

NEW OPPORTUNITIES TO DELIVER DIGITAL WEALTH ADVICE

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Doug Magnolia: The consumers are changing. The demographics are changing. People are used to interacting in all aspects of their life through their phone, predominantly, or a tablet and on a mobile in a connected 24 hours a day, seven days a week basis.

Financial services and investment management and wealth management advice, in general, needs to catch up with that demographic. And that's what spawned, I think, a lot of the revolution and change in terms of the development of these robo-advisors now expanding their services and capabilities to be more holistic and more digital advice driven.

So really replicating what that human investment advisor is actually providing to a participant. Understanding all of their implications of their life as it is today and their goals and where they're going and what future changes might be coming their way.

Now not every, there's not one-size-fits all. Everybody is a little different. Some people still want to come in and see a person face-to-face.

So technology, toolsets, machine learning, natural language processing, artificial intelligence, you know these things combined, frankly, are going to potentially truly impact how people engage with, get information, make decisions about their financial health and their wealth. So engagement with the investor, and then technology that could be brought to bear really help to inform and drive investing results—those are kind of the two burgeoning areas that I think are interesting to watch for the future.



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