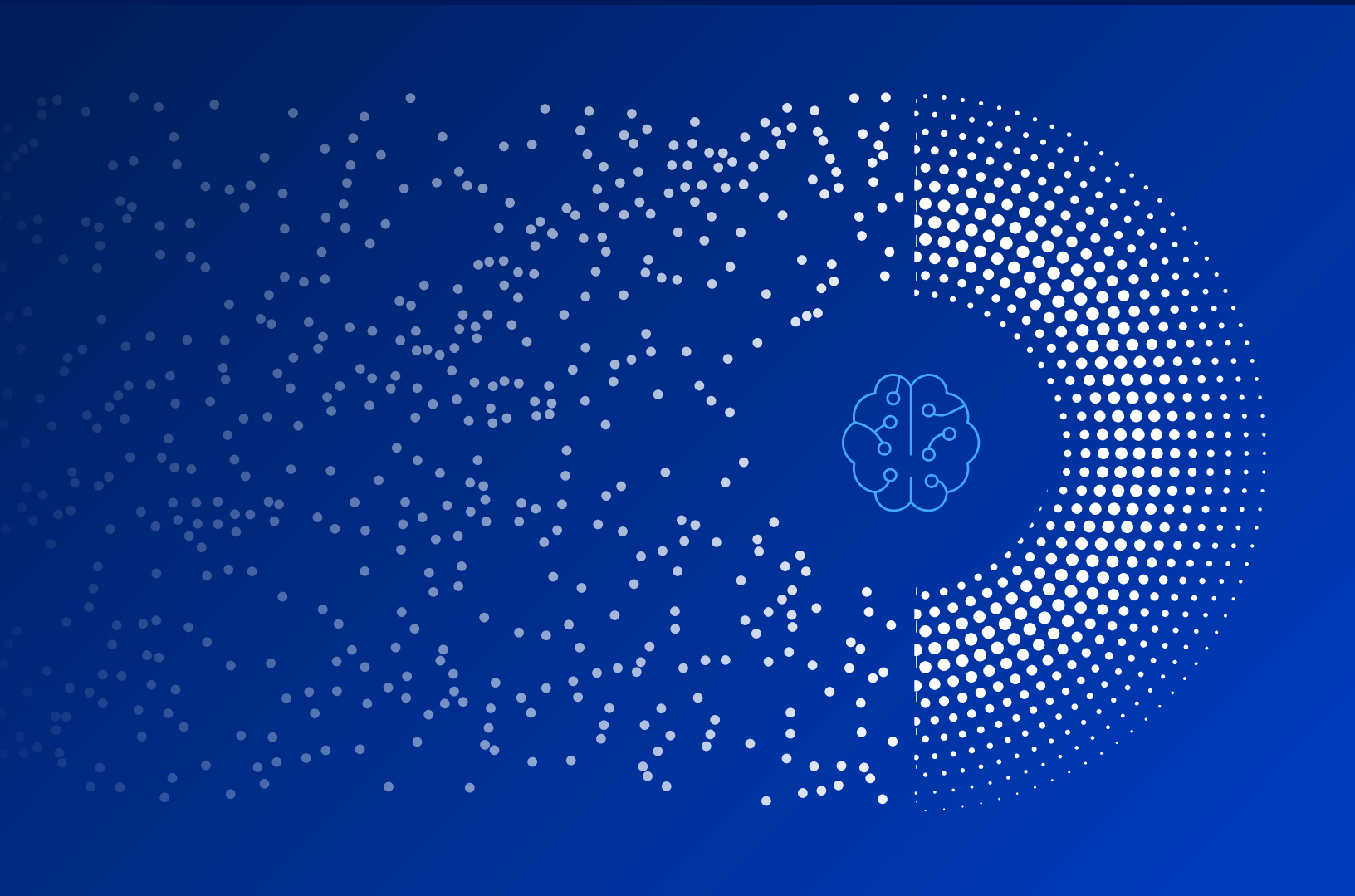


Unlock the next-generation distribution advantage



Asset managers struggle to operationalize more advanced artificial intelligence use cases on legacy data infrastructure. While new AI tools can accelerate ad-hoc data analysis, their reliance on manual processes for supplying data as context becomes increasingly limiting as data volumes grow.

This is further underscored for managers with global distribution, where data is even more fragmented and disparate by region and country. With AI reasoning capabilities advancing rapidly and model **context capacity** expanding dramatically, organizations whose data infrastructure isn't prepared for the fast-approaching AI-enabled future risk falling critically behind competitors in the proverbial blink of an eye. In this piece, we'll explore the data strategies that are the foundation of effective next-generation AI deployments.

