



# Transforming wealth management:

## The power of the LXA data analytics platform

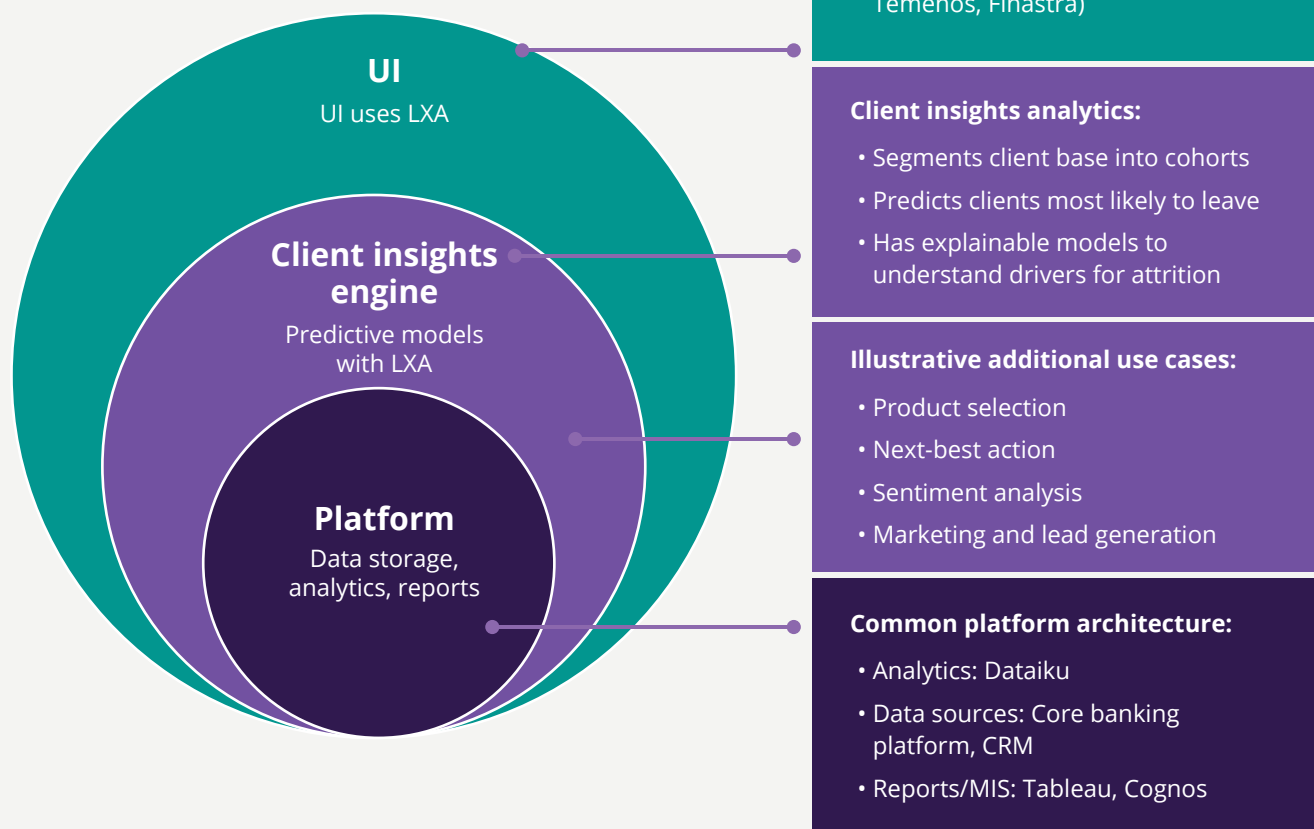
by **Phillip Cranfield**, Wealth Management Lead  
**Paul Hewitt**, Global Head of Data and AI

Luxoft Analytics (LXA) is an advanced analytics platform. It's a powerful general-purpose stack, an ecosystem of applications rather than a single monolithic application.

This super-platform uses data analytics as a mechanism for driving automation and, being generic, you can use it to build a wide range of use cases across most business functions within the wealth management lifecycle from discovery through to client offboarding.

## LXA's three key functional layers

This example provides the advisor with client insights on segmentation and attrition



The illustrative use case we're using here is for predicting which clients are likely to leave. We can combine this with the client segmentation model and recommend other products to sell based on clients with a similar profile.

