Integrated Advisor Desktop on the IBM Cloud for Financial Services

The NexJ and IBM Cloud for Financial Services™ partnership allows you to leverage all the benefits of NexJ's award-winning Integrated Desktop software on an industry-specific cloud that places trust, compliance, and security at the forefront.

NexJ and IBM have come together to help you accelerate innovative client engagements and unlock new revenue opportunities while reducing cost and compliance burden.

NexJ's Integrated Advisor Desktop acts as a hub that connects best-of-breed solutions delivering a seamless user experience that advisors will value. It contains all information about each client and household and integrates into other systems, allowing advisors to complete processes without repeatedly logging into multiple applications and switching contexts.

Speed innovation with an ecosystem of ISVs, fintechs and SaaS Providers

IBM Cloud for Financial Services is supported by an ecosystem of curated ISVs, fintechs and SaaS providers to help make it easier and faster for financial institutions to on board third-party applications and services and begin working with them on the IBM Cloud for Financial Services.

Address your compliance requirements with an industry-built common controls platform

At the core of the IBM offering is a controls framework called IBM Cloud Framework for Financial Services. The framework was developed to help financial institutions automate their security and compliance posture to make it easier for them and their digital supply chain partners to simplify their risk management and demonstrate their regulatory compliance.

Safeguard data with robust security capabilities

Drive security through NexJ's industry-recognized, rules-based model with our dynamic, flexible, and centralized security model.[1] This includes integrated user authentication, data visibility, functional entitlements, and encryption.

THE CHALLENGE

End-to-end digitization is critical for wealth management firms to meet growing customer expectations and power financial performance. However, for most advisors, that is increasingly hard to do when their data sources are scattered, inconsistent, and hard to find. Not only does this lead to inefficiencies and poor customer experience, but the question of security and compliance is a serious concern.

Wealth management firms need an option that gives them a single point of access to client information while helping them to keep their data secure.

With IBM Cloud for Financial Services, the public cloud becomes an increasingly strategic option for providing these much-needed efficiencies and speeding digital transformation.

THE SOLUTION

With NexJ's Integrated Advisor Desktop solutions, designed specifically for wealth management firms, your advisors can leverage powerful vertical client management capabilities while fostering collaboration, reducing implementation costs and timelines, improving client engagement, and increasing responsiveness to changes in your industry.

We believe you need an all-in-one solution built with your industry requirements in mind to move fast—no more jumping between data sources or sacrificing business processes to fit the software.

Instead, advisors can integrate data into the system with processes that span across systems. This approach allows you to increase efficiencies, expand customer loyalty, grow assets under management, provide value-added and personalized experiences, speed up time-to-revenue, drive revenue predictability, and increase conversions.

With our hands-on, integrated approach and access to industry experts, you'll enjoy the resources, attention, and insights your business needs to grow.

THE IBM ADVANTAGE

IBM Cloud for Financial Services is a first-of-its-kind public cloud developed for the financial services industry with the security and controls capabilities to help clients as they work to mitigate risk and accelerate cloud adoption for even their most sensitive workloads.

