

The Agentic Wealth Enterprise

Operationalizing AI Across Advisory, Operations,
and Risk with ADAM

A man in a blue suit is looking at a tablet device in the back of a car. The scene is dimly lit with blue ambient lighting. The man is wearing a blue blazer over a white t-shirt. The background shows the interior of a car, including the headrest and window.

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Wealth & Asset Management at an Inflection Point

Wealth and asset management firms are operating in a fundamentally different environment than even a few years ago. Client expectations have evolved rapidly, shaped by digital-first experiences in adjacent industries and a growing demand for personalization, transparency, and immediacy.

Today's clients expect hyper-personalized financial advice, not generic portfolio recommendations. They want seamless interactions across mobile, web, branch, call center, and advisor-led channels. Real-time insights, alerts, and nudges - driven by market movements and personal life events - are no longer seen as differentiators, but as table stakes.

At the same time, the scope of advisory itself is expanding. Clients increasingly seek guidance beyond investments, spanning retirement, estate planning, tax optimization, insurance, and financial wellness. Trust remains high, but fragile, with transparency around fees, ESG considerations, and portfolio performance becoming critical to maintaining long-term relationships.

Digital-first engagement, self-service capabilities, and socially responsible investment options are now expected by both mass affluent and high-net-worth clients alike. Yet despite this shift, many firms continue to rely on operating models and technology stacks that were never designed to deliver this level of personalization at scale.

This growing gap between client expectations and operational reality is forcing wealth and asset managers to rethink how advisory services are delivered, and how technology enables that delivery.

From Digital Enablement to Agentic AI - Powered by ADAM

Digital enablement has helped wealth and asset managers automate individual steps across onboarding, advisory, and operations. However, these improvements often remain fragmented, limiting their ability to deliver consistent, personalized experiences at scale.

ADAM changes this dynamic by operationalizing agentic AI across the end-to-end wealth lifecycle. Built as a composable, cross-platform foundation, ADAM enables intelligent agents to work together across client onboarding, portfolio construction, ongoing investment management, and compliance while remaining fully governed and enterprise-ready.

Rather than deploying isolated AI capabilities, ADAM allows firms to orchestrate agentic workflows across consumer micro-journeys, connecting data, decisions, and actions in real time. This creates a shift from point automation to coordinated, outcome-driven advisory and operational execution.

Activating the Wealth & Asset Management Journey with ADAM

ADAM operationalizes agentic AI across the full wealth and asset management lifecycle by aligning intelligent agents to clearly defined consumer micro-journeys. Rather than treating onboarding, advisory, operations, and compliance as disconnected functions, ADAM orchestrates them as a continuous, outcome-driven experience.

Identify & Enroll

ADAM enables a seamless entry into the wealth journey by supporting investment discovery, onboarding, and KYC processes through coordinated agent workflows. Business acquisition agents assist clients in discovering relevant investment options, completing onboarding steps, and navigating KYC requirements with minimal friction.

Build Portfolio

Once clients are onboarded, ADAM supports portfolio creation through agents aligned to risk appetite definition, financial plan creation, and account selection. Advisory assistant agents and research & analytics agents work together to analyze client goals, risk tolerance, and market conditions, enabling advisors to create tailored portfolios more efficiently.

Manage Investments

Across ongoing investment management, ADAM enables agents to support investment execution, advisory access, and self-service transactions. Research and analytics agents continuously monitor market signals and portfolio performance, while advisory assistants surface relevant insights and recommendations to advisors and clients.

Grow & Protect

ADAM supports portfolio growth and protection through agentic workflows focused on rebalancing, tax optimization, risk management, and estate and retirement planning. Agents analyze performance, detect deviations from strategy, and recommend adjustments aligned to client goals and market conditions.

Monitor & Track

In the final stage of the journey, ADAM enables real-time portfolio tracking, statements, alerts, and insights. Agents continuously monitor portfolios and client activity, generating alerts and summaries that support proactive engagement and informed decision-making.

ADAM Solution Offerings: Agentic Capabilities in Action

To support these journeys end-to-end, ADAM provides a structured set of agentic solution offerings, each designed to address specific business needs while operating within a governed, enterprise-ready platform.

Business Acquisition Agents

These agents support lead generation, prospect qualification, onboarding, and KYC processes. By automating early-stage interactions and data capture, they reduce friction in client acquisition and improve conversion efficiency.

Research & Analytics Agents

Research and analytics agents continuously analyze market data, portfolio performance, and trends. They support advisors with timely insights, earnings analysis, and signal detection, reducing reliance on manual research and static reporting.

Advisory Assistant Agents

Advisory assistants augment human advisors by supporting personalized financial planning and wealth advisory. They generate tailored insights based on individual client data, enabling more relevant recommendations and more meaningful client conversations.