The "Clients insights engine" layer in the above diagram refers to things you can build on the platform. Our value is in combining Luxoft's domain expertise with our top data scientists and ISV specialists to build relevant predictive models for the industry.

The “UI” layer refers to the front end, where the results of the analytical models can be viewed. In the above case, the front end is Avaloq, so the results are seamlessly integrated into the advisor’s daily dashboard.

Luxoft can also improve the front end using a low-code/no-code environment (e.g., Appian, Pega, UiPath, etc.). We develop the application in close collaboration with our client, creating an engaging front end — fully integrated with the client’s environment — in weeks.

## Predictive models

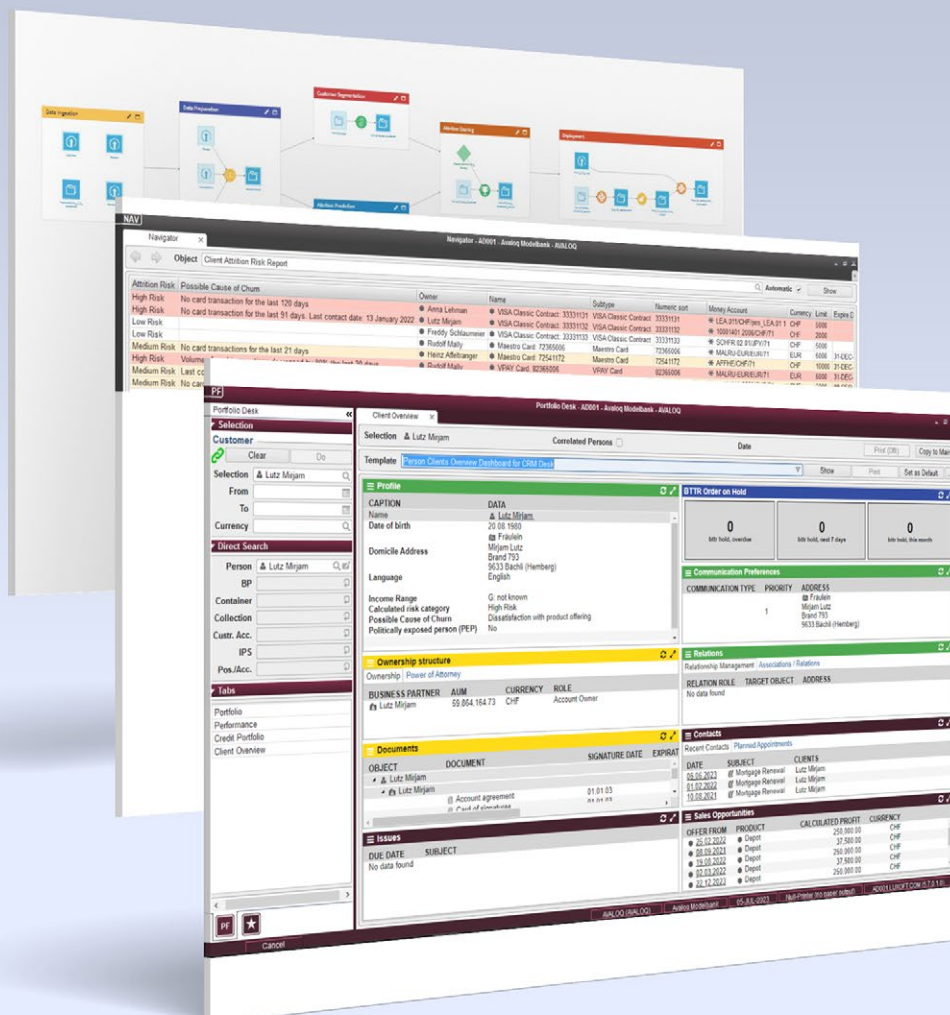
### Client segmentation:

Dynamic segmentation characterizes the natural cohorts in your client base. As more information is updated (e.g., new clients, wealth increases), the model learns more about the various groups.

### Customer attrition:

This predicts which clients will most likely leave or close a particular product/service based on advisor interactions and client transactions.

