Key Steps to Success

Firms that have taken these steps to digitally transform their businesses are already seeing major performance gains:

- **6.7%** in AUM
- **8.6%** in revenue
- **6.3%** in market share

1. Create a digital vision and business case
2. Map out a clear path to digital transformation
3. Nurture a culture of innovation
4. Drive continuous product development
5. Build a seamless omnichannel customer experience
6. Stay ahead of the technology curve
7. Develop digital talent to drive your future
8. Make your cyber security airtight

If you move too slowly, you will pay a penalty, and may fall out of the race.

- **$79.2M** for every $1B in revenue

To find out more visit: broadridge.com/wealth-insights

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