

# ASSET MANAGEMENT: THE INDUSTRY'S DATA-DRIVEN FUTURE HAS ARRIVED

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The asset management industry has reached a point of no return.

BNY Mellon's latest study of asset managers shows what's weighing on the industry's mind. Changing investor demographics, digitization of everything, innovation and disruption, increasing cost pressures, a global pandemic.

With insights from 200 asset managers in North America, Europe, Middle East and Africa and Asia, and AUM ranging from \$10 billion to over \$500 billion, our study helps asset managers understand how to survive and thrive.

Data determines destiny. Digital imperatives dominate. The product lineup is realigning. The distribution game has new rules. Focus on the core is key.

So, what will be the top trend in asset management over the next three to five years?

We also learned asset managers don't want to take this path on their own. Two-thirds of respondents in our research said they plan to increase their reliance on service providers.

To find out more about how this evolution will unfold, download the overview section of *Asset Management: The Transformation Is Already Here, The Industry's Data-Driven Future Has Arrived*, and watch for future chapters of our wide-ranging research and analysis.

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