

# Wealth & Asset Management

(Sub-vertical)

## Top 10 Customer Questions

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These are the top 10 questions we are hearing from asset managers, wealth advisory firms, private equity, and multi-family offices — drawn from customer intelligence, the FinServ Industry Overview FY27, and field sales insights. Questions are in the **customer's voice**. Answers are in the **Workato seller / partner voice**.

### Questions at a Glance

**01** "Our analysts spend hours aggregating data from Bloomberg, custodians, and SEC filings. Can AI help?"

*(Asset managers)*

**02** "Portfolio reconciliation across custodians is manual and error-prone." *(Multi-custodian firms)*

**03** "Client onboarding takes weeks — KYC docs, compliance checks, CRM-to-portfolio sync." *(Wealth advisors)*

**04** "Regulatory reporting (SEC, Form ADV, NAV) is a manual scramble every quarter." *(Fund managers)*

**05** "We acquired 3 firms and now have 3 different systems with no unified view." *(PE/consolidators)*

**06** "Our Workday HR integration is a disaster. JML lifecycle is completely manual." *(Mid-large AM firms)*

**07** "We want AI research assistants but our data is too sensitive for raw LLM access." *(Hedge funds/AM)*

**08** "Our Salesforce is a mess — CRM to ERP to portfolio system, nothing syncs." *(Wealth advisors)*

**09** "Can non-technical investment ops people actually use this platform?" *(Lean AM teams)*

**10** "How fast can we realistically deploy? We're a 200-person firm, not a bank." *(Boutique AM/PE)*

**Data Sources:** Salesforce CRM (LGT Capital Partners \$495K, Charles Schwab \$330K, EQT AB \$309K, Man Group \$216K, Fidelity \$144K, Bain Capital \$155K, Edelman Financial \$84K, Facet Wealth \$146K, Lord Abbett \$58K, Insight Ventures \$151K, Eagle Point Credit \$94K), FinServ Industry Overview FY27, WSS Value Framework (Brookfield, Man Group, Fidelity proof points).

## Question 01

**“Our portfolio managers and analysts spend hours manually aggregating earnings calls, research reports, SEC filings, and market data from a dozen sources. Can AI actually help with research synthesis?”**

Heard from: Asset managers, hedge funds, PE research teams (*Man Group uses AI/LLM orchestration*)

Research synthesis is one of the most compelling AI use cases in wealth and asset management — and it's where Enterprise MCP delivers immediate, measurable value.

**The AI-powered research workflow:**

- Research Genie connects to Bloomberg, Refinitiv, SEC EDGAR, alternative data sources, and your internal research database through Enterprise MCP servers
- Analyst asks: “Summarize Q3 earnings for our top 20 holdings and flag any guidance changes” — AI synthesizes across all sources
- Structured output delivered with citations and source links — not hallucinated summaries
- Every data access logged with audit trail — compliance can verify what sources were used

Man Group (\$216K ARR) is already using Workato for AI orchestration with Python/LLMs, DevOps CI/CD, and Salesforce enablement. Enterprise MCP takes this further by governing how AI agents access sensitive portfolio and market data.

*“Man Group uses AI/NLP help desk triage, AI orchestration with Python/LLMs, DevOps CI/CD, and Salesforce enablement on Workato.”*

— Man Group (Workato customer use case)

## Question 02

**“We have positions across multiple custodians and fund administrators. Reconciliation is manual, error-prone, and our team spends more time on data than analysis.”**

Heard from: Multi-custodian asset managers, fund-of-funds, multi-family offices

Position reconciliation across custodians is one of the highest-pain, highest-value automations in wealth management. The manual process — pulling reports from each custodian, normalizing formats, matching positions, investigating breaks — consumes enormous analyst hours.

**Automated reconciliation with Workato:**

- Connect to custodian platforms (BNY Mellon, State Street, Northern Trust, Pershing) and fund administrators via API or file-based integration
- Automated position and transaction matching with configurable tolerance rules
- Break identification and exception routing — only discrepancies requiring human judgment surface to your team
- Real-time position aggregation across all custodians into your portfolio management system or data warehouse

Brookfield Asset Management uses Workato for real-time sync between disparate enterprise apps and newly-acquired companies — the same pattern applies to multi-custodian reconciliation.