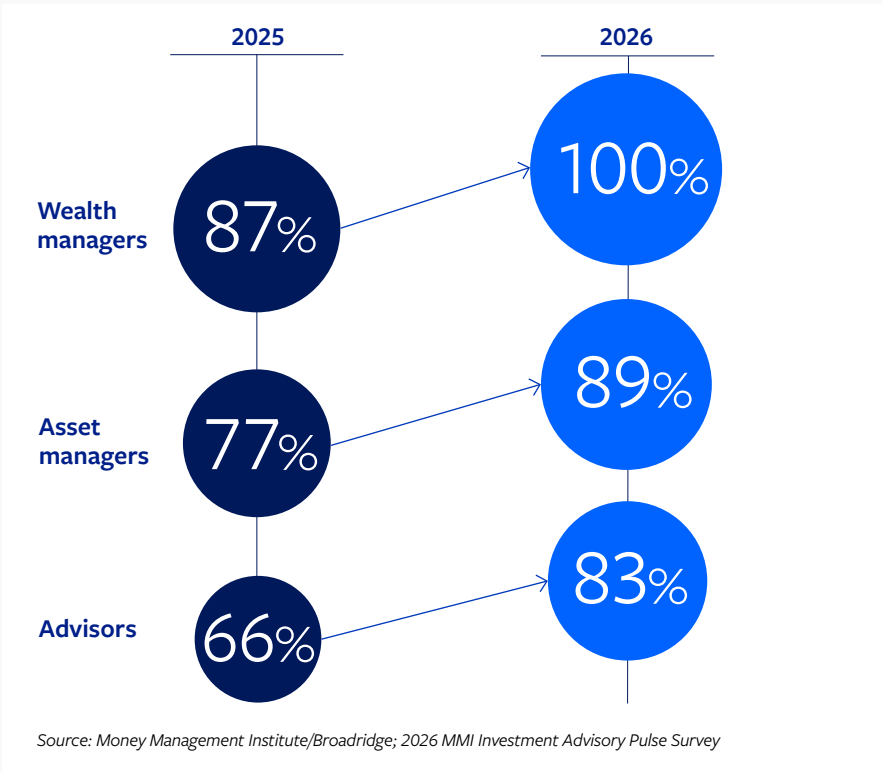
Today's technology reality

As artificial intelligence use among advisors, platforms, and asset managers continues to grow (**Figure 1**), many are struggling to keep up with the pace of technological change (**Figure 2**).

CONTEXT CAPACITY
is the amount of information an AI model can consider at once when generating a response. Better models do not eliminate the need for more context but instead underscore the importance of solid enterprise data foundations as context.

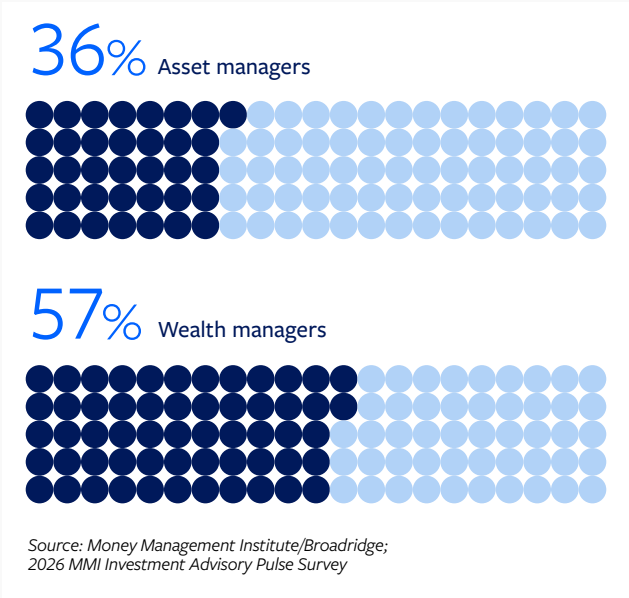
While most current AI use cases are relatively basic, leading to widespread adoption, this is quickly expanding to more complex domains.

Figure 1 Percent of wealth managers, asset managers, and advisors using AI today vs one year ago



As AI use cases rapidly expand and diversify, managers are struggling to keep pace with the technology required to support them.

