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SEI Research Reveals Innovative Communication Strategy Essential to Client-Wealth Manager Relationships

SEI Launches New Research Paper: 'The Information Age'

LONDON, Dec. 7, 2010 /PRNewswire/ -- SEI (Nasdaq: SEIC) today released the fifth in a series of special interest papers, entitled 'The Information Age,' which looks at the value clients place on the dialogue they have with their wealth adviser and the expansion of technological tools within the market that enable open-channel communication.

The paper examines the importance of innovative communication strategies within the client-adviser relationship. It defines an effective communication strategy as one delivered with clarity, simplicity, focus, and relevance. Respondents to the survey indicated that they chose their wealth adviser, at least in part, for the ability to filter the "white noise" of the investment markets. Respondents also highlighted the point that communication must be understood, not just heard, in order to be effective.

In addition to the need for straightforward information, there is an increasing expectation for online reporting. More than 88 percent of clients expressed the importance of moving to soft-copy communication via email or company-developed web portals. Many wealth management firms are now transferring their reporting processes onto web-based platforms in response to this demand. Though the trend towards online reporting may seem predictable, alarmingly, 80 percent of the firms surveyed reported they lack the integrated systems required to achieve effective online reporting without significant human intervention and the associated costs.

Joseph P. Ujobai, Executive Vice President, SEI Global Wealth Services, comments:

"What is clear from these survey results is that private clients have a real appetite for new channels of communication from their wealth managers. It is proving necessary in the current investment environment to establish a communication strategy across different media to enhance client relationships.

"As the industry becomes increasingly accepting of online communication, those wealth managers who recognize the trends and demands of their clients are leading the way in becoming early adopters of innovative web strategies. These help enhance understanding,

facilitate transparent reporting, and respond to the changing nature of the developing wealth manager role."

The latest paper is the result of a series of in-depth interviews carried out in conjunction with the Scorpio Partnership, which compares the views of 25 private clients and 25 wealth management firms. The interviews examine clients' expectations about communications strategies and how wealth managers deliver and incorporate 21st century desires of online reporting into their investment offering.

For the full version of the paper, 'The Information Age,' please go to www.seic.com/communication or contact Andrew Catcheside, SEI, on acatcheside@seic.com or 0207 297 6416.

About SEI's Global Wealth Services

SEI's Global Wealth Services is an outsourcing solution for wealth managers combining wealth processing technology and wealth management programs, coupled with business process expertise. The integrated offering aims to provide wealth management organizations the infrastructure, operations and administrative support necessary to capitalize on their strategic objectives in a constantly shifting market.

At the heart of the solution lies the Global Wealth Platform, which supports trading and transactions on 100 stock exchanges in 53 countries and 31 currencies, all using straight-through processing. For more information, visit www.seic.com/pwi.

About SEI

SEI (Nasdaq: SEIC) is a leading global provider of outsourced asset management, investment processing and investment operations solutions. The company's innovative solutions help corporations, financial institutions, financial advisors, and affluent families create and manage wealth. As of September 30, 2010, through its subsidiaries and partnerships in which the company has a significant interest, SEI administers \$402 billion in mutual fund and pooled assets and manages \$164 billion in assets. SEI serves clients, conducts or is registered to conduct business and/or operations, from numerous offices worldwide. For more information, visit www.seic.com.

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