

WEALTH MANAGEMENT SOLUTIONS

HELPING FINANCIAL INSTITUTIONS SUCCEED
IN TODAY'S MARKETPLACE

MAKING YOUR
WEALTH MANAGEMENT
PLATFORM MORE
COMPETITIVE

Financial services organizations seeking to evolve their wealth management platforms recognize the need to offer a robust set of solutions as they compete to retain clients, build new relationships, and grow assets under management. Access to a broad variety of investment strategies, advanced technology, and specialized training are all key to winning in today's marketplace.

BUILD IT OR
BUY IT?

Incorporating a flexible architecture solution as part of your wealth management platform presents distinct challenges:

- How do you seamlessly incorporate an expanded suite of capabilities and solutions into your current technology platform and back office operation?
- How do you avoid disruptions and maintain high service standards during implementation?
- How do you cost-effectively implement an integrated wealth management platform comprised of robust technology, research, portfolio guidance, third-party money management, integrated performance reporting, and more?
- How do you overcome those challenges and still offer competitive pricing to clients while maintaining attractive margins for your firm?
- Once you implement a solution, how do you translate the enhanced investment offer and technology platform into improved profitability and sales?

Generally, firms had to assume the costly and time-consuming process of building their own solutions, or they had to buy a patchwork of outsourced services and then deal with the inherent integration issues—until now.

When you partner with Prudential, you avoid most of the tradeoffs associated with a “build or buy” decision. We provide access to a complete and integrated suite of wealth management capabilities and business services that can help support growth, improve profitability, and better manage risk. We can help you build a customized solution from scratch or enhance your existing investment platform by seamlessly integrating our capabilities and services with your firm's processes and workflow.

Client Analysis and Profiling

- Online client profiling and discovery tools
- Customizable risk analysis/scoring engine
- Portfolio analysis tools
- Compliance and risk management tools

Portfolio Construction and Management

- Unified Managed Account capabilities leveraging integrated, automated Overlay Portfolio Management tools
- Investment manager research and due diligence
- Asset allocation guidance
- Proposal generation capabilities for multiple client segments

PARTNER WITH
EXPERIENCE—
PRUDENTIAL WEALTH
MANAGEMENT
SOLUTIONS



Prudential



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Integrated Account Management Tools

- Robust technology and SMA trading interfaces
- Performance measurement and reporting engine
- Integrated account monitoring and “book of business” review tools
- Automated account transactions and maintenance requests

Business Strategy and Training Support

- Specialized “in-field” business development consultants
- Dedicated Wealth Consultant team for advanced portfolio construction
- Tailored training and education programs

FLEXIBLE AND SCALABLE

We apply these capabilities and our unsurpassed experience and scale to your unique needs. Our process begins with gaining a complete understanding of your culture and specific business needs, and results in a solution tailored to your firm’s specifications. While we seek to enhance and complement what you do, in the end you are the sponsor and architect of your program:

- *Your brand*—you get true private label capability
- *Your client advisory process, asset allocation model, client profiling methodology, and investment menu*
- *Your operational work flow*
- *Your choice of clearing, custodian, trading, and trust accounting systems*

LEVERAGE OUR RESOURCES AND EXPERIENCE

Our experience in a variety of financial services sectors—banks, national wirehouses, insurance companies, and independent broker-dealer networks—and stretching nearly 30 years to our roots in institutional investment consulting has resulted in a keen understanding and strong track record when it comes to integrating our services with a firm’s culture and strategic vision to drive business results.

Stay competitive in a rapidly changing market by leveraging the innovation and platform development expertise of an industry leader—Prudential Wealth Management Solutions.

TO LEARN MORE, PLEASE CONTACT

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