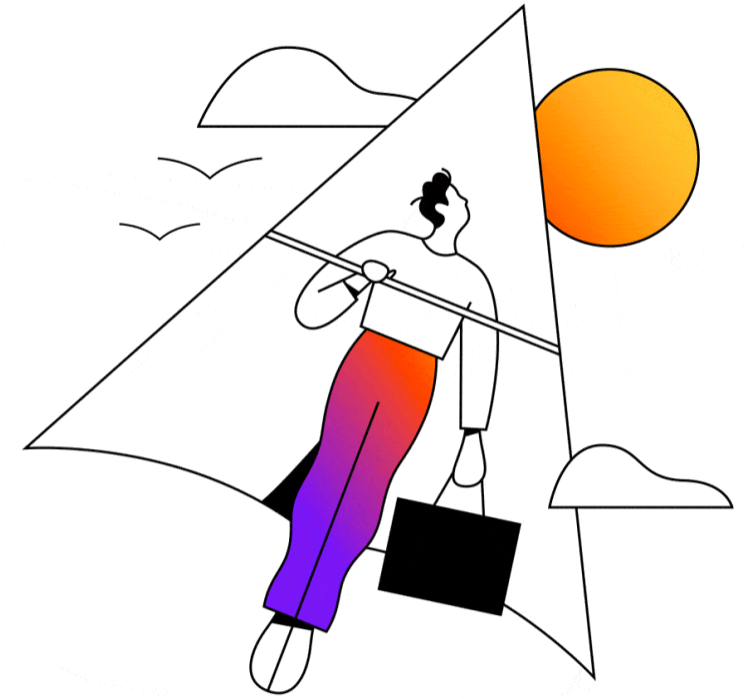
Middle office	% using
Regulatory and tax monitoring	57%
Data security and privacy	52%
Risk management and fraud protection	49%
Data management and analysis	38%
Portfolio support	35%

Back office	% using
Writing and editing code	46%
Business processes	42%
Custody services	39%
Financial statements and record keeping	37%
Employee training	36%

But there are headwinds

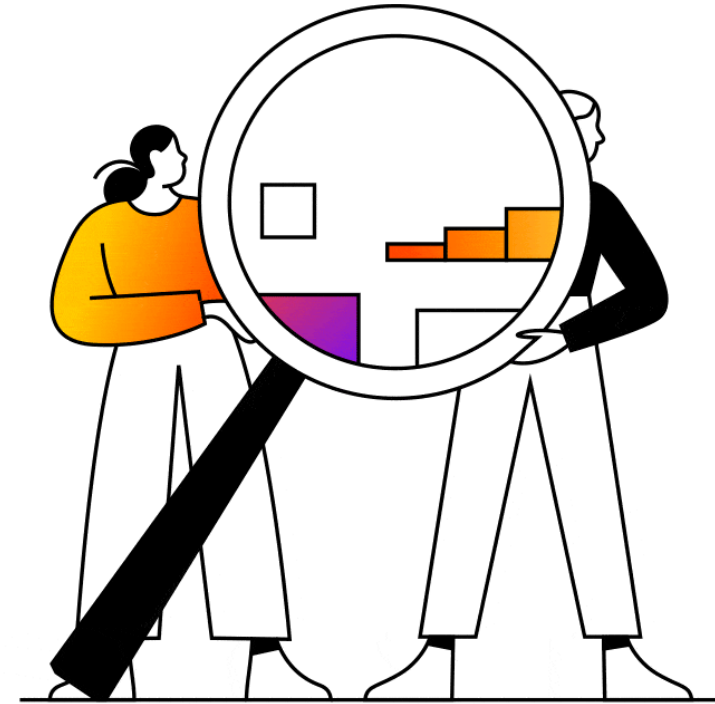
Top challenges in AI adoption

Organizational	Conservative, slow-moving culture	55%
	Lack of clear implementation roadmap	47%
	Limited AI skills and talent	45%
	Employee resistance to AI	42%
Technological	Inadequate data quality and access	51%
	Operational complexity	44%
	Poor system integration across teams	39%
	Keeping pace with rapid AI advances	38%
Regulatory	Lack of transparency	35%
	Managing AI risks	34%
	Regulatory and compliance complexity	33%
	Handling AI without human oversight	32%