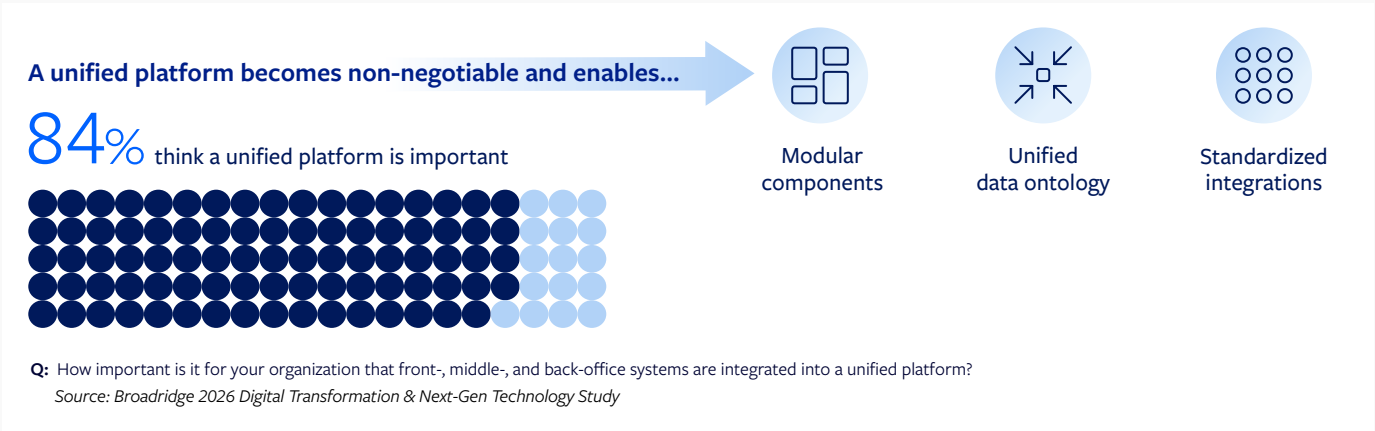
Figure 2 Percent of asset and wealth managers who rank keeping up with technology as a top-3 challenge to their business



Organizations struggle to keep up because legacy systems and operations must be updated to enable many next generation initiatives. Modern distribution organizations are increasingly data hungry machines as expectations around personalization, market intelligence, and streamlined reporting increase. Despite this shift, data is still housed primarily in disconnected warehouses or lakes with little connectivity. This leaves many firms in the tough position of needing to update both their underlying data systems and analytic engines in parallel. Given the pace of change and increasing focus on expanding artificial intelligence usage, how are firms effectively positioning themselves for the future?

Most firms (84%) believe that a unified platform is key to unlocking next generation analytics and AI insights (Figure 3). This approach enables seamless integration of basic foundational requirements, such as modular components, unified data ontology, and standardized integrations and APIs.

Figure 3 With 80% of companies using generative AI / predictive AI in their operations, up from just 31% last year, a unified platform becomes more important than ever



