

# OpenText™ Magellan™ for Wealth Management

Applying Artificial Intelligence (AI) to raw data to uncover valuable insights that increase productivity, improve customer satisfaction and retention and increase market share.



Gain **superior** insights



**Improve** operations



**Respond rapidly** to market needs and at-risk assets



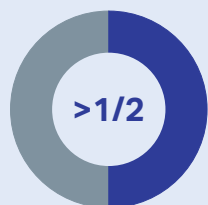
**Enhance** customer experience and retention

Since the financial crisis of 2008-2009, tremendous change and uncertainty have had monumental repercussions for the financial industry. Keeping pace with volatile market trends, changes in advisory models and increased regulations such as the EU's General Data Protection Regulation (GDPR) means companies must be nimble—even in the face of growing workloads and declining IT budgets. What's more, the population's ever-increasing mobility has literally made customer satisfaction a moving target. Successful wealth management firms need an all-in-one solution that can help streamline operations, manage and make sense of an ever-growing volume of information, identify and respond quickly to market opportunities and regulatory changes, all while still providing superior and dependable customer experience.

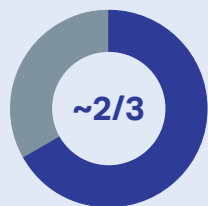
## The ROI for AI-guided wealth management businesses includes:

- More accurately targeted offers leading to stronger sales and higher profits
- Better insight into customer preferences and buying trends to improve competitive position in the marketplace
- Greater transparency with lower administrative burden associated with maintaining regulatory compliance
- Enhanced customer experience that promotes retention and loyalty

## Why should Financial Services rely on AI? Because consumers want personalized and relevant interactions



More than half say they would share more data for new benefits



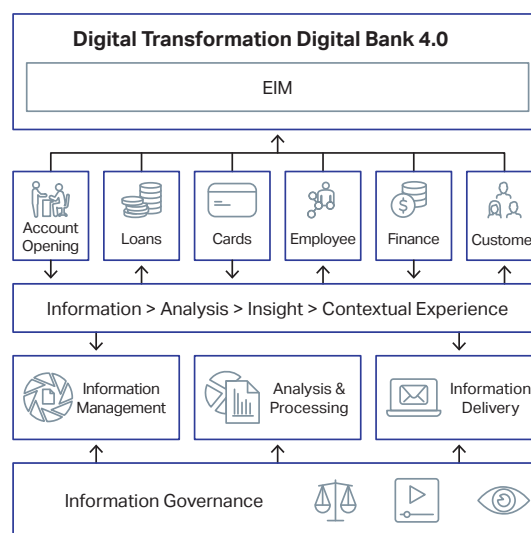
Nearly two-thirds say sharing data should result in personalized product and service advice

Source:  
Accenture LLP; Financial Providers: Transforming Distribution Models for the Evolving Consumer (2017)  
[https://www.accenture.com/t20170111T041601Z\\_\\_w\\_\\_/us-en/\\_acnmedia/Accenture/next-gen-3/DandM-Global-Research-Study/Accenture-Financial-Services-Global-Distribution-Marketing-Consumer-Study.pdf?en#zoom=50](https://www.accenture.com/t20170111T041601Z__w__/us-en/_acnmedia/Accenture/next-gen-3/DandM-Global-Research-Study/Accenture-Financial-Services-Global-Distribution-Marketing-Consumer-Study.pdf?en#zoom=50)

Magellan for Wealth Management incorporates AI technologies that can access, manage and process real-time data to “paint the big picture” for investors, regulators, brokers and other stakeholders across the financial sector. Magellan for Wealth Management blends and transforms structured information from myriad sources into responsive, interactive and visually engaging data to provide an enhanced customer experience. And, as an organization and its customer base grows, Magellan for Wealth Management can scale up to accommodate millions of online users and mobility with HTML5 support, without sacrificing data security.

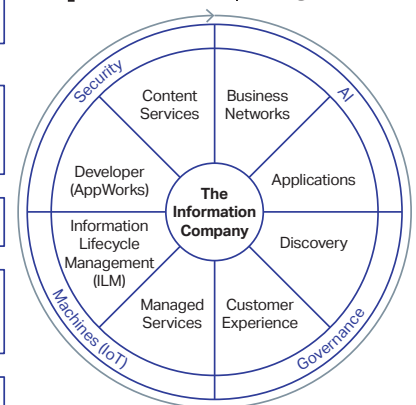
Magellan for Wealth Management is a fully-integrated, AI-augmented analytics platform that lets users explore, understand and interact with data. The platform comprises a scalable and secure enterprise-grade server, a powerful data-processing layer that transforms big data into meaningful insights and an interactive dashboard and reporting feature that replaces dull, static reports with visually engaging, interactive data visualizations.