Front two screens: Integration into Avaloq. Rear screen: Analytics modeling

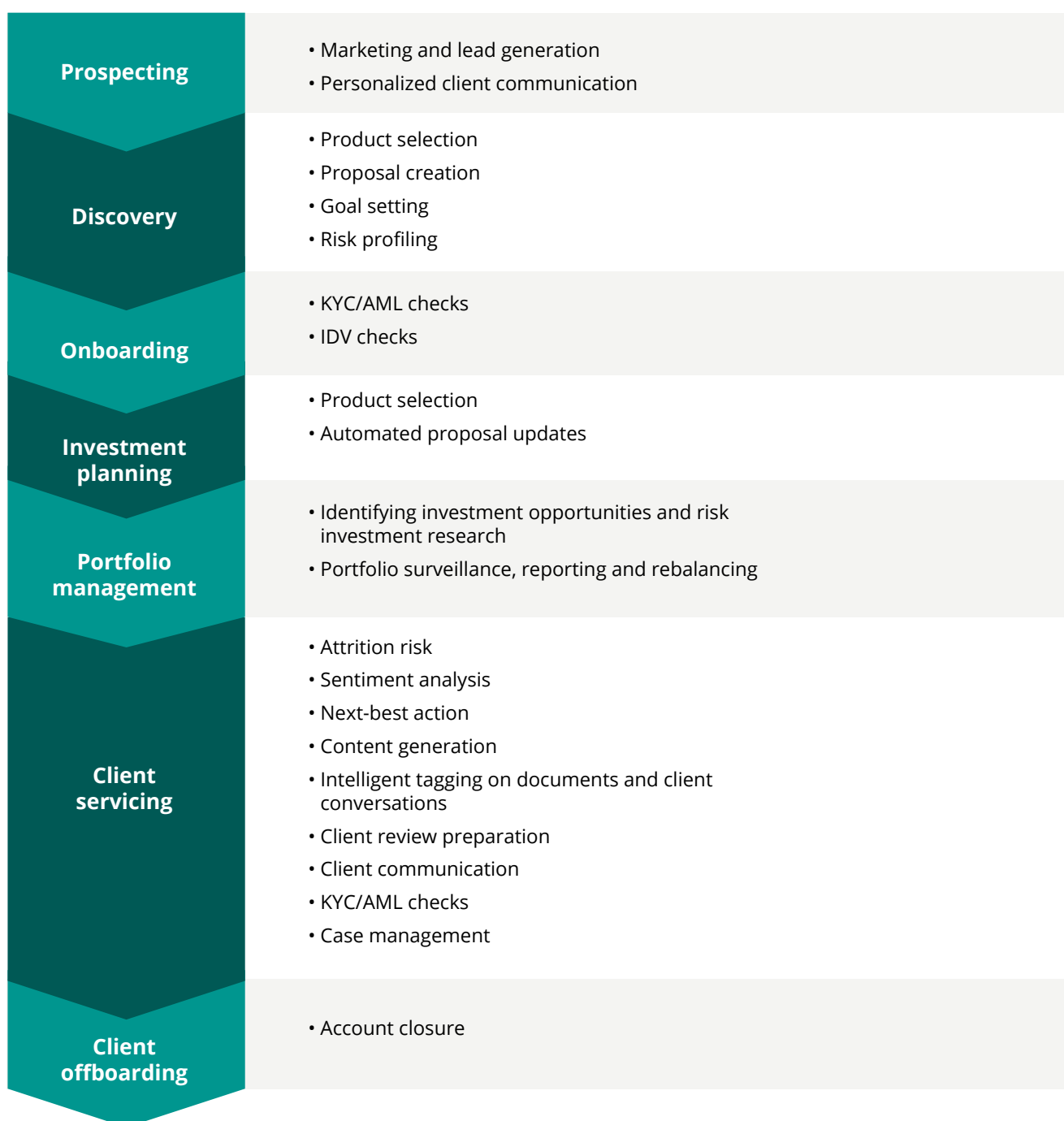


## Rapid time to value

One of the most significant platform benefits is that clients have a very short time to value for their deployment. Because LXA is a single generic platform, clients and their customers benefit from visually appealing workflows, and it provides an easy way to prepare for next-generation analytics.

In the above example, we built a client insights model. Many more use cases across the wealth management lifecycle could provide valuable client insights to the advisor and reduce the back office cost for servicing clients.

