eMoney

Welcoming AI at eMoney

February 20, 2025

Agenda

- 2024: Sifting through the AI Hype
  - Questions heard around the organization *(Rachel)*
  - AI Maturity Model across Operations, Product, and the Market *(Rachel)*
- 2025: A Mindful Approach to AI
  - Creating the AI Committee, Charter, Team, and Creating a Framework *(Rachel)*
  - Policy *(Adam)*
  - Procedures *(Alex)*
- eMoney and AI Today
  - Research and Thought Leadership *(Linda and Conor)*
  - Product: Following the AI Maturity Model *(Ricky)*
  - Examples and Early Success Stories: Code Assistance Pilot, Gong, Atlassian, Marketing *(Josh, Don, Kristen, Bill)*
- Resources for YOU!
  - Using the AI Committee, Life@eMoney, Microsoft Copilot (*Rachel)*

2024: Sifting Through the AI Hype

Heard Around eMoney…

How can we use AI to prepare for Client-facing calls?

If we're not already using AI, we're behind!

Can we track sentiment in specific Teams channels?

I heard we are using a new AI tool… can I get a license?

Can AI help with manual or repetitive workflows?

We'd really like to use the AI features in that tool, can we upgrade?

What is our data source for predictive AI?

Are we building AI into EMA?

The AI Maturity Spectrum

The journey to maximizing business value from AI (predictive and/or generative) follows a **maturity spectrum**, beginning with human defined logic and ultimately leading to machines teaching themselves:

Rules-Based Engines

Human-defined logic that uses a set of prewritten rules to solve problems and make decisions.

Machine Learning/ Predictive AI

Technologies and algorithms that enable systems to identify patterns, make decisions, and improve themselves through experience and data.

Generative AI

Machine learning models that learn patterns and structures from large datasets and then use this information to create new unique content and creative solutions.

This methodology can be applied to use of approved third-party tools, internally generated models, and commercially available eMoney products

2025: A Mindful Approach to AI

AI Committee: What We Do

Starting at the Beginning **Policy**

- Collaboration with Legal, InfoSec
- Consulting AI strategist, and trusted industry research (Gartner)
- Connecting with Fidelity AI Team

Making it Applicable **Guidelines**

- Framework for reduced risk without being overly heavy-handed
- Ability for anyone to read, consume, and follow
- Simple Intake Form/Process
- Access to approved tools

Framework for Success **Collaboration**

- Public and shared space and committee
- Track business cases, proposed initiatives, efforts in flight, value
- Reduce redundancy, increase visibility and share ideas, prioritize as an organization, learn from each other!

AI Committee Charter

We are a cross functional team dedicated to safely supporting eMoney as the organization moves forward in the use of AI to **drive internal efficiencies, be a catalyst for innovation, derive insights, and enhance product capabilities.**

To ensure success, the team meets consistently to:
- Document and evaluate operational and commercial use cases
- Share ideas and learnings
- Highlight and discuss industry best practices and recommendations
- Support AI initiatives
- Measure business value
- Mitigate risk

AI Committee: Who We Are

Cross Functional Team

- Legal
  - Adam Buchanan
- InfoSec
  - Alex Desai
  - Devon Murray
  - Jason Rock
  - Liz McCabe
- ES/IS/D&A
  - Rachel Kaplan
  - John Schmitt
  - Balaji Jayaprakash
- Procurement
  - John Ralph
- Product
  - Ricky Illigasch
- Technology
  - Josh Eisen
  - Simon Welch
  - Kristen Rush-De Anda
  - Grier Philips
- FPG
  - Brandon Tucker

Committee Details:

- **CLT Sponsor:** Jason Novak, Information and Security
- **Cadence:** meet every two weeks
- **Output:** generates artifacts, stored in Confluence and intranet (both publicly available)
- **Agendas:** business leaders for idea sharing, initiative progress, define and report on outcomes
- **Drive AI Success:** develop and deliver AI education, skill building, forum for learning, provide guardrails

eMoney’s AI Acceptable Use Policy

Objectives: Protect eMoney from legal risk related to AI use or AI enabled output.