Operation Agents

Operation agents automate reconciliation, exception resolution, and document ingestion across investment operations. By handling routine operational tasks, they reduce manual effort, improve accuracy, and accelerate processing across the middle and back office.

Risk and Compliance Agents

Risk and compliance agents support regulatory analysis, risk assessment, and audit preparation. They monitor transactions and activities for potential issues, generate compliance documentation, and support ongoing adherence to regulatory requirements.



Delivering Value Across Front, Middle, and Back Office with ADAM

ADAM enables asset and wealth management firms to modernize their operating model across the front, middle, and back office, bringing together client experience, advisory, risk, and operational execution under a single, agentic foundation. By

aligning domain-specific use cases with orchestrated AI capabilities, ADAM helps firms move beyond siloed modernization toward an integrated, outcome-driven enterprise.



Front Office: Digital Experience and Investment Advisory

In the front office, ADAM supports the transition from legacy core platforms to next-generation asset management environments by modernizing digital customer experience and advisory capabilities.

Across **digital customer experience platforms**, ADAM enables mobile and omni-channel access, digital onboarding, and platform modernization through automation, data enrichment, and reconciliation services. These capabilities help firms redefine the client experience in goal-based investing while ensuring secure, compliant interactions that minimize the risk of fraud and illicit activity.

Within **investment advisory and portfolio management**, ADAM supports financial service cloud-enabled solutions that provide a holistic, predictive view of client portfolios. Agentic advisory capabilities enable contemporary robo-advisory and self-service investment platforms built on modern microservices and API-driven architectures. Advisors are supported with intelligent insights, while clients benefit from seamless digital and mobile experiences across advisory and trading applications.

Middle Office: Risk, Compliance, and Performance Management

In the middle office, ADAM focuses on strengthening control, transparency, and efficiency across compliance reporting, risk assessment, and fraud detection.

For **fraud management**, ADAM leverages intelligent, data-platform-based transformation to enable advanced fraud analytics and detection. Integrated services aligned to industry standards support real-time monitoring and response, improving the firm's ability to detect and mitigate fraudulent activity across transactions and portfolios.

Across **regulatory compliance**, ADAM enables audit automation and adherence to regulatory standards through automated workflows. Regulatory reporting and reformation capabilities support full compliance with requirements such as MiFID II, delivering greater transparency and consistency through rule-based checks and AI-assisted report generation.

ADAM also supports **performance management** through analytics-driven reporting, enabling return analysis and benchmark comparison.

Back Office: Data, Infrastructure, and Trade Servicing

In the back office, ADAM underpins data management, infrastructure modernization, and settlement reporting through agentic automation and intelligent processing.

Across **data management**, ADAM enables ESG reporting and regulatory insights by leveraging RegTech-driven automation and AI. Smart dashboards aggregate and manage structured and unstructured data from diverse sources, supporting sustainability reporting and regulatory transparency while reducing manual effort.

Within **infrastructure management**, ADAM supports network and platform transformation by implementing robust security frameworks across data, applications, endpoints, identity access management, and network layers. Modern platform architectures enable granular failover, reduced downtime, and compliance with cybersecurity mandates.

For **settlement reporting and trade servicing**, ADAM delivers intelligent automation across reconciliation, end-of-day and beginning-of-day processing, and financial reporting. AI-driven check processing, document extraction, OCR, and named-entity recognition enable faster throughput, improved accuracy, and real-time visibility into customer and portfolio data.

Real-World ADAM Results

A global asset and wealth management firm was struggling with inefficient, manual processing of multi-page check documents, often received in inconsistent formats. Traditional methods were slow and inaccurate, leading to delays, operational bottlenecks, and increased risk across back-office settlement and trade servicing workflows.

Brillio implemented an AI-enabled check processing capability to automate verification, analysis, and exception flagging. The solution leveraged image recognition and extraction, OCR, and named entity recognition to automatically extract check information and make it available to downstream systems, significantly reducing manual intervention while improving accuracy and throughput.

By embedding these capabilities within a governed, enterprise-ready platform, the firm was able to modernize a high-volume, document-intensive process without disrupting existing operations.

- 91% accuracy in text extraction
- 170,000 checks processed per month
- 70% increase in checks processed per minute

Building the Agentic Wealth Enterprise

Wealth and asset management firms are entering an era where personalization, speed, and trust must coexist at scale. Agentic AI provides the foundation for this shift, enabling firms to modernize advisory, streamline operations, and embed intelligence across the value chain without sacrificing governance or control.

