



**Introduction to BeAI**  
**The Intelligence Tool for Asset Management**

# Asset Management is facing significant challenges – new winners will emerge in the next 3-5 years...



Consolidation with further acceleration of M&A activities and greater market share of Global Top 10



Continued regulation and sophistication of institutional investors



Secular shifts in investment capabilities (active vs. passive, shift to alternatives and specialised active)



Secular shifts in asset management clients with growth of Emerging Markets clients in particular Asia and China



Technological disruption with new incumbents and changes to overall value chain

Distribution and organic growth becomes more difficult

Asset managers business model: in question

Margin pressure and profit concentration

Majority of asset managers do not grow profitably

## ... disruptive forces in technology, digitalization and artificial intelligence are further increasing industry pressures

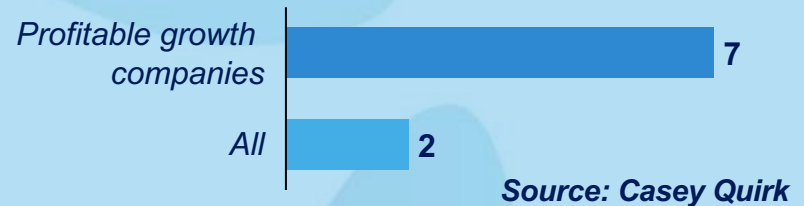
### ***New incumbents: digital / robo-advisors***

### ***Technology implies changes to operating model***

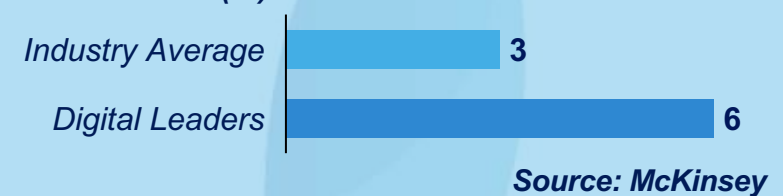
- enables process automation and analytics
- impacts distribution and sales process
- improves investment process
- enhances effectiveness and efficiency across value chain
- and many more use cases

#### ***Asset Management Technology Spend (%)***

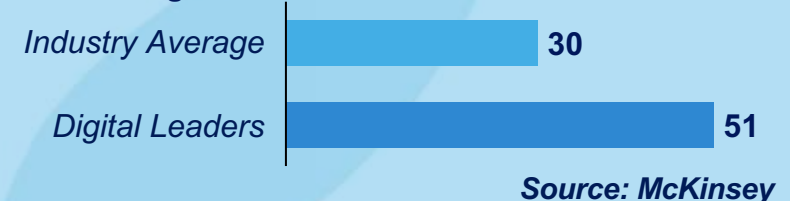
Profitable growth asset managers vs all industry; % of growth between 2014-2017



#### ***AUM Growth (%)***



#### ***Profit Margin***



***Digital Leaders in asset management will outperform peers: every asset manager to become a tech firm (vice versa?)***

# Key success factors for asset managers to stay ahead and cope with those challenges

## Understand and embrace technology

- Make use of technology and AI
- Know what technology and AI can do in general
- Know what technology can do for you
- Know what your competitors are doing (in AI)
- Define Your Strategy for Digitalization and AI Usage
- Find Your AI talent and/or the right AI solution partners

## Utilize technology to stay ahead

- Use AI to know your industry and market
- Use AI to know your competitors
- Use AI to know your investors



# BeAI provides the basis and helps to master the challenges: intelligence is key

## Curated AI research

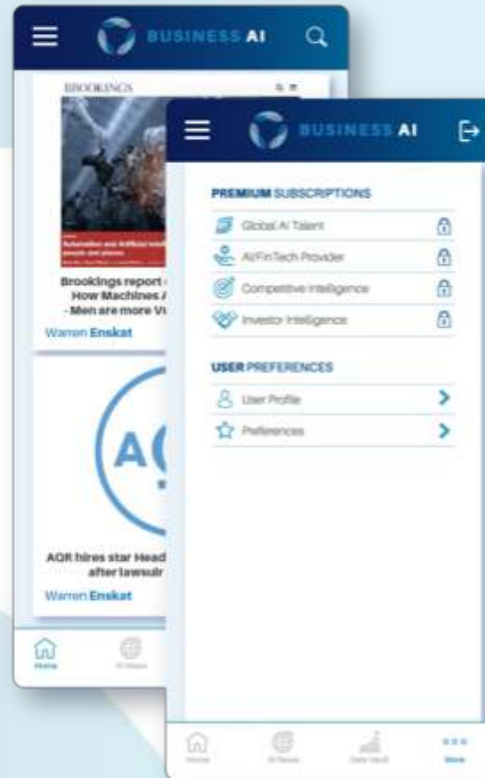
- Proprietary research, curated, for asset managers, showcasing how AI is being used in detail by some of the leading firms along with details on how firms can go about implementing AI
- Case studies by AI solutions providers

## AI News

- Articles daily related to Global AI trends and specific developments in Asset Management
- Upvoting and downvoting of articles by user