Purpose: This Policy establishes clear standards for managing eMoney’s use of AI tools, ensuring they are accurate, timely, accessible, and approved by authorized personnel.

Risk Managment: AI tools, including generative AI (e.g., ChatGPT, GitHub Copilot, Grammarly, Microsoft Copilot), can boost productivity but also present risks that must be managed responsibly.

The guidelines in this Policy are designed to:

a. Ensure compliance with laws and regulations to minimize legal and regulatory risks.
b. Protect eMoney’s confidential information through strong data management practices.
c. Promote ethical AI use to prevent bias, discrimination, or reputational harm.
d. Build AI literacy and awareness among employees.
e. Set clear expectations for vendors and partners regarding AI use in eMoney’s business.

The AI policy safeguards eMoney’s integrity while unlocking AI’s potential responsibly.

eMoney Rules for Responsible AI Use

Objective: The eMoney Rules for Responsible AI Use provides eMoney leaders, managers, and team members with practical and tangible guidelines for **safe and approved use of AI**.

Key Points:

Do's

Entering Information

Think carefully before entering any information into an AI tool to make sure you are complying with eMoney Advisor policies, and the law.

Access

Utilize only eMoney Advisor's enterprise (non-personal or "free, trial, etc.") credentials to access approved AI Systems.

Confidential Information

Consult the specific guidance on what constitutes Confidential Information in the Data Classification and Handling Policy before entering any information into an AI tool.

Data Validation

Validate the content generated by AI to ensure that it is accurate. AI systems (such as ChatGPT) do not always produce accurate, relevant, or optimized content. In some cases, the information produced is untrue. You are responsible for your work product and any content you create via generative AI. You are also responsible for any decision you make based on AI generated content or results.

Don'ts

Devices

Use a Public AI System or Unapproved AI System on an eMoney Advisor device, or for work purposes on any device.

Personally Identifiable Information (PII)

Enter any personally identifiable information (PII) relating to employees, clients, or client's customers into an AI system (such as ChatGPT Free). Doing so could result in a breach of eMoney Advisor's obligation to maintain the confidentiality of PII related to its employees, clients, and client's customers.

AI Approved Use

Use any eMoney Advisor Approved AI system for purposes other than its approved purpose. Just because an AI tool is approved for a different purpose at eMoney does not mean you can use it for other, unapproved purposes.

Vendor Procurement

Engage a vendor without working with Procurement and completing the Vendor Intake process through InfoSec (not cumbersome!).

eMoney and AI Today

The Future of Financial Planning and AI Research Study

We conducted a comprehensive study on “The future of financial planning and AI” with advisors and wealth management executives.

The goal? Examine the current and potential use of AI in financial advice, the impact on the role of financial advisors, how it can better serve clients, and what the headwinds were.

- **Quantitative:**
  - Survey of **400 financial advisors** in June 2024 to better understand the impact of AI on the wealth management industry

- **Qualitative:**
  - In-depth interviews with 9 wealth management executives, including eMoney clients, and decision makers in the market

eMoney Clients	GLENMEDE	Susan Black	Wealth Planner and Managing Director
	GLENMEDE	Kevin Grisier	Wealth Planner
	LPL Financial	Erik Smith	Senior Vice President, Wealth Planning Product Management
	osaic	Clayton Chandler	Chief Data and Analytics Officer
	TRANSAMERICA	Michelle Barry	President
	WELLS FARGO	Michael Liersch	Head of Advice and Planning
	BMO	Martha Moen	Head of Operational Excellence & Growth for Private Wealth North America
	CAPTRUST	Nathan Erickson	Principal, Financial Advisor
	PPB CAPITAL PARTNERS	Joshua Schuette	Director of Advisor Relations

What We Found…

Cautious Optimism

- 72% agree that AI is both an opportunity and a risk that requires a cautious approach
- 78% feel AI will have a significant or moderate impact on their work

Support, not Supplant

- 91% say clients will still need financial advisors
- 74% AI will support them & provide more value
- 70% AI will aid decision making, provide actionable insights, and improve financial planning