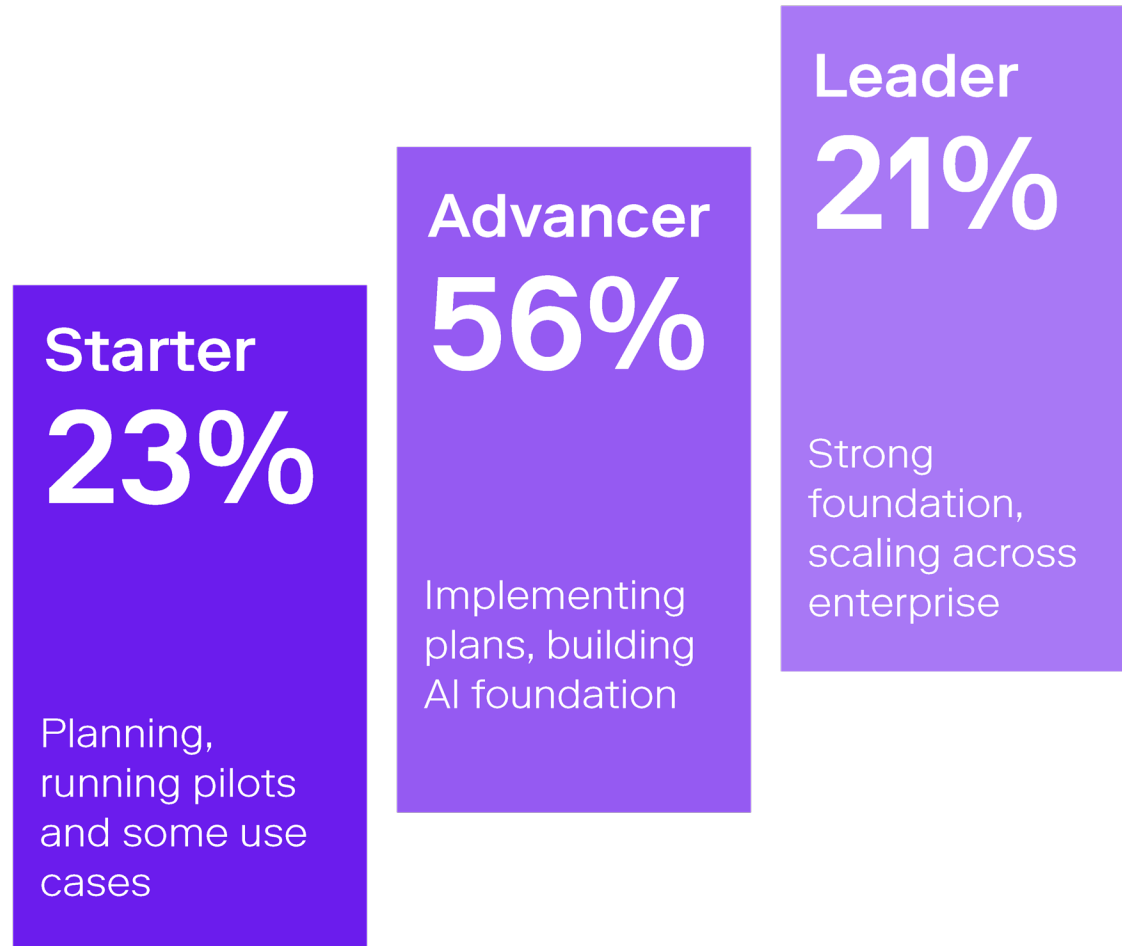


Lessons from the leaders



Identifying the leaders

We classified firms based on their progress on AI transformation



Leaders perform better

74% of leaders are generating moderate or large returns from AI

56% of leaders see accelerated time to market from AI

55% of leaders see greater shareholder value

Best practice 1

Create an AI vision and culture to inspire change

Leaders develop a shared AI vision and implementation roadmap that unites views across the C-Suite. They cultivate an AI mindset that encourages staff to reinvent how they get things done.

Top strategy steps taken by leaders

Align AI strategy with business strategy	81%
Ensure data, IT infrastructure, workflows, and staff are AI-ready	77%
Develop and communicate a top-down AI vision	59%

Top culture steps taken by leaders

Give employees the systems and tools for AI experimentation	67%
Build ecosystem of partners to support AI plans	66%
Measure progress against AI innovation metrics	52%

Best practice 2

Build an AI-ready IT and data platform

AI solutions are only as good as the IT systems, processes, and data they run on. To scale AI innovation across their enterprises, firms should take a lesson from the leaders by first upgrading their IT and data architecture.

Leaders are advanced in IT platforms...

87%

have made considerable progress on building a modern IT platform to drive AI adoption

75%

leverage cloud platforms with built-in AI capabilities or their own AI add-ons

Three top data strategies of leaders

1. Integrate data across departments

64%

2. Install scalable data lakes or warehouses

57%

3. Build robust security systems and processes

56%

Best practice 3

Install a robust AI governance framework

Without solid guardrails, AI models can introduce new risks and undermine trust. That is why leaders set up regularly updated GRC mechanisms that ensure their AI solutions are reliable, transparent, and compliant.

Top governance steps taken by leaders

Build AI governance frameworks, use policies and guidelines

81%

Conduct due diligence on AI driven 3rd-party projects and products

58%

Implement robust AI testing and auditing processes

58%

Define and monitor risks associated with latest AI technologies

57%

Ensure early and ongoing dialog with regulatory bodies

53%

Best practice 4

Prepare for the future of work

In the future, AI will work together with people in new ways that will hugely boost human productivity. But to get there, firms must hire the right talent and train existing staff to collaborate with AI.

