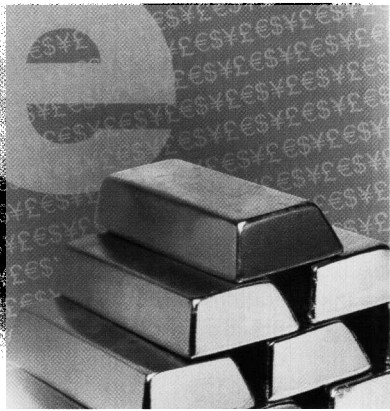


Meet the Demands of Today's New Wealth

by Avery Horzewski



THE LAST DECADE has seen the greatest rise ever in the number of wealthy individuals—doubling from 10.8 million U.S. households in 1994 to 22.5 million in 2001. And right now, they're out searching for financial advisors who can help sort through the complexities of an ever-changing and fickle market. The challenge: they're younger,

more aggressive, increasingly self-directed, often self-made and less dependent on existing relationships. Yet, with annual incomes exceeding \$100,000 and/or investable assets of at least \$500,000, they still require the insight and expertise that financial institutions provide to clients every day.

To meet this challenge head on, financial institutions need better tools and increased capabilities. They need a fully integrated solution that combines high-touch personal service and sophisticated integration between a financial advisor and the Web for personalized content, advice and collaboration. And, they need a technology infrastructure supporting these applications that delivers performance, scalability and agility.

Intel and Scient[®] are working together to provide solutions that maximize the interactive computing experience for financial institutions, allowing them to meet the demands of today's new wealth. Intel[®] architecture and Scient's Wealth Management Solution[™] can help your institution create an agile, powerful foundation for Customer Experience Management—and a competitive edge.

A New Market Means New Challenges

The private banking value proposition is undergoing a fundamental reassessment as wealthy individuals' service preferences undergo dramatic changes.

Many wealth managers have either taken a "business-as-usual" approach, not responding to these new and evolving preferences, or they've delivered "souped-up" mass-market solutions, ignoring the personal, advice-driven aspects of wealth management.

To acquire and retain these customers, financial institutions need to blend comprehensive online functionality with personalized service via traditional and non-traditional channels. However, since few banking organizations have yet to achieve this online/offline blend, wealthy individuals have developed their own "approximate" solutions through multiple providers.

What's needed is a wealth management solution that recognizes while the world has indeed changed, there are certain realities associated with building wealth that haven't changed. Equally important are corresponding changes to an institution's information technology (IT) infrastructure to address the integration, capacity and agility demands of a complete wealth management solution.

Characteristics of a Complete Wealth Management Solution

The emergence of multi-channel behavior among the affluent has shifted high-net-worth segmentation from asset size to investable assets, age and psychographic profiles. The rise of these new segments requires financial institutions to develop wealth management solution offerings built around four primary elements: access/single sign-on, comprehensive services/transactions, single view of wealth and research and education.

Most existing solutions have not integrated these tools with differentiating capabilities that will capture the attention of the wealthy. Ultimately, offerings that attract and retain customers' assets will be differentiated by the collaboration and advice they supply in addition to the four primary elements. It's these six key capabilities that are the hallmark of a complete wealth management solution.

An Answer to the IT Challenge

To address escalating costs, integration and agility demands financial institutions need an open architecture based on industry standards. This architecture must also be flexible, scalable and capable of extreme

computing power. What they need is macroprocessing. It matches the business demand for agility and speed with a flexible, powerful infrastructure based on open Intel® architecture.

Experiencing the Scient® Difference

The need for sophisticated, personal advice will remain the cornerstone of most wealth management relationships. However, how and through what channels that advice is delivered is changing. Blending complex online financial advice tools with real-time collaboration enables financial institutions to meet the evolving technological and sophisticated financial needs of the growing number of wealthy clients with self-directed characteristics. Financial institutions also benefit from increased efficiency and effectiveness in relationships. Firms that master collaborative advice will differentiate themselves in the marketplace, thereby gaining market and wallet share. Scient recognizes this.

Scient's Wealth Management Solution is a fully integrated, multi-channel offering. It delivers a combination of high-touch personal service and sophisticated integration between the financial advisor and the Web for personalized content, information, advice and collaboration. And Scient delivers this solution with speed, value and expertise.

Scient differentiators include:

- Faster implementation
- Lower cost of implementation
- Solutions tailored to each bank's specific needs
- A staff with extensive experience in wealth management environments
- Best-of-breed alliances with technology providers, such as Intel

Banking on Intel® Architecture

Cost advantage, agility and performance—it's no wonder financial institutions are

**BENEFITS OF IMPLEMENTING
A COMPLETE WEALTH MANAGEMENT SOLUTION**

- Reduce the relationship manager's time on low-value transactions.
- Provide a complete view of a client's wealth, increasing advice-driven transactions and switching costs.
- Enhance database capabilities with deep profiling, positioning your organization for cross-selling opportunities.
- Reduce transaction costs.
- Improve the relationship manager's productivity.
- Take advantage of cost-effective options for delivering value-added services.

THE INTEL® ARCHITECTURE ADVANTAGE

- Cost-effectively create an open, standards-based environment.
- Support new channels, applications and services on robust servers with uncompromising reliability, scalability and performance.
- Choose from a wide range of software, backed by the deepest pool of talent, to create best-of-breed solutions.
- Enjoy industry-leading performance and price for performance, thanks

to volume economics, an open architecture and a competitive marketplace.

- Ensure the agility to act quickly and the flexibility to add capacity as needed.
- Count on a continuous and steep rate of advance, powered by Intel's extensive R&D investments and those of the entire Intel® e-Business Network.

turning to Intel® architecture to power their wealth management solutions. Macroprocessing combines the processing power of mainframes, the ubiquity of PCs and connectivity of the Internet to create flexible and powerful computing solution environments on open, Intel®-based servers.

Unlike the centralized servers and tightly coupled, proprietary architectures that organizations have traditionally relied on, Intel® architecture has matured in the e-Business era. It's designed and optimized for precisely the type of rough-and-tumble, change-on-a-dime environment in which financial institutions must compete. As proven in other industries, these servers can integrate and coexist with traditional architectures, giving your organization the performance and agility necessary to support new services and deploy them quickly. And, this can all be done at a distinct total cost advantage.

Building Strong Relationships

Intel and Scient understand the challenges facing financial institutions when it comes to servicing today's new wealth. Together, they provide the end-to-end solutions your organization needs to meet client demands and deliver a superior customer experience. Better wealth management tools and capabilities, a combination of high-touch personal service and sophisticated integration between the financial advisor and the Web, and an IT infrastructure with the power and flexibility to help you hit the target of customer satisfaction—even as the target keeps moving—are a reality thanks to the combined efforts of Intel and Scient.

For More Information Contact David Welch, Scient, at 212-500-5128 or dwelch@scient.com, or visit www.intel.com/go/finance and www.scient.com.

**SIX KEY CAPABILITIES
A COMPLETE WEALTH MANAGEMENT SOLUTION**

- Single Sign-on with 24/7 Access
- Single View of Wealth
- Comprehensive Services and Transactions
- Research and Education
- Advice
- Collaboration

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