Top Use Cases

- 95% summarizing complex documents
- 93% creating & summarizing meeting notes
- 92% performance analysis & reporting
- 90% client communication & marketing

Efficiency & Productivity

- 86% help to analyze large amounts of data
- 77% will make them more productive
- 68% greater work efficiencies, enabling advisors to focus more on client relationships and provide more value-added services

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Top Risks Identified:

- 67% The potential for inaccurate output
- 61% The risk of using AI without human oversight
- 60% Data security / breaches

eMoney AI Thought Leadership

eMoney will continue to research the benefits, perceptions, and applications of AI, aligning with the theme of the 25th anniversary.

eMoney thought leadership channels:

- Research report
- eBook
- Trade publications
- Social media
- Heart of Advice blog and podcast

AI has tremendous potential in financial planning, but an advisor's value will always lie in the human aspects of advice.

Perspectives About AI

- We believe the evolution of AI isn’t about replacing human expertise but empowering advisors to deliver better experiences efficiently.
- AI can play a supporting role by enhancing work efficiencies, improving client service, & providing valuable insights.
- The top advisor uses for AI are performance analysis (71%) followed by portfolio management, automated planning, and assessing client attitudes and behaviors (70%).

Productivity & Efficiency

78% of advisors say AI will make them more productive.

Business Insights

86% of advisors say AI as at its best when it can help them analyze large amounts of data.

Support

91% of advisors believe clients still need personal advisors but AI can help them deliver more value to their clients.

Opportunity & Risk

72% of advisors and firms recognize AI as both an opportunity and a risk that requires a cautious approach.

eMoney

eMoney AI Research & Analysis, Oct 2024.

Rules-Based Engines: Human-defined logic

Alerts *(Active)*

- Allowing the user to setup system generated notifications based on changes in their client's situation such as changes in net worth.

Solvers *(Active)*

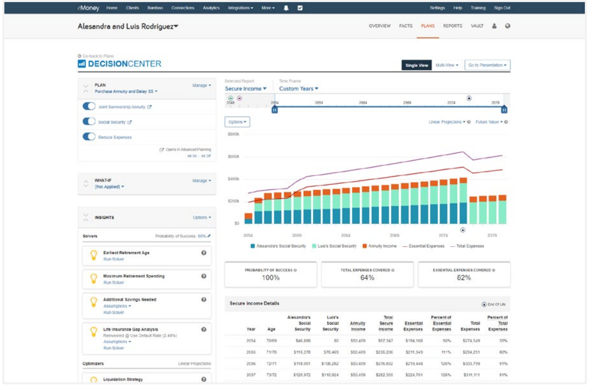
- Determining the best outcome of a technique in the plan using solvers for earliest retirement age, liquidation strategy, minimal additional savings needed solver and more.

Autonomous Planning *(Coming Soon 2025)*

- Considering many techniques all at once to determine the best outcome for the plan.

Planning Insights *(Coming Soon - H2 2025)*

- Surfacing gaps in plans across an entire book of business and displaying the results on a dashboard for the firm.



