

## Genpact OpenWealth Embraces Advizr's Next-Generation Digital Technology to Elevate Wealth Management Client Experience

**Advizr's financial planning software combined with Genpact's OpenWealth's platform delivers fully integrated award-winning managed account solution and future of digital advice to financial institutions**

NEW YORK, Feb. 17, 2016 /PRNewswire/ -- Genpact (NYSE: G), a global leader in digitally-powered business process management and services, today announced the expansion of its growing digital capabilities in wealth management through a strategic partnership with Advizr. Advizr provides a highly-automated and self-directed digital wealth management platform that enables financial institutions to service the next generation of clients and advisors by leveraging cutting edge goals-based planning technology.

Digitization is an industrywide disruptor, exemplified by the emergence of the "roboadvisor" and digital wealth management tools. The need for greater scalability and control, combined with a shift to goals-based advice, is causing the global wealth management landscape to seek new solutions. Urgency for such solutions is increasing in the wake of proposed fiduciary legislation that is expected to drive a fundamental shift towards the transparency and alignment of interest among advisors, firms, and investors to better focus on the long-term financial welfare of clients of fee-based programs.

The Genpact OpenWealth-Advizr solution simplifies financial planning, allowing wealth management firms to provide financial advice to clients, either as an interactive digital experience or through the traditional advisor-guided relationship. The solution also allows the advisor to provide the level of interaction investors want, whether a self-guided experience, the advisor-managed experience, or a hybrid approach, all through a highly-automated platform.

The partnership provides a solution that helps wealth managers including banks, trusts, private client organizations, and broker dealers address current disruptive technology challenges with a digital platform, expanding their reach to a broader market, including the typically underserved mass affluent and emerging affluent.

This partnership also complements Genpact's recently-announced [Lean Digital<sup>SM</sup> incubation program](#) that combines the power of leading disruptive technology innovators like Advizr with Genpact's Lean Digital approach and process expertise. The program leverages the Genpact's extensive client base and market reach to develop solutions that realize practical business outcomes in the complex operational environment of large enterprises.

"We are very pleased to partner with Genpact, a leading global partner to many of the world's leading financial institutions," **says Hussain Zaidi, chief executive officer of Advizr, Inc.** "Together we are enabling financial institutions to compete against the many disruptive "robo" technologies that have launched, with a platform that we believe is the future of financial services: client centric, highly automated and unlike every robo, financial planning focused."

"We are excited to work with Advizr as we reimagine the wealth management process end-to-end, through the integration of technology, process, and operational support structures," **said Boaz Lahovitsky, senior vice president, Wealth Management, Genpact.** "We are combining the newest, most user-friendly planning technology with our comprehensive managed account platform in a fully integrated, two-way system to construct investor portfolios that are continuously fed with real-time information for tracking performance against goals, and when needed, provide directions for amending them. As the industry embraces the advice journey of the future,

participants need comprehensive managed accounts solutions that are customizable and scalable, and leverage goals-based planning as the backbone, all delivered via digital technology. This is what we are creating with Advizr."

For more information about Genpact OpenWealth, see <http://www.genpact.com/home/industries/banking-financial-services/retail-banking/wealth-management>.

### About Advizr

Advizr, based in New York, NY, is dedicated to creating software that will expand consumer and advisor access to high-quality financial planning services in an accessible format. The powerful, automated, interactive financial planning solution empowers advisors to serve their clients in a cost-effective way, regardless of net worth. To learn more about Advizr, please visit [www.advizr.com](http://www.advizr.com).

### About Genpact

Genpact (NYSE: G) stands for "**generating business impact**." We are a global leader in digitally-powered business process management and services. We architect the **Lean Digital<sup>SM</sup>** enterprise through our patented Smart Enterprise Processes (SEP<sup>SM</sup>) framework that reimagines our clients' operating model end-to-end, including the middle and back offices. This creates Intelligent Operations<sup>SM</sup> that we help design, transform, and run. The impact on our clients is a high return on transformation investments through growth, efficiency, and business agility. For two decades, first as a General Electric division and later as an independent company, we have been passionately serving our clients. Today, we generate impact for a few hundred strategic clients, including approximately one-fifth of the Fortune Global 500, and have grown to over 70,000 people in 25 countries, with key offices in New York City. The resulting business process and industry domain expertise and experience running complex operations are a unique heritage and focus that help us drive the best choices across technology, analytics, and organizational design. For additional information, visit [www.genpact.com](http://www.genpact.com). Follow Genpact on [Twitter](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).

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