## Wealth management lifecycle use cases



# LXA is different

The difference between LXA and more traditional types of applications is that LXA is an ecosystem of best-of-breed apps. It's not a single monolithic application. LXA is modular, very flexible, extremely fast (rapid time to value) and easy to adapt to changing client circumstances. Here's a quick reminder of the platform's features and benefits:

## Platform characteristics

### Features include:



#### **Global leading components**

Best storage, analytics and visualization



#### **Adaptability**

Platform can support a wide range of use cases in financial services



#### **Standardized**

Uses standard (and standards-based) approaches



#### **Modular and interchangeable**

Plug and play approach with well-defined points of interaction



#### **Open analytics**

Client controlled, IP owned, not black box



#### **No-code/low-code platform**

Business analysts can use the simple drag-and-drop user interfaces in the LXA stack to create some complex use cases

### Benefits include:



#### **Time to value**

Short time to value and monetize analytics



#### **Future-proof**

Modular plug and play approach, enables ease to stay ahead of the curve



#### **Leading analytics**

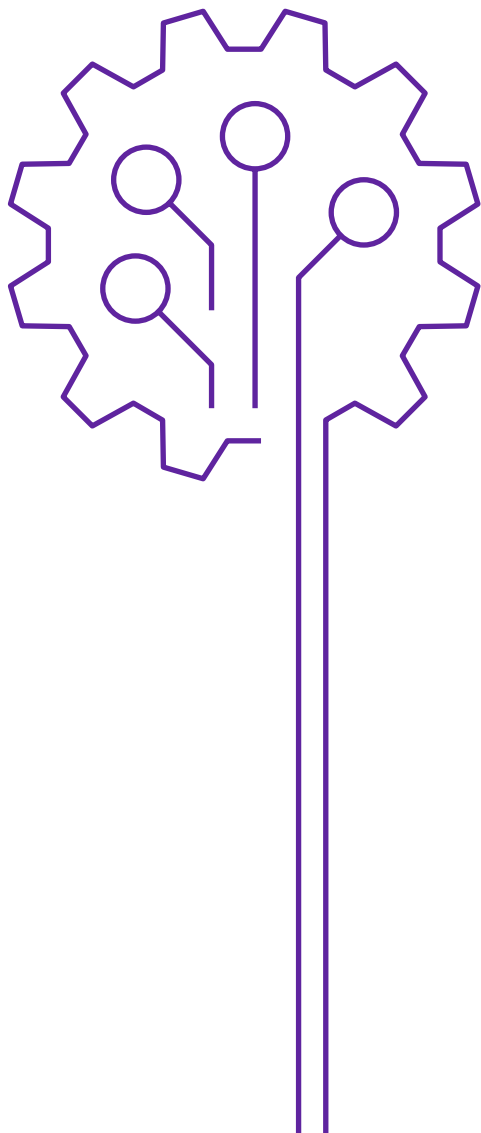
Provides leading-edge analytics, within commercially sensible boundaries



#### **Testable**

Easy to test and monitor with real-time levels of performance

# Prepare for next-generation wealth management with LXA



## 1.

The LXA platform is pre-integrated into popular vendor platforms (e.g., Avaloq) with a reduced cost and setup time.

## 2.

It's an easy-to-maintain, no-code solution.

## 3.

Our experts understand wealth management.

## About **the authors**



### **Phillip Cranfield**

Wealth Management Lead, Luxoft

Phil has 20+ years of experience in IT delivery, strategy and management within multiple industries. His 8+ years within financial services have focused on helping top-tier wealth managers and banks transform their IT estate and developing modern operating models to help deliver their strategic goals. Phil currently leads Luxoft's Wealth Management Offerings team, which is responsible for designing go-to-market strategies, business critical solutions and industry-based PoVs for Tier 1 wealth management organizations.



### **Paul Hewitt**

Global Head of Data and AI, Luxoft

Paul leads the Data and Analytics practice for Banking and Capital Markets Consulting EMEA. His role spans all advisory and consultancy in data and analytics, and delivery of all projects from PoCs to large multiyear projects. He's worked with Luxoft for three years and has over 20 years' industry experience.

If you'd like to find out more visit the **LXA Platform page** or **consult one of our experts.**

### **About Luxoft**

Luxoft, a DXC Technology Company, is a trusted partner in global digital transformation and a leader in delivering competitive advantage in the software-defined world.

We engineer and deliver innovative services and products that shape the future of industries by leveraging our extensive partnership network and deep industry-specific expertise.

For more information, please visit **[luxoft.com](https://luxoft.com)**