PROBABILITY OF SUCCESS: 100%

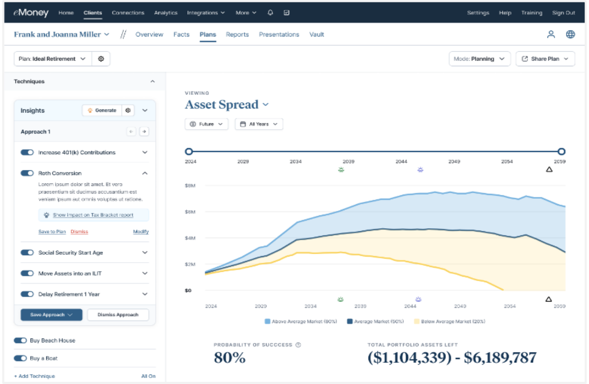
TOTAL EXPENSES COVERED: 64%

ESSENTIAL EXPENSES COVERED: 82%

Secure Income Details

End Of Life

Year	Age	Alesandra's Social Security	Luis's Social Security	Annuity Income	Total Secure Income	Essential Expenses	Percent of Essential Expenses	Total Expenses	Percent of Total Expenses
2054	70/69	$46,888	$0	$50,459	$97,347	$194,168	50%	$274,549	35%
2055	71/70	$115,278	$70,469	$50,459	$236,206	$211,349	111%	$294,291	80%
2056	72/71	$118,091	$108,282	$50,459	$276,832	$219,448	126%	$303,799	91%
2057	73/72	$120,972	$110,924	$50,459	$282,355	$224,701	126%	$311,111	91%



Lorem ipsum dolor sit amet. Et vero praesentium sit ducimus accusantium est veniam ipsum aut omnis voluptas ut ratione.

PROBABILITY OF SUCCCESS: 80%

TOTAL PORTFOLIO ASSETS LEFT: ($1,104,339) - $6,189,787

Machine Learning: The System Learns and Adapts

Transaction Categorization *(Active)*

- Categorizing data and learning from customers spending habits to offer a better experience, more accuracy, and faster responsiveness.

Account Type Mapping *(Coming in Q1 2025)*

- A similar methodology to Transaction Categorization.

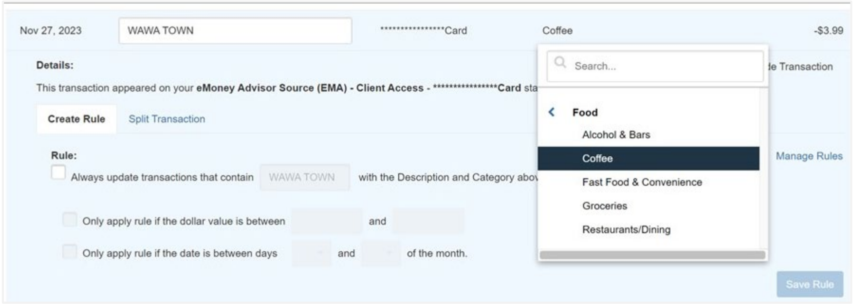
Smart Reports *(Concept)*

- Automatically surfacing commonly used reports based on advisor preferences.

Personalized Autonomous Planning *(Concept)*

- Tailoring plan techniques as part of its recommendations based on an advisor's habitual changes.

eMoney categorizes transactions with ***90% accuracy*** *due to Machine Learning*



Nov 27, 2023 | WAWA TOWN | ****************Card | Coffee | -$3.99

Details:

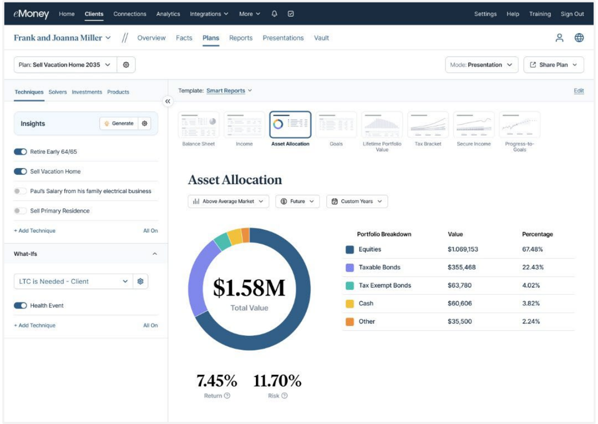
This transaction appeared on your **eMoney Advisor Source (EMA) - Client Access - ****************Card** sta

Rule:

☐ Always update transactions that contain WAWA TOWN with the Description and Category abov

☐ Only apply rule if the dollar value is between ___ and ___

☐ Only apply rule if the date is between days ___ and ___ of the month.



Asset Allocation

Portfolio Breakdown	Value	Percentage
Equities	$1,069,153	67.48%
Taxable Bonds	$355,468	22.43%
Tax Exempt Bonds	$63,780	4.02%
Cash	$60,606	3.82%
Other	$35,500	2.24%

Generative AI: Producing New, Creative Solutions

Internal Gen AI policy group *(Active)*

- A cross-functional team determines our Gen AI policies, which Gen AI products can we use, and the review process to get access to Gen AI tools.

