Operational efficiency is driving digital transformation in capital markets

June 17, 2025

Executive Summary:

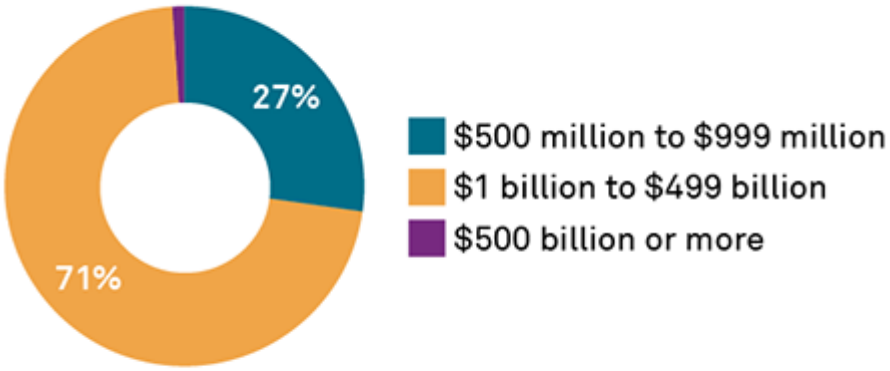


Digital transformation has become a priority for many capital markets firms in recent years, and it is fostering improved process automation.

Methodology:

Between March and April 2025, Crisil Coalition Greenwich, in partnership with Xceptor, conducted interviews with 70 capital markets C-suite professionals hailing from asset management firms, hedge funds, insurance companies, pensions, banks, broker-dealers, and wealth advisory firms. These leaders—located in North America, the U.K., Europe, and Asia-Pacific—oversee operations, organizational and technology roles across the front, middle or back-office of institutions. The goal of this study is to use these insights to better understand decision-making and challenges associated with the adoption of digital transformation. Factors including cost, the advantages of leveraging AI and shifts in business culture were discussed.

Respondents' firm AUM



Note: Based on 70 respondents. Numbers may not total 100% due to rounding.
Segments with values <3% are not labeled.
Source: Coalition Greenwich 2025 Digital Transformation Study

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