

ENTERPRISE CASE STUDY

Prominent technology, operations and investment solutions provider chooses LifeYield

Multi-account rebalancing is a pillar of the unified managed household (UMH) approach to wealth management that is rapidly gaining ground with the support of advanced wealth/tech. UMH describes how advisors, enabled by technology, can manage all tax-qualified and taxable accounts owned by members of a household for optimal tax efficiency and maximum income.



SEI®, a leading global provider of investment processing, investment management, and investment operations solutions, recognizes this trend and the potential growth opportunities a UMH approach could unlock for its private banking and wealth management clients. With more than 4,300 global employees and revenue of more than \$1.92 billion as of December 31, 2021, SEI has extensive knowledge and experience in developing powerful wealth management solutions that help its clients create and manage wealth.

The SEI team set out to enhance its portfolio management experience within the SEI Wealth PlatformSM to enable clients to coordinate and rebalance multiple accounts within the same household. By doing so, the team believed their clients would be able to more efficiently deliver their best investment thinking to investors and maximize after-tax returns across multiple account types.

And so, it faced a familiar choice in wealth/tech: Build it, buy it, or partner with a company with demonstrated expertise.

The decision turns on an analysis of speed, scale, and risk

In evaluating options, the team at SEI considered the following options:

- **Build** a UMH solution – This would require the resources of developers, information technology, data integration, and data security. A heavy commitment of resources, to be sure, and one that might have meant assessing and reprioritizing other critical projects.
- **Buy** a UMH platform – Choosing to buy a UMH solution would still require SEI to reprioritize resources and projects to integrate the platform with SEI's other systems.
- **Partner** for a UMH solution – LifeYield offered the option to enable a multi-account overlay to SEI's existing technology without requiring a complex data integration and new data store, allowing SEI to enhance its capability while being mindful of potential security risks.

The decision: Partner with LifeYield

LifeYield can overlay services to a wide variety of platforms. Our user-friendly REST API (application program interface) allows a client's project team to grasp how to leverage the LifeYield algorithms.

In other words, rather than building an entirely new trading-and-rebalancing solution, SEI could increase its speed to market by using its existing portfolio management experience so clients can deliver UMH-level services to investors and their households.

“LifeYield helped us simplify an otherwise complex initiative. We were able to build a UMH solution without a data integration, and in financial services, data security is on everyone's mind.”

- Rob Wrzesniewski, Head of Global Solutions, SEI Private Banking

SEI now offers a UMH platform to power client success

Working with LifeYield allowed SEI to bring a UMH solution to their clients with speed and efficiency without compromising scale. The overlay services provided by LifeYield allow SEI to offer its wealth management clients the ability to:

- Rebalance household portfolios to a target asset allocation and optimize for tax efficiency.
- Provide optimal after-tax return and a superior ability to maintain risk levels that meet investors' risk tolerance levels.
- Manage capital gains as households make contributions, rebalance, or take withdrawals from their accounts.

Could LifeYield help you?

Find out how LifeYield's advanced API library of solutions can help capture new opportunities for revenue and client success. Visit lifeyield.com to learn more email sales@lifeyield.com to begin a conversation.