Salesforce Powered Chat Bot *(Concept – Rules-based version launching in Q1 2025)*

- Allows users to get support after hours and helps give consistent support to our users in many cases.

Planning Document Scanning *(Coming Soon - Q2 2025)*

- Gleaning fact data and adding it to the clients' facts in eMoney as client documents are scanned and added to the Vault.

Plan Narrative *(Concept)*

- System generated plan narratives.

Marketing Content Generation *(Concept)*

- Bamboo personalized marketing content generated by Gen AI.

Examples: Roadmap of AI Initiatives

AI Initiative Tiers

- **Tier 1: Individual Productivity** – analyze cost/benefit with the aim of doing more, reducing risk, and maximizing individual impact
- **Tier 2: Team** – team use for broader efficiencies, deeper insights, and improved/simplified workflows (operational or commercial)
- **Tier 3: Organizational Impact** – develop eMoney AI foundation and data warehouse for generative and predictive AI to solve challenging business questions (e.g., customer heath/risk rating)

AI Code Assistance (Tech)

- **Objectives** – Improve efficiencies for code development, refactoring, unit test creation
- **Approach** – Volunteer signup with sharing of business cases explored; evaluate 3 vendors/products
- **Progress** – Pilot complete 11/30, post pilot data gathering in progress
- **Owner** – Development (Josh/Kristen)
- **Tier 2 (operational)**

Client Plan Migrator (Product)

- **Objectives** – Support the intelligent, accurate, and automated transfer of data from Client documents into the eMoney Application
- **Approach** – investigate third party data extraction tools; evaluate security, risk, costs
- **Progress** – Prototype developed during Hackathon to represent the art of the possible
- **Owner** – Product (Ricky)
- **Tier 2 (commercial)**

Call Preparation (Coaching/CS)

- **Objectives** – maximize Coaching time-value while creating a seamless Learner experience
- **Approach** – create in-system, automated methodology for summarizing previous calls, suggesting topics for upcoming sessions, and Client sentiment analysis
- **Progress** – Not started
- **Owner** – Coaching (Roseida)
- **Tier 2 (operational)**

Data Synthesis (Market Research)

- **Objectives** – Increase velocity and drive insights through AI search applied to SharePoint library
- **Approach** – develop proof of concept leveraging MS O365 Copilot for SharePoint
- **Progress** – partnering with MS partners on acquiring trial licenses; developing questions/use cases for initial application
- **Owner** – Market Research (Linda)
- **Tier 1**

Note: AI *may* not always be the best-fit approach or solution!

AI Code Assistance Pilot

Objectives: Speed up throughout and increase productivity; get products in the hands of customers sooner!

1. Improve efficiencies for code development and refactoring
2. Streamline documentation and unit test creation
3. Assistance with researching new technologies
4. Manage risk by introducing approved AI tools and options

Approach:

- Initial POC last spring to narrow down tool set to ChatGPT, Amazon Q, and GitHub CoPilot
- Established Teams Channel and Confluence pages for communication and sharing among participants
- Code Assistance Tools session at Prod/Tech August On Site to educate and review POC learnings
- Kicked off 3-month Pilot with voluntary signups: 121 respondents
- Budgeted for continued tool use by developers in 2025

Next Steps:

- Development organization has licenses available for developers to adopt AI Code Gen tools into their work
- Each developer can request a license from CorpOps with a new SNOW ticket
- Developers should begin using the tools to accelerate efforts like upgrading to coding standards and feature flag removal
- Dev leadership plans to solicit feedback and measure improvements in throughput resulting from use of these tools

Gong AI: Changing the Game for Sales

Feature: "Smart Trackers"

Details: Sales Operations trains the AI model to listen for conversation cues within the context of the conversation (not just key words) to assist in coaching or tracking trends.