## Data Vault

- General AI Market and Industry Statistics



## Global AI Talent

- Proprietary Specialist Database
- Meet Who is Who in AI

## AI/Fintech Provider

- Find and meet the providers of AI and technology solutions
- Search, like and remember the firms

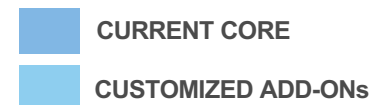
## Competitive Intelligence

- Customized and personalized market and competitive intelligence
- Daily articles on users interests
- Upvoting and downvoting of articles by user

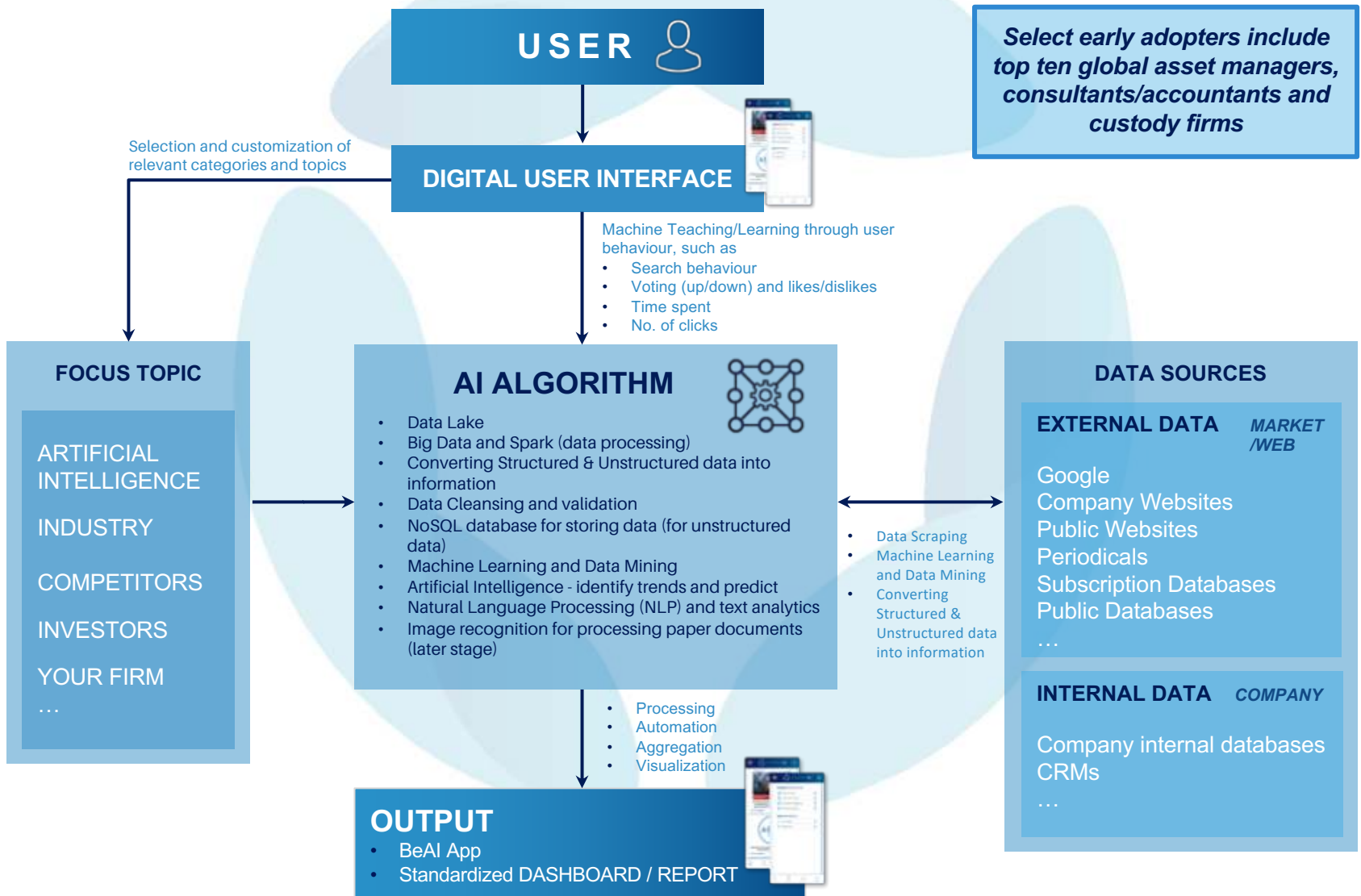
## Investor Intelligence

- Customized and personalized intelligence on investors

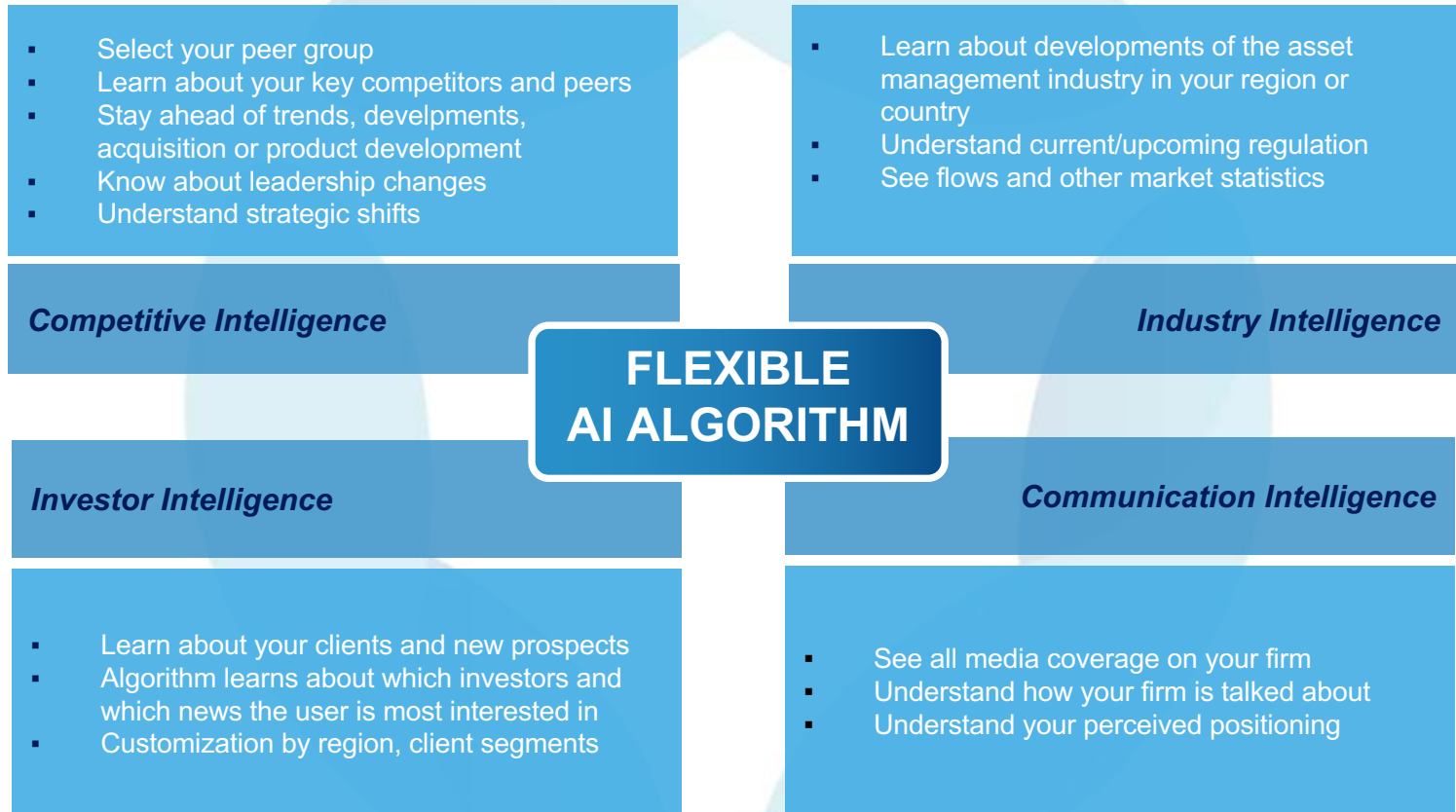
**AI algorithm searches through public and private data (structured and unstructured) and learns what is relevant to you**



# The AI algorithm at the technological heart of any intelligence customized to user's needs and interests



# The AI algorithm can be customized for any individual needs and interests – let's discuss



# Given our asset management expertise, we can offer an asset management research expert as human overlay as additional value add

## DIGITAL AI SOLUTION



## HUMAN ASSET MANAGEMENT EXPERTISE

EUROPE



US



ASIA



- We can also complement the digital, AI-driven solution with a human overlay based on our 50-years in investment management and proprietary data
- In each region a research advisor who can **verify data** and is available locally to follow-up on certain immediate questions
- Available **add-hoc response** through message system



## Why work with Business AI for such a solution?

- **Business AI established as a firm dedicated to AI and technology for asset managers**
- **Market and competitive intelligence is at the heart of Business AI**
- **No greenfield approach:** algorithm to identify and collate data already established to be further expanded
- **Agility across the board:** expansion of team and specialists to work on solution based on concrete needs - experts can be added from each part in AI based on extensive Altalent database
- **Asset Management expertise:** not only tech, but five decades of global asset management network and industry expertise
- **Flexibility:** we will not deliver an existing product and tailor colors and logos a bit; we deliver technological expertise to fully customize and adopt needs

# Business AI – Leadership Team and Approach

- Core leadership team includes engineers, developers, design, and digital specialists in New York, Florida, India, Latin America



**Robert Warren**  
Partner & President



**Daniel Enskat**  
Partner & Head of AI Research



**Praveen "Vin"  
Kommareddy**  
Partner & Head of Engineering



**Danielle Warren**  
Head of Finance



**Joseph Rivera**  
Head of Digital



**Estephany Quiñones**  
Head of Design



**THANKS**