Modular components: Build for change

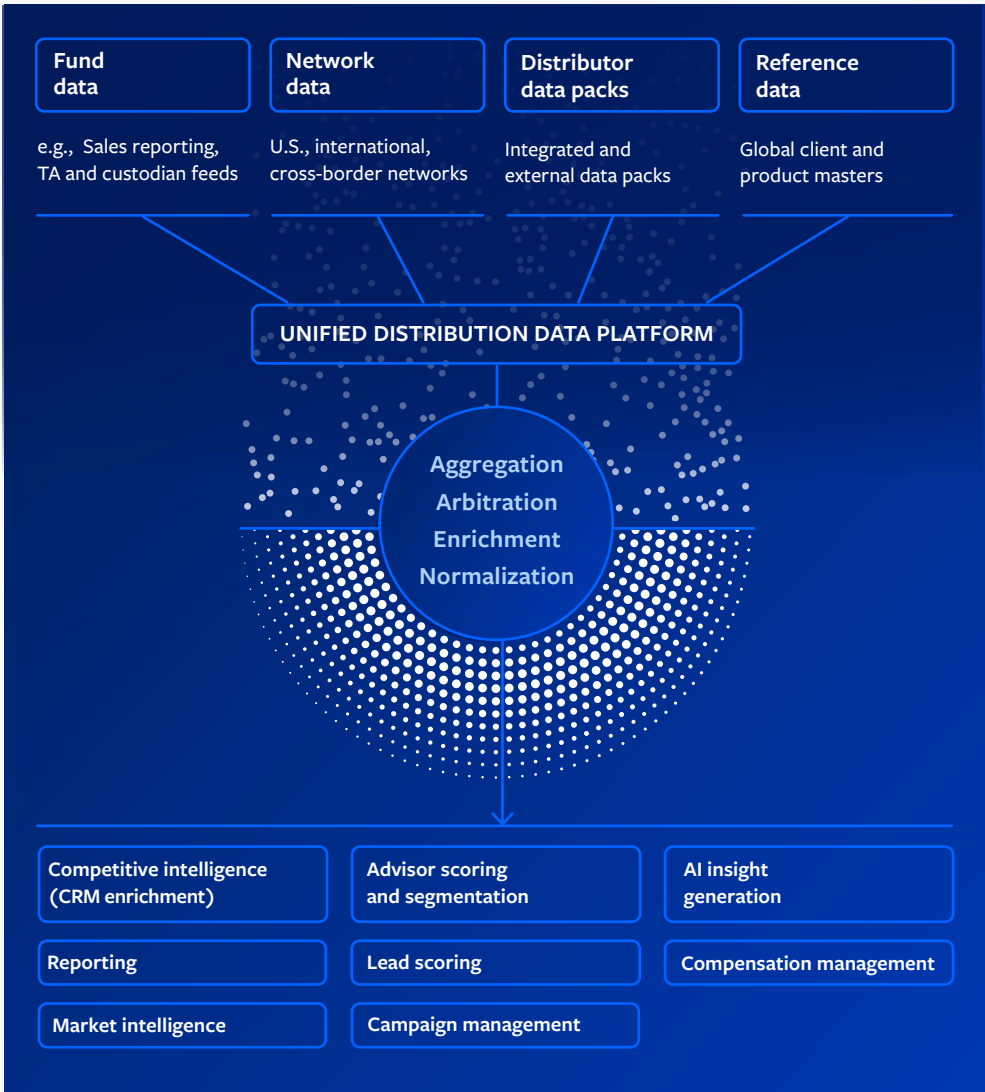
The rapid expansion of analytics and AI use cases makes modularity increasingly important. As firms move from relatively simple reporting and query applications toward predictive scoring, personalization, AI-enabled workflows, and agentic processes, the data and context required to support those applications will continue to change.

A modular architecture allows firms to add or replace individual data sources, capabilities, and consumption methods without redesigning the entire foundation around each new use case. This is particularly important in distribution analytics at the data input layer.

Distribution data is becoming more accessible and more granular, but it is also becoming increasingly fragmented across providers, formats, delivery methods, and update frequencies. A foundation designed around a fixed set of feeds can quickly become difficult to maintain as new sources emerge and existing sources change.

Wealth manager data packs are a prime example. These datasets can provide valuable insight into advisor books of business, but dozens of different packages and formats exist across the ecosystem. Broadridge is the premier distributor data pack administration and delivery platform, but data packs still need to be incorporated alongside client data, Broadridge data, and other third-party sources.

Figure 4 A modular data platform brings completeness, transparency, and consistency to global distribution data



A modular input architecture should be able to:

Ingest data flexibly: Extract, translate, and load different files and data sources regardless of format, delivery method, or content grain.

Standardize and master common entities: Map and integrate the fields required by the organization without forcing every new source into a bespoke implementation. Resolve firms, offices, buying units, people, products, and other common entities so that the same real-world entity and relationships can be consistently recognized across datasets.

Build use cases modularly: Prioritize high-value use cases and implement them as modular capabilities that build on the central data foundation.

Unified data ontology: Establish a shared language

Integrating and mastering data is only part of the challenge. For AI systems and agents to work effectively across that data, they also need a shared understanding of what the data means, how different concepts relate, and how information from one source maps to another.

The Rosetta Stone provides a useful analogy. By presenting the same text in multiple scripts, it gave scholars the common reference point needed to decipher foreign inputs into a system of known and recognized values. A unified data ontology serves a similar purpose for enterprise data. It provides a common semantic framework that allows humans, AI systems, and agents to interpret data consistently across different sources, structures, and terminology.

In practice, the ontology acts as a translation and relationship layer across the enterprise data landscape, defining what fields and concepts mean, how they relate to one another, and how they should be interpreted and used. Sitting above the underlying data inputs, it evolves alongside them, creating a durable shared language that enables increasingly seamless collaboration across AI systems and agents.

That breadth of exposure provides a practical understanding of where definitions diverge, how relationships change, and where inconsistencies emerge. The challenge is not simply defining an ontology once. It is continuously keeping it current and consistent as a fragmented, fast-changing, and often volatile data ecosystem evolves.

COULD FIRMS BUILD THEIR OWN ONTOLOGY?