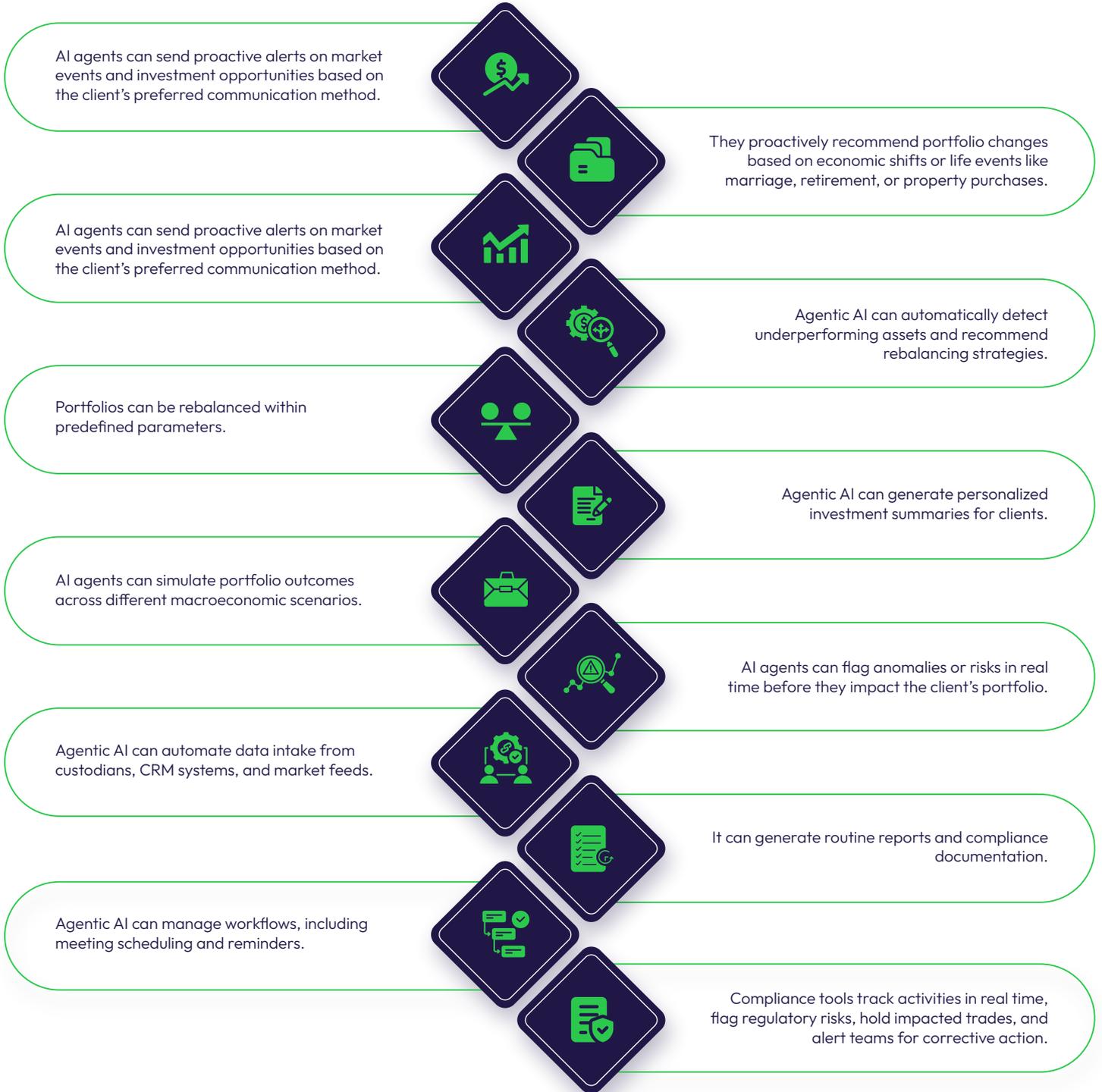
With ADAM, organizations gain a composable, enterprise-ready platform to operationalize agentic AI across front, middle, and back office functions, turning ambition into execution and insight into measurable impact.

Across wealth and asset management engagements, ADAM has enabled tangible business results, including:

- **68% improvement** in client onboarding speed through intelligent automation
- **85% call containment rate**, driven by AI-enabled self-service and advisory assistants
- **~90% reduction** in time required for portfolio analysis and rebalancing
- **3× increase** in client engagement, enabled by hyper-personalized recommendations
- **38% increase** in AUM, supported by faster onboarding and improved advisory experience
- **40% reduction** in overall operating costs through automation and analytics
- **75–80% reduction** in manual effort for document-intensive back-office processes

Real-Life Use Cases.

How Can AI Agents Help Asset & Wealth Management Organizations?





About Brillio

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlasian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



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