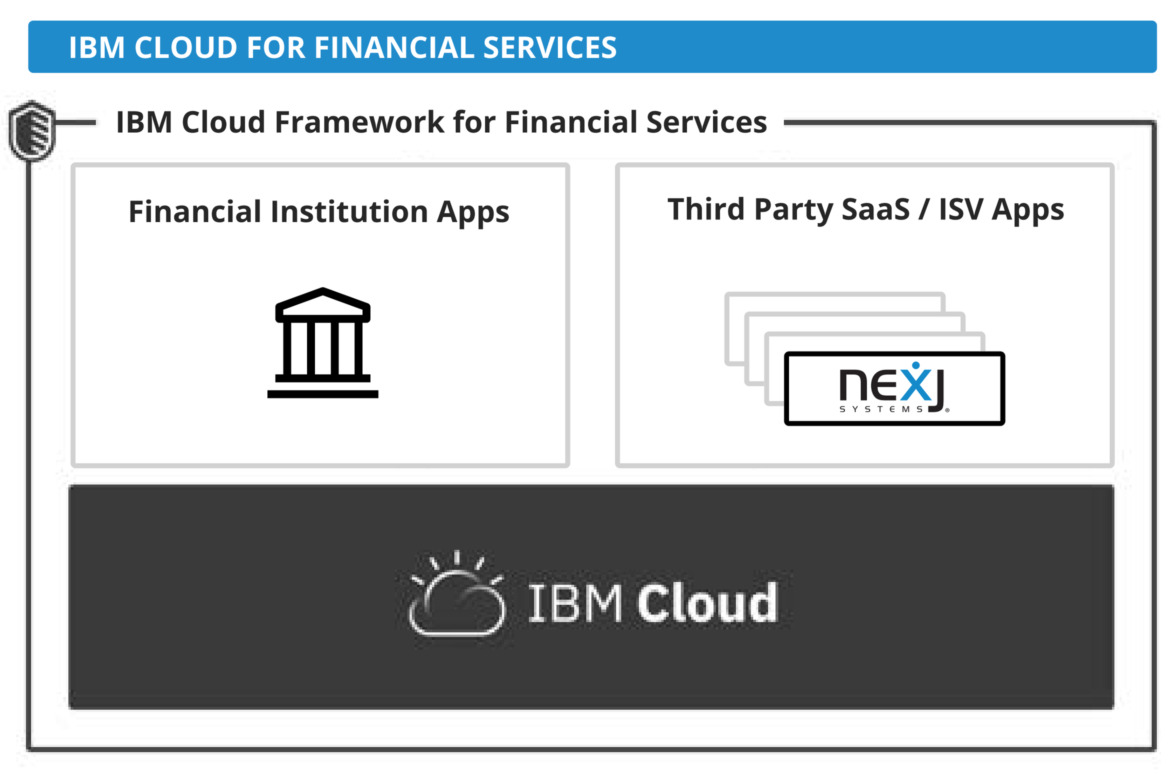
The cloud is designed to help clients automate their security and compliance posture and monitor it with security and controls built into the platform — not just offered as add-on tools or do-it-yourself features. It also features industry-leading security and privacy capabilities and is strengthened by IBM's deep IT operations, industry expertise, and an extensive set of curated ecosystem partners.[2]

Central to this cloud is the IBM Cloud Framework for Financial Services with a common set of pre-configured controls designed to help financial institutions automate their security and compliance posture, to make it easier for them and their digital supply chain partners to simplify their risk management and demonstrate their regulatory compliance.

Only ISVs and SaaS providers like NexJ that demonstrate compliance with the Framework and its comprehensive set of policies and controls are eligible to deliver offerings with the Financial Services Validated designation.

The result is a secured environment engineered to help clients lower the risk and cost of moving sensitive data to the cloud, modernizing workloads and rapidly integrating the capabilities needed to move their business forward.

IBM Cloud for Financial Services is supported by an ecosystem of curated ISVs, fintechs and SaaS providers, such as NexJ, to help make it easier and faster for financial institutions to onboard third-party applications and services and begin working with them on the IBM cloud.



- Created in collaboration with major financial institutions, the controls are aligned to industry standards and global regulatory bodies.
- The controls framework is continually validated with advice from the IBM Financial Services Cloud Council and guidance from Promontory Financial Group®, an IBM Company and a global leader in regulatory compliance consulting.
- The framework evolves, and controls are adapted to emerging industry requirements and regulatory obligations.

IBM Cloud for Financial Services is designed to help financial institutions:

- Address your compliance requirements with an industry-built common controls platform.
- Operate with choice and agility through hybrid cloud deployment options.
- Speed innovation with an ecosystem of ISVs, fintechs and SaaS providers.
- Safeguard data with industry-leading security capabilities.