Absolutely. Firms with the right expertise, governance, and resources can build and maintain their own. Broadridge has developed its own ontology through years of working across a uniquely broad range of data sources, market participants, distribution channels, and data structures.



Figure 5 A unified distribution data ontology creates a common language across people and systems

A distribution data ontology defines the shared business meaning of data by establishing common entities, relationships, definitions, and measures. It allows people and systems to interpret data consistently across sources and use cases.



Standardized integrations: Activate insights everywhere

No organization operates with a fully vertically integrated technology stack. Therefore, while the data management layer can and should have an embedded analytics layer and user interface, it also needs to be interoperable with other systems that use it as an input. This includes systems such as CRM, finance tools, business reporting platforms, marketing automation systems, and third-party AI agents (**Figure 6**). Interoperability also depends on understanding data-provider permissions and sharing restrictions, which can determine how and where certain datasets may be used. These requirements should be considered as part of the firm's broader data governance and ontology framework.

From data foundation to distribution outcomes

With these capabilities in place, asset management distribution teams can prioritize use cases that improve decision making and execution rather than simply automate activity. Examples include:

- **A consolidated view of sales activity, market opportunity, and intermediary data** that gives teams a consistent starting point for territory, channel, and account planning.
- **Earlier identification of data-driven opportunities and risks**, with clear lineage back to source information and business definitions.
- **More relevant next-best-action** and content orchestration, delivered through existing sales and marketing workflows.
- **AI-enabled assistance** that can retrieve approved, contextualized distribution insights while respecting data entitlements and organizational policy.

The sequence can play an important role in implementing next-generation analytics and artificial intelligence at scale. Establishing a strong foundation by making data discoverable, connected, governed, and understandable can make it easier to apply analytics and expand AI capabilities over time. This foundation increases the likelihood that AI solutions will be trusted by users, adapt as source systems change, and remain aligned with the firm's control environment.

Figure 6 Common traits of successful data management solutions



Discoverable

Easy for authorized users to find available data, fields, and supporting documentation in one place.



Connected

Linked and standardized around common entities (e.g., firms, offices, buying units, people, and products) so records from different sources can be viewed together.



Governed

Managed through shared policies that define who can access data, how it may be used, and the controls required to protect quality, privacy, and compliance.



Understandable

Defined through a continually maintained business ontology that explains the meaning of data, the relationships among entities, and the business rules behind key measures.

How to unlock the next-generation distribution advantage

Building a trusted data foundation does not require asset managers to replace the systems and workflows they already use. Rather, the objective is to create a consistent distribution data layer that can connect, master, and contextualize data across sources, markets, and channels, and make it available to the analytics, sales, marketing, and AI applications that depend on it.

Broadridge is partnering with asset managers to establish strong data foundations through **Distribution Data Management (DDM)**, a managed service that continuously renders fragmented and changing distribution data into mastered, connected, and analytics-ready context.

This continuously managed context powers **DistributionAI**, Broadridge's modular suite of next-generation analytics and AI capabilities. DistributionAI sits on top of DDM to enable reporting and business intelligence, real-time scoring and segmentation, next-best-action recommendations, AI-enabled workflows, and agentic processes.

Together, DDM and DistributionAI provide an integrated path from data foundation to activation — turning fragmented distribution data into context, context into intelligence, and intelligence into action.

The DDM foundation is differentiated by several capabilities:

Industry-scale native data

Broadridge hosts extensive market and opportunity data, sales reporting data, and numerous broker and distributor data packs, creating a uniquely rich source of distribution context.

Modular integration

Broadridge-hosted datasets, client data, and third-party data can be incorporated into the same consistent framework, allowing the foundation to expand as client needs evolve.

Managed ontology

A shared distribution ontology connects and standardizes entities, definitions, and relationships across datasets. Broadridge continuously maintains this ontology as underlying data, market structures, definitions, and processes change.

Deep domain expertise

The service is supported by recognized industry experts whose knowledge of distribution data and market structure informs how data is mastered, connected, and contextualized to produce more useful outcomes.

Modern data access

The resulting data foundation is accessible through a virtual data warehouse on Snowflake, supporting a broad set of integrations and standardized KPIs, including direct data sharing and clean-room architectures.



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CONTACT US to learn more about how we can partner to drive better distribution outcomes at your organization.



Ready for Next

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Our technology and operations platforms process and generate over 7 billion communications annually and underpin the daily average trading of over \$15 trillion in tokenized and traditional securities globally. A certified Great Place to Work®, Broadridge is part of the S&P 500® Index, employing over 15,000 associates in 21 countries.

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