

Horizon 3 Market Leader
Delivering growth through
ecosystem transformation

HFS *horizons*

The Best Service Providers
for Asset and Wealth
Management, 2024

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An end-to-end
transformation partner
for AWM firms



Value proposition: Accenture helps AWM firms solve problems and drive growth and efficiency using its end-to-end capabilities across strategy, consulting, technology, and operations.

Growth proof points: While even Accenture is not immune to market headwinds, its tech and ops businesses are showing growth in AWM with new offerings like an Advisor Experience solution that extends Salesforce FSC or the use of GenAI (and a \$3 billion investment) in ops to drive down repetitive tasks. M&A continues with adds like Avieco and SKS Group for regulatory and ESG capabilities relevant to AWM. Its partnership footprint continues to grow and deepen.

Key differentiators: Accenture’s great strength is its ability to harness its end-to-end capabilities across strategy, consulting, tech, and operations. Its ongoing investments in cloud and GenAI help it drive innovation into all deals. Its insights-led approach with assets such as Wealth Insights Navigator helps drive informed POVs, and its healthy balance sheet and risk tolerance yield creative commercial models.

Outcomes: It drove global consistency and enhanced advisor and CX with a Salesforce FSC platform for a private bank. It developed a new operating model for an M&A-heavy investment management firm yielding \$80 million in annual benefits.

Customer kudos: Clients indicate that Accenture blends domain knowledge with applied innovation well.

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Access the report at www.hfsresearch.com