NexJ Advisor Desktop Features

Advisor Dashboard
Enable advisors to manage their day with information from across their book of business including all integrated systems such as portfolio management, financial planning, and book of record.

Client Dashboard
Service clients, households, and legal entities in an advisors' book. Launch client processes, review client information and collaborate with internal team members and product specialists.

Engagement Dashboard
Improve client engagement with recommended actions based on a sophisticated, configurable algorithm. Automatically uncover additional insights such as life events and personal interests and from emails and notes.

Microsoft Exchange Integration
Improve client engagementand increase productivity with prompts that inform your advisors what they should be doing now, based on individiual client information.

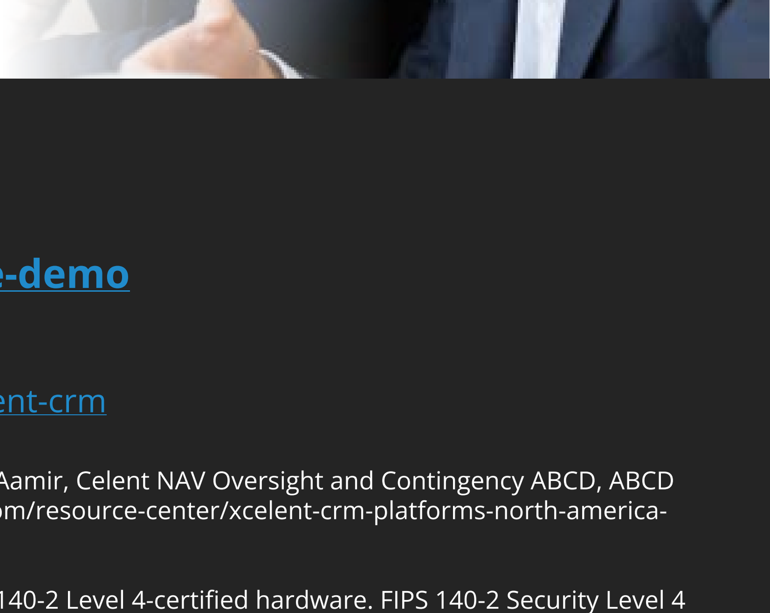
Householding
Service the household and not just the client by understanding the relationships across family members. Find new opportunities with a client's sphere of influence including lawyers, accountants, and referrals.

Analytics & Reporting
Enable advisors to create reports and dashboards using data from any integrated source to deliver meaningful insight. No need to involve IT or business administrators.

Wealth Management Model
Improve client understanding with a model that knits together all related systems into a consistent, contextual client-centric experience.

A COMPLETE SOLUTION

With the Integrated Advisor Desktop software running on the IBM Cloud for Financial Services, NexJ clients can take advantage of a solution optimized for the wealth management industry to increase scalability and retention and address their security and compliance requirements.



Ready to innovate with NexJ?
Let's talk. Get started and book a live demo at
resource.nexj.com/integrated-advisor-desktop-microsite-demo

Learn more about NexJ on the IBM Cloud for Financial Services at
ibm.com/partners/showcase/financial-services/solution/wealth-management-crm

1 "*CRM PLATFORMS: NORTH AMERICA WEALTH MANAGEMENT EDITION,*" Ashley Longabaugh, Awaad Aamir, Celent NAV Oversight and Contingency ABCD, ABCD Vendor View, XCELENT awards 2021, https://www.celent.com/, July 19, 2021, (https://www.nexj.com/resource-center/xcelent-crm-platforms-north-america-wealth-management-edition/)

2 Based on IBM Hyper Protect Crypto Service, the only cloud service in the industry built on FIPS 140-2 Level 4-certified hardware. FIPS 140-2 Security Level 4 provides the highest level of commercial security defined in this standard. At this security level, the physical security mechanisms provide a comprehensive envelope of protection around the cryptographic module with the intent of detecting and responding to all unauthorized attempts at physical access.