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SEI Strengthens Automated Workflows through Strategic Partnership with Advizr

SEI BusinessWise Program Delivers Enhanced Financial Planning Tool

OAKS, Pa., Oct. 24, 2018 /PRNewswire/ -- SEI (NASDAQ: SEIC) today announced the expansion of its SEI BusinessWise Program, enabling advisors to more efficiently build and deliver actionable financial plans to their clients. By integrating Advizr's financial planning tool into SEI's current automated workflows, Independent Advisor Solutions by SEI (Independent Advisor Solutions) helps advisors deepen client relationships by providing a tailored experience – from flexible, focused modular planning options to a completely holistic approach.

The addition of Advizr's financial planning tool to the SEI BusinessWise Program, coupled with the advanced technology and integrated workflows of the SEI Wealth PlatformSM (the Platform), supports financial advisors in scaling their businesses across people, process and technology. According to SEI's [2018 study](#), which surveyed 542 advisors, only 41 percent view financial planning as their core value proposition. When it comes to executing the financial planning process, 26 percent said finding the right technology to effectively co-plan with their clients is most difficult.

"By integrating Advizr's financial planning tool into our expanded technology program, we are helping advisors solve the current problem they face with efficiency and delivering holistic financial planning advice," said Raef Lee, Managing Director and Head of New Services and Strategic Partnerships at Independent Advisor Solutions by SEI. "This self-directed technology is key for helping advisors create effective advisor- and consumer-driven planning."

Advizr's intuitive and flexible modular workflows, versatile user interface, and technology tools empower advisors with the following:

- Planning capability that continuously connects them and their clients, remotely or in person
- Personalized advisor training
- Integrated software to efficiently deliver high-quality plans for an impactful user experience

"We are pleased to strategically partner with SEI, an industry leader similarly committed to streamlining the planning process for advisors and providing them all the tools they need to foster engaged, successful relationships with their clients," said Hussain Zaidi, Co-Founder and CEO of Advizr. "We only see increased success for all involved as SEI and Advizr work in tandem to deliver this critical technology integration and continue to help financial advisors build successful practices."

This announcement comes on the heels of SEI Advisor Network's [recent transition to Independent Advisor Solutions](#), demonstrating its continued focus on delivering more flexible and holistic solutions for financial advisors through the Platform.

Survey Methodology

SEI's financial advisor survey was conducted in November 2017, generating responses from 542 advisors. The survey looked across the universe of advisory businesses, including respondents from RIAs or hybrid firms (46 percent) and broker-dealer-affiliated advisors (45 percent).

About The SEI Advisor Network

The SEI Advisor Network, now Independent Advisor Solutions by SEI, provides independent financial advisors with wealth management services through outsourced investment strategies, administration and technology services, and practice management programs. It is through these services that SEI helps advisors save time, grow revenues, and differentiate themselves in the market. With a history of financial strength, stability, and transparency, the SEI Advisor Network has been serving the independent financial advisor market for more than 25 years, has 7,500 advisors who work with SEI, and \$61.8 billion in advisors' assets under management (as of Sept. 30, 2018). The SEI Advisor Network is a strategic business unit of SEI. For more information, visit seic.com/advisors.

About the SEI Wealth PlatformSM

The SEI Wealth Platform (the Platform) is an outsourcing solution for wealth managers encompassing wealth processing services and wealth management programs, combined with business process expertise. With the Platform, SEI provides wealth management organizations with the infrastructure, operations, and administrative support necessary to capitalize on their strategic objectives in a constantly shifting market. The SEI Wealth Platform supports trading and transactions on 157 stock exchanges in 56 countries and 43 currencies, through the use of straight-through processing and a single operating infrastructure environment. For more information, visit: seic.com/wealthplatform.

About SEI

Now in its 50th year of business, SEI (NASDAQ:SEIC) is a leading global provider of investment processing, investment management, and investment operations solutions that help corporations, financial institutions, financial advisors, and ultra-high-net-worth families create and manage wealth. As of Sept. 30, 2018, through its subsidiaries and partnerships in which the company has a significant interest, SEI manages, advises or administers \$920 billion in hedge, private equity, mutual fund and pooled or separately managed assets, including \$339 billion in assets under management and \$576 billion in client assets under administration. For more information, visit seic.com.

Information provided by Independent Advisor Solutions by SEI, a strategic business unit of SEI. Services provided by SEI Investments Management Corporation and SEI Global Services, Inc., wholly owned subsidiaries of SEI.

SEI has a minority interest in Advizr. SEI bears no responsibility for the accuracy of the opinions and views expressed herein by Hussain Zaidi. Hussain Zaidi and Advizr are not affiliated with SEI or its subsidiaries.

About Advizr

Advizr, based in New York, NY is dedicated to creating financial planning programs and technology that will expand consumer and advisor access to high-quality financial planning, as well as drive advisor profitability. The powerful, automated, interactive financial planning solution empowers advisors and institutions to serve clients in a cost-effective way, regardless of net worth. To learn more about Advizr, visit <http://www.advizr.com>.

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