Views on the future of work	% agree
AI will drive a step-change in human productivity	73%
AI will create new roles for AI oversight, training, engineering, development, etc	73%
We will need to redefine the roles due to the impact of AI	66%

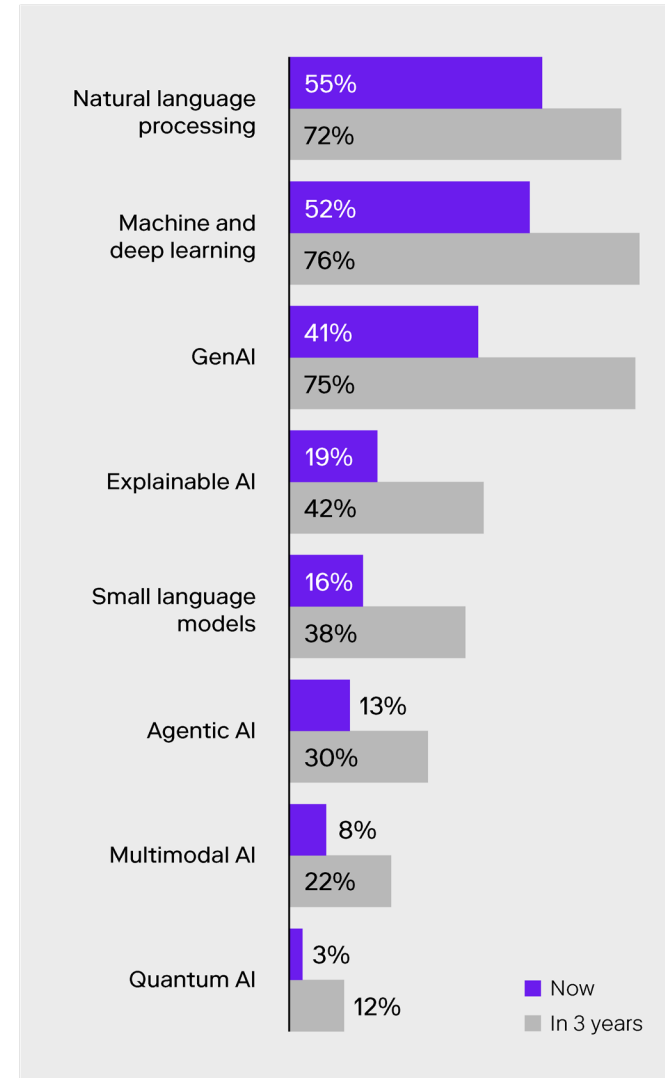
Top talent and skills steps of leaders	% agree
Build internships and apprenticeship programs with academic institutions	68%
Develop strategies to attract, hire, and retain AI-literate talent	59%
Provide ongoing AI training and learning events	57%

Best practice 5

Rethink business for the **agentic era**

The whirlwind advances in generative and agentic AI have shaken up old ideas about the technology, allowing firms to reimagine how and where they can apply AI in their processes and operations.

Leaders' use of AI now and in three years



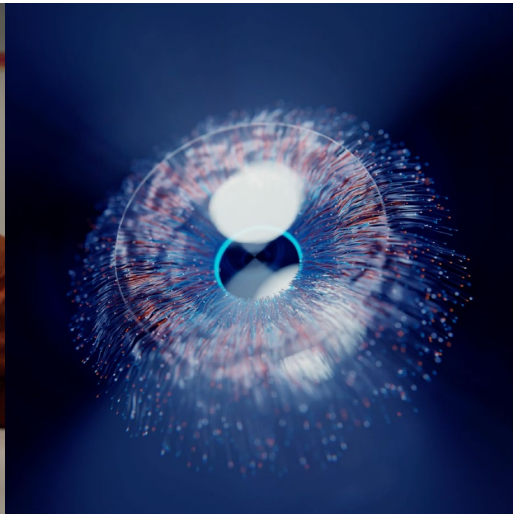
Leaders embrace gen and agentic AI across business

Front office	GenAI	Agentic AI
1. Conversational support	42%	15%
2. CRM	42%	2%
3. Self-service portals	41%	16%

Middle office	GenAI	Agentic AI
1. Risk and fraud protection	47%	6%
2. Data security and privacy	35%	5%
3. Data management	31%	7%

Back office	GenAI	Agentic AI
1. Writing and editing code	41%	6%
2. Product development	35%	5%
3. Custodial services	22%	9%

Five key best practices...



Create an AI vision and culture to inspire change

Build an AI-ready IT and data platform

Install a robust AI governance framework

Prepare for the future of work

Rethink business for the agentic era

Theme 1

Theme 2

Theme 3

Theme 4

Theme 5

Live AI Demo

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Thank you