Whether the data comes from spreadsheets, complex databases or unstructured content, users can leverage advanced analytics such as segmentation and forecasts to create viewer-friendly, interactive reports that are easily integrated into existing applications.



AI reference architecture for Banking and Finance

opentext™ | Magellan™



## Gain superior insights

Magellan for Wealth Management’s industry-leading AI and machine learning features can handle both the growing volume and diversity of data that financial services companies must process. From spreadsheets to tweets, Magellan for Wealth Management’s structured and unstructured data analytics, text mining and sentiment analysis help investment firms identify patterns, stay ahead of trends and recognize new business and investment opportunities.

## Improve operations

Magellan for Wealth Management helps companies streamline their processes. By automating reports and other routine tasks, as well as evaluating workflow, Magellan for Wealth Management helps ensure that businesses are making the most effective and efficient use of their time, talent and treasure.

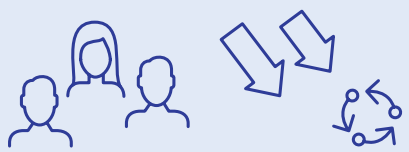
## Respond rapidly to market needs and at-risk assets

Based on Apache Spark open-source technology, Magellan for Wealth Management provides a robust, scalable solution with an emphasis on self-service. This gives wealth management professionals the power to work with data directly, creating customized reports, dashboards and analysis with minimal IT involvement.

## Using AI to improve business



Analyzing customer data results in more relevant product offers, **improving customer satisfaction**



Avoiding random product offers **reduces customer churn**



Cross-selling and up-selling products **increases customer lifetime value**



Targeting offers to certain customers **boosts revenue and reduces marketing costs**

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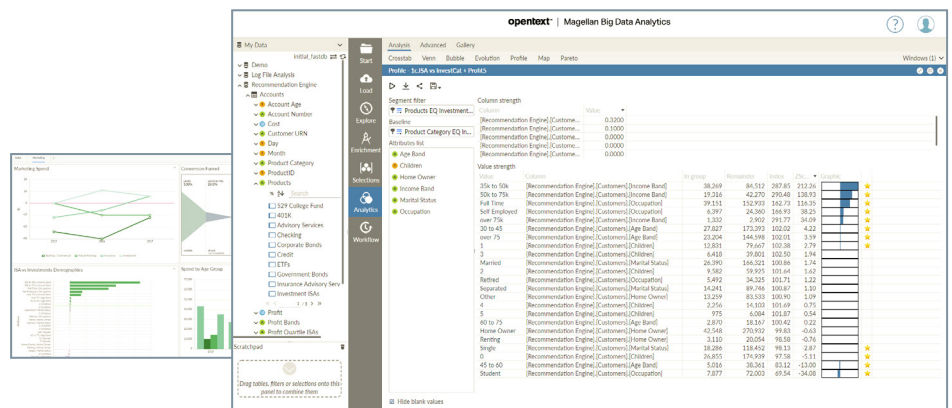
[Learn more](#)

## Enhance customer experience and retention

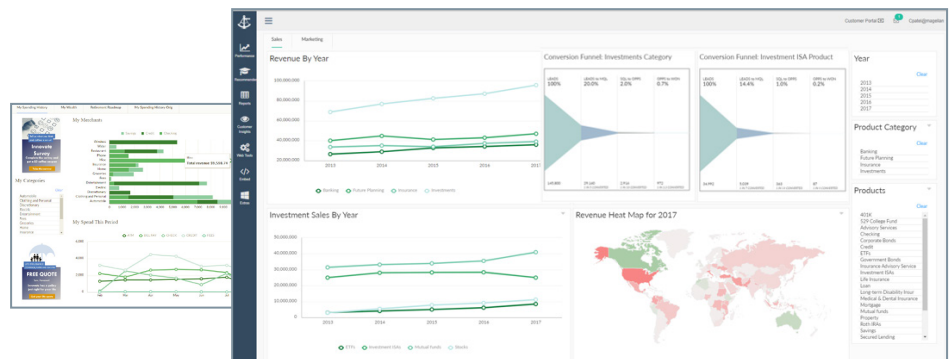
Magellan for Wealth Management embeds easily into existing company software on an OEM basis and can be delivered across any platform, on any device. An intuitive graphic interface and large selection of APIs such as JavaScript, IDAPI and HTML5 provide rich, interactive and visually appealing data that's consistent, whether it's accessed from the office, the field or the road.

### Professional Services options available:

- [OpenText Professional Services: Analytics Services](#)



Screenshot of Advanced Customer Profiling & Segmentation



Screenshot of Propensity Modelling

Magellan for Wealth Management, the only fully-integrated analytics solution, helps companies keep pace with the increasing regulation, uncertainty and mobility of the financial market. Hundreds of customers around the world, in every industry, have saved tremendous time and effort, gained new insight, made better decisions and realized higher profits thanks to Magellan for Wealth Management. Consider what it could do for your organization.