Impact: Increased ability to accurately track industry trends, as well as streamline sales rep coaching.

Feature: Conversation Recaps and Next Steps

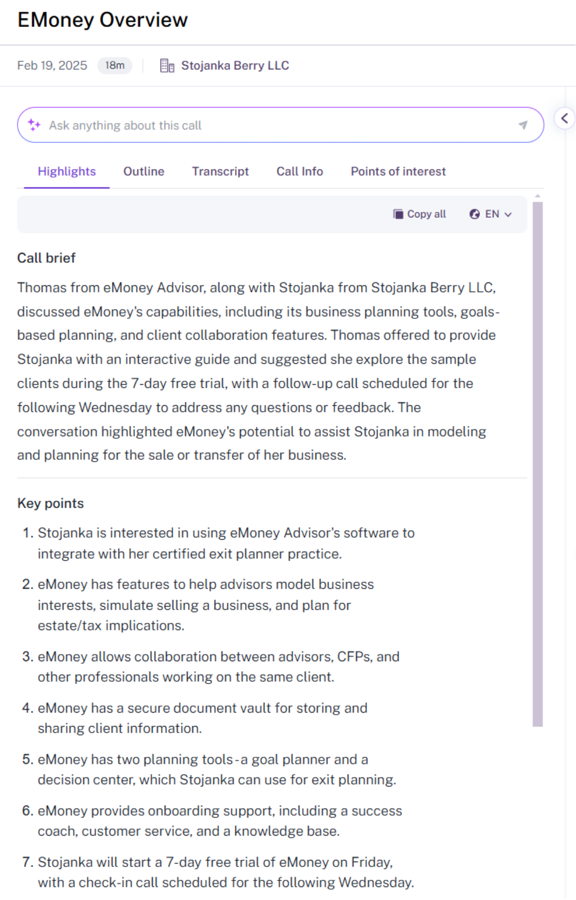
Details: Gong's AI will read the transcript of a call and provide a full conversation recap for managers to leverage, as well as next steps for the rep to follow.

Impact: Increased manager bandwidth and improved deal information collection.

Feature: "Ask Anything"

Details: Gong's AI allows us to ask anything about an Account, Opportunity, or conversation and will pull context from every conversation and email related, to provide a detailed answer.

Impact: To be determined.



Call brief

Thomas from eMoney Advisor, along with Stojanka from Stojanka Berry LLC, discussed eMoney's capabilities, including its business planning tools, goals-based planning, and client collaboration features. Thomas offered to provide Stojanka with an interactive guide and suggested she explore the sample clients during the 7-day free trial, with a follow-up call scheduled for the following Wednesday to address any questions or feedback. The conversation highlighted eMoney's potential to assist Stojanka in modeling and planning for the sale or transfer of her business.

Key points

1. Stojanka is interested in using eMoney Advisor's software to integrate with her certified exit planner practice.
2. eMoney has features to help advisors model business interests, simulate selling a business, and plan for estate/tax implications.
3. eMoney allows collaboration between advisors, CFPs, and other professionals working on the same client.
4. eMoney has a secure document vault for storing and sharing client information.
5. eMoney has two planning tools - a goal planner and a decision center, which Stojanka can use for exit planning.
6. eMoney provides onboarding support, including a success coach, customer service, and a knowledge base.
7. Stojanka will start a 7-day free trial of eMoney on Friday, with a check-in call scheduled for the following Wednesday.

Atlassian: Leveraging AI in Jira and Confluence

Today, Atlassian Intelligence features in **Jira** allow you to:

- Search for issues using everyday language
- Draft and edit content, improve writing, and change tone
- Define words and acronyms (beta)
- Summarize comments
- Summarize Smart Links from Confluence, Jira, and Google docs
- Create rules using natural language
- Generate a list of suggested child issues, based on the details of the parent issue
- Reformat Jira issue descriptions
- Create issues suggested by AI from Jira Cloud app for Slack (beta)

Today, Atlassian Intelligence features in **Confluence** allow you to:

- Draft and edit content, improve writing, and change tone
- Define words and acronyms (beta)
- Generate a summary or action items from a page
- Summarize pages, page comments, and blogs
- Search for answers (beta)
- Summarize in-line comments
- Summarize Smart Links from Confluence, Jira, and Google docs (beta)
- Create rules using natural language
- Create actions in templates and components

Marketing: Images, Videos, Content, and More!

