

State of AI Adoption in Asset Management

Global Asset Manager Research

September 26, 2023

Executive Summary:

Nearly 80% of managers see AI as an Important or Very Important competitive advantage in the next 3-5 years. However, just 17% feel they are well prepared to capitalize on the AI opportunity. Overall, managers see greater efficiencies in internal processes and cost savings as the main benefits of adopting AI, with strongest impact in their investment research and marketing functions. In light of its newness, uncertainties around the underlying integrity of AI pose the greatest concern for managers overall.

Methodology:

In August 2023, Coalition Greenwich undertook a study to explore the evolving role of AI in asset management. This presentation summarizes the findings from this research, which is based on 99 interviews with asset managers globally.



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