



IM Department Capabilities

Artificial Intelligence at FauxCo

FauxCo Information Management

April 2025

Agenda

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- ▶ IM's Charter is Targeting FauxCo Success
- ▶ Example of AI in Action: CRM for the ABC
- ▶ IM Data Asset: Data vs. Information and Knowledge
- ▶ Strategic Areas of Focus for IM
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Executive Summary

Our objective is to share information, provide an update on current AI capabilities, and discuss partnering opportunities and functionality for the future

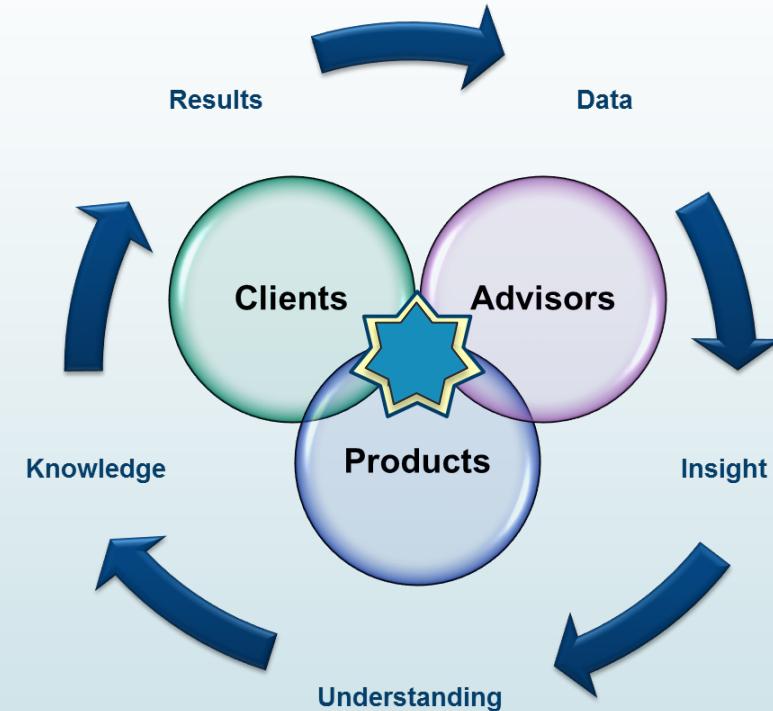
- Competing on data and analytics has been our focus since our inception - FauxCo is uniquely positioned to competitively leverage AI in the financial services industry
- Company is set to deliver more than 250 projects and capabilities that use at least some level of AI, with an estimated financial impact of about \$70M in cost savings
- We recommend that Company review and evaluate additional opportunities for AI adoption by enabling user groups, quarterly AI Forum discussions, and centralized AI tools and resources for all employees

IM's Charter is Targeting FauxCo Success

The Information Management vision is to deliver a sustainable competitive advantage to FauxCo by visibly driving information-based decisions and solutions. This vision includes making sure that our company is using data for systematic reasoning to make decisions. It includes targeting the right people with the right products and services at the right time. IM also plays a major role in developing an understanding the products, clients and advisors in our current business models.

IM's 4 Cornerstone Capabilities: IM is a knowledge expert with an extremely broad base of information – and we know how to use it. By integrating people, tools and processes, IM provides the following solutions to FauxCo:

1. **Predictive Modeling**
2. **Campaign Services**
3. **Consultative Services**
4. **Measurement Solutions**



Key Linkage and Integration:

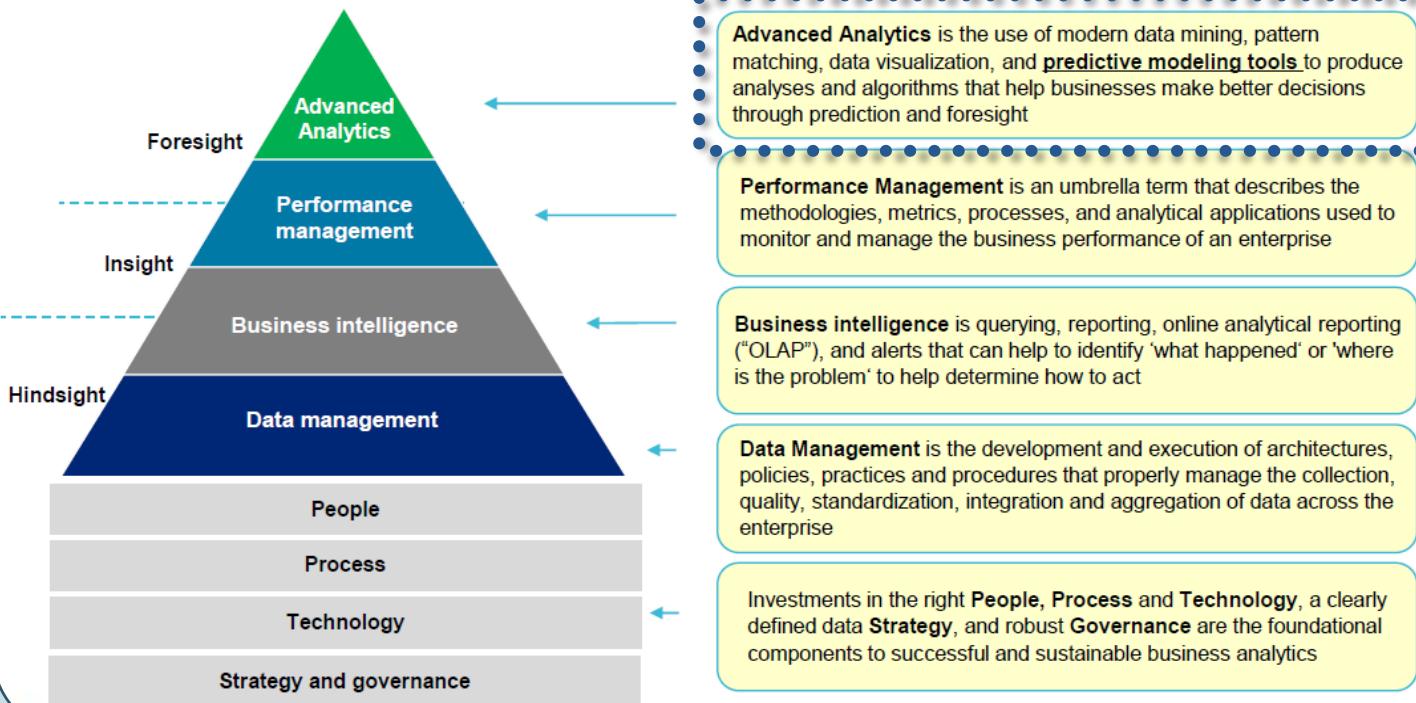
Information from Client, Advisor, Prospect, Product and Channel are brought together to drive information-based decisions and strategies

Example of AI in Action: CRM for ABC

The ABC Enterprise Data Office is leveraging predictive analytics to drive insight for their CRM tools and customer strategies.

Shift from Hindsight to Foresight: Driving Insight to the Moments of Truth Through CRM

Wealth Management firms are utilizing traditionally retail techniques to better drive insight & foresight to better understand their advisors, their clients and improve experience.



IM Data Asset: Data vs. Information and Knowledge

IM adds business value by utilizing and advancing raw data assets through statistical analysis



IM built an Analytical Datamart that includes the following forms of data:

- Raw Data – Regular feeds from Technologies
- Data with Insights:
 - Information: collection of organized data with content and perspective
 - Knowledge: the information that provides guidance or initiates action

Strategic Areas of Focus for IM

Long before there were slogans like “Big Data” or “A Smarter Planet” or “High powered Analytics,” IM was working to lay the foundations for our company to compete on analytics. At FauxCo, we see several clear analytic trends:

1. Consistent increases in volume of requests
2. Greater sophistication in the questions being asked
3. A cultural shift towards using analytics across our organization

IM’s analytic foundation includes hundreds of data sources, the most complete customer picture in the industry, a robust prospect warehouse and almost ten years of data and metrics to use in decision making. We are proud of what we have accomplished and the results are consistently good:

- IM always delivers on time and operates above a six sigma level of quality
- We partner well and have established relationships with 500 different FauxCo Leaders, from ELT to Managers
- Our teams are global, virtual and operating effectively
- Our processes are auditable and our costs well controlled
- IM people are some of the most satisfied and engaged in the company and the industry

Recommendations – Moving Forward



IM has made significant progress against our last roadmap and expanded our impact into many parts of the company. We now want to focus on delivering an even greater strategic impact and to anticipate the company's needs for tomorrow. IM High – we are in it to win it.

- IM has established capabilities in predictive analytics in many key parts of FauxCo, but analytics is a journey not a destination
- IM should focus on the biggest and highest value opportunities
- For each opportunity, start with questions not data
- Keep existing capabilities while adding new ones
- Use an information agenda to plan for the future

What We Need:

1. **Support in influencing the culture**
2. **Keep thinking long term – FauxCo needs a business intelligence strategy**
3. **Data will drive tomorrow's opportunity (it wisely)**

AI is a journey, not a destination