Marketing teams are using various AI tools, including the Adobe Suite and copy.ai, to improve the consumer experience, speed up time-to-market, and improve content-consumer fit to drive interest and engagement.

Images and Web Development

Video Content

Content Development and Fit

Generative Fill

Original

Revised with AI

eMoney

Text to Image

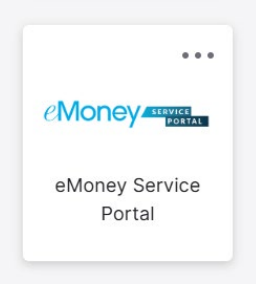
Prompt: Create a candid photo of a female financial advisor sitting in front of a laptop at a desk meeting with a client. Use soft, natural lighting and warm tones to enhance the overall look of the scene.

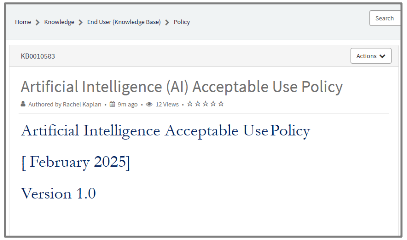
Video Example

Resources for YOU!

Resources for YOU!

Policy





Home > Knowledge > End User (Knowledge Base) > Policy

KB0010583

Artificial Intelligence (AI) Acceptable Use Policy

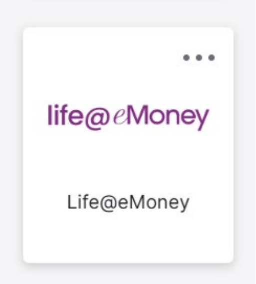
Authored by Rachel Kaplan • 9m ago • 12 Views • ☆☆☆☆☆

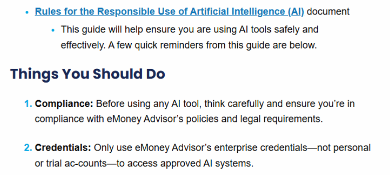
Artificial Intelligence Acceptable Use Policy

[February 2025]

Version 1.0

Guidelines





- Rules for the Responsible Use of Artificial Intelligence (AI) document
  - This guide will help ensure you are using AI tools safely and effectively. A few quick reminders from this guide are below.

Things You Should Do

1. **Compliance:** Before using any AI tool, think carefully and ensure you're in compliance with eMoney Advisor's policies and legal requirements.
2. **Credentials:** Only use eMoney Advisor's enterprise credentials—not personal or trial ac-counts—to access approved AI systems.

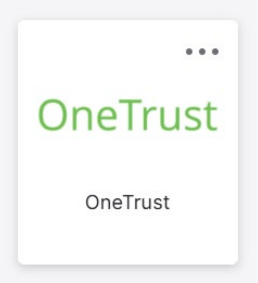
Copilot

Add Microsoft Copilot

This guide provides a straightforward method for integrating Microsoft Copilot with your account using the Okta Browser Plugin or Okta Browser. By following these simple steps, users can enhance their productivity and streamline their workflow with the powerful features of Microsoft Copilot. It's an essential resource for anyone looking to leverage AI capabilities in their daily tasks efficiently.

Kathy Hieng | 5 steps | 30 seconds

Vendors



To submit a Vendor Intake Form in OneTrust, please use this link: https://app.onetrust.com/app/#/pia/ssp

Questions or AI-related Ideas?

1. Consult Life@eMoney Intranet > Using AI at eMoney
2. Check in with your Manager
3. Email
4. AI Committee Teams Channel!

Business Units / Information and Security / Using AI at eMoney

Using AI at eMoney

Welcome to the Using AI

safely leveraging AI to cre

Before you get sta

- eMoney's AI Accep
  - This is also a