### Question 03

**“Client onboarding takes weeks. KYC documentation, compliance checks, CRM-to-portfolio-system sync, account setup at custodians — it’s all manual handoffs.”**

*Heard from: Wealth advisory firms, RIAs, private banks onboarding HNW/UHNW clients*

In wealth management, client onboarding is your first impression — and a multi-week process for a high-net-worth client is unacceptable when competitors offer days. Workato orchestrates the entire journey:

- Client signs engagement → automated KYC/AML document collection and verification
- Compliance checks run in parallel: PEP screening, sanctions lists, accredited investor verification
- Approved clients auto-provisioned: CRM record created, portfolio management account opened, custodian account initiated, welcome kit triggered
- Investment policy statement (IPS) workflow: risk tolerance questionnaire → model portfolio assignment → initial trade orders

Edelman Financial (\$84K ARR) uses Workato for access controls, security protocols, CRM-to-ERP sync, and automated report generation — foundational capabilities for a smooth onboarding experience.

### Question 04

**“Regulatory reporting is a manual scramble every quarter — SEC filings, Form ADV, NAV calculations, compliance monitoring. Our team dreads it.”**

*Heard from: Registered investment advisors, fund managers, PE firms with SEC reporting obligations*

Regulatory reporting automation is one of the fastest paths to ROI in asset management. The quarterly fire drill of assembling data from multiple systems, calculating NAVs, and generating filings is perfectly suited for orchestration.

#### Workato automates the reporting pipeline:

- Data aggregation: Pull portfolio positions, transactions, and performance data from OMS, custodians, and fund admin into a unified dataset
- NAV calculation workflows: Automated pricing, accrual calculations, and reconciliation with fund administrator figures
- Form ADV and SEC filing preparation: Pre-populate filing templates with current data, route for review and approval
- Compliance monitoring: Real-time alerts for concentration limits, restricted list violations, and investment guideline breaches
- Audit trail: Every data point and calculation step is logged and traceable for SEC examination

Fidelity (\$144K ARR) built custom workflow development for GTM operations and marketing campaign automation on Workato, with \$90K immediate cost savings from eliminating manual processes.

## Question 05

**“We’ve acquired 3 firms in the last 2 years. Now we have 3 portfolio management systems, 3 CRMs, and no unified client view. How do we integrate without a multi-year migration?”**

*Heard from: PE-backed RIA consolidators, M&A-active; asset managers, multi-boutique platforms*

Post-M&A; integration is one of the most urgent and high-value Workato use cases in wealth management. The typical approach — force everyone onto one system — takes 18+ months and risks losing advisors and clients.

### The Workato M&A; integration playbook:

- Unified reporting first: Connect all portfolio systems to Snowflake for consolidated AUM, performance, and client reporting — in weeks
- Client data unification: Synchronize client records across CRMs so any advisor can see the full relationship
- Shared services: Standardize HR (Workday), IT provisioning, and compliance workflows across all entities
- Selective migration over time: Move systems when ready, not as a prerequisite for integration

Brookfield Asset Management uses Workato for exactly this — real-time sync between disparate enterprise apps and newly-acquired companies. EQT AB (\$309K ARR) runs similar multi-entity operations.

## Question 06

**“Our Workday integration is a disaster. New hires don’t get system access for days, departing employees keep access for weeks, and every team change is manual across 10 systems.”**

*Heard from: Mid-to-large asset managers with 200+ employees, firms running Workday across all modules*

Joiner-Mover-Leaver (JML) lifecycle management is a critical automation for any financial services firm — and it’s a security and compliance issue, not just an HR convenience.

### Workato’s JML automation:

- New hire in Workday triggers: AD/Okta account creation, email provisioning, portfolio system access, compliance training enrollment, badge access — all automated
- Role change triggers: Access permissions updated across all systems to match new role — no lingering permissions from old role
- Departure triggers: All system access revoked simultaneously — critical for protecting portfolio data and client information

Man Group (\$216K ARR) runs Workday integration across all modules, JML lifecycle management, and AI/NLP help desk triage on Workato. Avenir Global automates HR operations with 200K tasks across 3 HR recipes.

