

Inventa™ for Wealth Management

The digital transformation has drastically altered the way almost every industry operates today, and the wealth management industry is now no different. While Wealth Management has been somewhat of a late adopter when it comes to digital advancements, in the last few years this industry too has embraced “digital” and is catching up with its counterparts.

Trends like big data analysis, AI powered-robo advisors, and the use of RPA to phase out rote operational tasks have helped usher in a new generation of Wealth Management. According to **Goldman Sachs’ Takashi Suwabe**, *“Access to new types of data, along with the ability to capture and process that data quickly, has given us new ways to capture investment themes such as momentum, value, profitability, and sentiment.”* It also enables firms to create richer, more personalized experiences that delight clients.

But in an effort to power these advancements, Wealth Management Firms must now consume massive amounts of sensitive personal data. All told, the amount of data residing on servers and databases across any given firm is staggering--and it’s only going to become even more unfathomable as time marches on. This sensitive data is used to make decisions both large and small; the types of investments to be made, the services that best fit each individual and so on.

And as a result, Wealth Management Firms are drowning in data and are all too often unable to get a full inventory of everything they hold. The countless copies of personal unstructured data, the myriad investments and services, and the siloed nature of systems makes it incredibly difficult to establish a complete inventory of the data they have. Quite obviously, this lack of transparency can make adhering to data privacy regulations such as **CCPA**, **GDPR** and **GLBA** challenging.

Inventa is the key

Itouch.io's Inventa™ is enabling **Wealth Management Firms** to move forward with their own digital transformation initiatives while effortlessly staying on top of privacy requirements. It's AI-based sustainable data discovery that automatically detects and classifies any data types, regardless if it's structured or unstructured, at rest or in motion, or known or unknown, at enterprise scale

With **Inventa**, even teams not trained in data science can utilize robust AI models to automatically identify any relevant sensitive data within massive troves of data. With minimal input from the user, the platform extends sustainable discovery across the entire organizational ecosystem, providing accurate data discovery and classification. No data goes unclassified, no undue stress is placed on your data science teams.

With Inventa, your organization can:

- Ensure sustainable discovery and mapping of all data – structured and unstructured, in motion and at rest, known and unknown
- Reduce the burden on data science teams
- Uncover new customer use cases and services
- Maintain an up-to-date master catalogue effortlessly
- Enhance data protection and regulatory compliance, as privacy mandates such as **GDPR, CCPA, PIPEDA, LGPD**, etc., have made compliance an ongoing challenge for financial services organizations



What Makes Itouch Supervised AI Different?

Unlike other discovery and mapping tools, **Itouch.io's Inventa** platform automatically extends full mapping and cataloging across any organization. Sustainable discovery that seamlessly integrates into your existing workflow means enhanced risk reduction and greater compliance with privacy laws. Now with **Inventa**, even business users can easily use the platform and its deep and vast insight to make more optimal decisions about data usage and practices. It is the answer to staying continuously compliant despite the overwhelming quantity of data resulting from the digital transformation.