

Appway Releases Study Exploring Successful Digitalization Strategies for Wealth Managers Worldwide

"The Roadmap to Digital Growth" offers a set of guidelines for business leaders looking to build or improve their digital strategies.

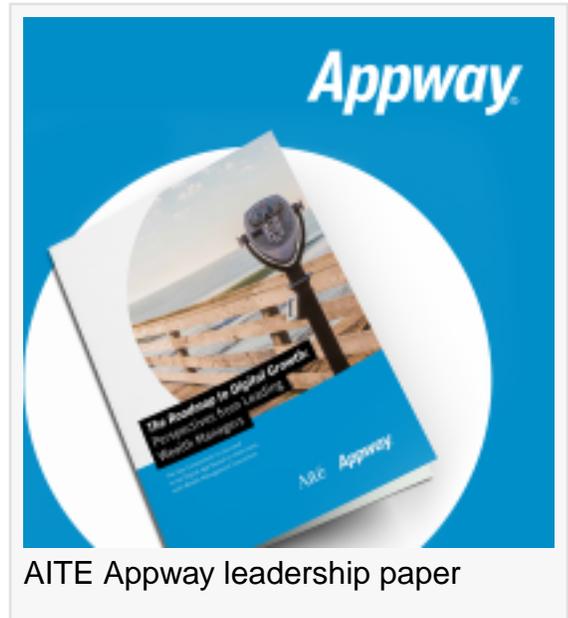
NEW YORK, USA, May 19, 2016 /EINPresswire.com/ -- At Appway's inaugural Digital Banking conference in New York City, Appway and Aite Group released the results of a cutting-edge study exploring the keys to successful digitalization for wealth managers worldwide. Based on first-hand insights from executives at leading wealth management firms across North America, Europe, and Asia, "The Roadmap to Digital Growth" offers a set of guidelines for business leaders looking to build or improve their digital strategies.

"The research contained in this paper highlights not only the tremendous business potential for digitalization, but also the fundamental steps wealth management firms have already taken with remarkable success," said Alois Pirker, Research Director for Aite Group's Wealth Management practice.

The results revealed that even leading wealth managers are facing critical challenges such as organization legacies and cost pressures. Overcoming these hurdles and adopting a "digital mindset" are the key components of success. "Through our research, we found that most of the executives we interviewed were optimistic about digitalization," Pirker added. "Although they've acknowledged challenges, they remain focused on the incredible opportunities for growth."

Successful digital transformation requires a solid business strategy, standardized technical infrastructure, and tools that support the client-advisor relationship. With these elements in place, leading institutions have been able to offer client-centric services, empower their advisors, and achieve higher levels of business efficiency.

To download your complimentary copy of the report and learn more about improving your firm's digital strategy, please visit appway.com/leadership-paper.



AITE Appway leadership paper

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