## Question 07

## **“We want to use AI research assistants and investment analysis tools, but our portfolio data and trading strategies are extremely sensitive. How do we use AI without exposing proprietary information?”**

*Heard from: Hedge funds, quantitative asset managers, PE firms with proprietary deal data*

This is the highest-stakes AI governance question in financial services. Your alpha — your trading strategies, portfolio positions, deal pipeline — is your competitive moat. Enterprise MCP protects it:

- Patented runtime authentication: AI agents only access data the specific analyst is authorized to see
- Automatic PII and proprietary data obfuscation: position sizes, strategy names, and client identifiers are masked before reaching any AI model
- On-premise deployment options for the most sensitive workloads — data never leaves your infrastructure
- Immutable audit trails: your compliance team can verify exactly what data the AI accessed
- Platform-level policy enforcement: governance cannot be bypassed by prompt engineering or jailbreaking

Enterprise MCP lets your investment team use AI for research synthesis, risk analysis, and operational intelligence — without exposing the proprietary data that drives your returns.

### **Question 08**

## **“Our Salesforce CRM doesn’t sync with our portfolio management system or our ERP. Advisors can’t see client AUM, and finance can’t see pipeline. Everything is manual.”**

*Heard from: Wealth advisory firms, RIAs using Salesforce Financial Services Cloud*

CRM-to-portfolio-to-ERP integration is the foundational data problem in wealth management. When these systems are disconnected, advisors fly blind, finance reports are stale, and client experience suffers.

**Workato connects the wealth management stack:**

- Salesforce FSC to portfolio management (Addepar, Black Diamond, Orion, Tamarac): Client AUM, performance, and holdings visible in CRM
- CRM to ERP (NetSuite, Oracle): Pipeline, revenue, and commission data flows to finance in real time
- Automated report generation: Client review decks, performance reports, and billing statements assembled automatically
- Bi-directional sync: Changes in any system propagate to all others — no more stale data

Edelman Financial (\$84K ARR) runs CRM-to-ERP sync, access controls, security protocols, and automated report generation on Workato.

### **Question 09**

## **“We’re a 200-person asset manager, not a technology company. Can our investment ops people actually build and maintain automations without engineers?”**

*Heard from: Boutique asset managers, RIAs, family offices with lean IT*

Absolutely — this is core to Workato's design philosophy. The platform is low-code specifically so non-engineers can build and maintain:

- Visual workflow builder: Investment ops, compliance, and client service teams can create automations
- 750K+ community recipes: Pre-built integrations for Salesforce, Workday, NetSuite, Snowflake that you adapt
- IT governance: Your CTO/CIO sets guardrails (approved connectors, data access policies), business teams self-serve within them
- When custom logic is needed, Workato supports Python/Ruby within workflows

Avenir Global (Wealth & Asset Management) runs HR automation with 200K tasks, data extraction, and internal process orchestration — built and maintained by their operations team, not a dedicated engineering staff.

## Question 10

**“We’re a boutique firm. How fast can we realistically deploy this? We can’t afford a 6-month implementation project.”**

*Heard from: Boutique asset managers, PE firms, RIAs with 50-500 employees*

Wealth management firms are typically the fastest to deploy because the use cases are well-defined and the systems are common:

### Realistic timeline for a wealth/AM firm:

- Week 1: Environment provisioned, Salesforce + Workday connectors configured
- Week 2: First workflows live (JML lifecycle, client data sync, CRM-to-portfolio)
- Week 3: Regulatory reporting and reconciliation workflows
- Week 4: Enterprise MCP for AI research assistants if desired

### Why it’s fast:

- Pre-built connectors for Salesforce FSC, Workday, NetSuite, Snowflake, Bloomberg
- Tested recipes for financial services workflows you can adapt
- Low-code: Your ops team maintains after initial setup

LGT Capital Partners (\$495K), Charles Schwab (\$330K), EQT (\$309K), Man Group (\$216K), and Fidelity (\$144K) run on Workato today. Enterprise MCP is GA and included with Workato ONE.