



Nihilent
Evolving Ideas

/ Humanizing
Technology



Nihilent's **AWS**-powered Solution Transforms Wealth Management Experience

CONTEXT

In the wealth management space, organizations increasingly seek to address the individuality of each client's aspirations and expectations. With a focus on simplifying the investment journey, tailored solutions are designed to meet unique needs. By prioritizing user-centric design and intuitive interfaces, the goal is to make the entire experience seamless and effortless.

PROBLEM

The objective was to deliver an exceptional user experience through a cutting-edge digital platform that empowers investors to make well-informed decisions aligned with their individual needs. Personalized product recommendations were required to address diverse financial goals and preferences. Additionally, continuous monitoring and platform management were essential to ensure investors' ongoing financial wellness and satisfaction.

SOLUTION

Nihilent developed a comprehensive cloud-based solution on the AWS platform, enabling a consolidated view for up-selling and cross-selling opportunities. Technology pilots were implemented to gather deeper customer insights. The distribution and advisory platform accessible via web and mobile supports seamless onboarding and continuous investor services. Features such as net worth tracking and portfolio performance monitoring enhance usability and engagement. Leveraging Amazon CloudFront, Amazon S3 Storage, Amazon Route 53, Amazon RDS DB, EC2, and AWS CloudWatch, Nihilent ensured scalable, secure, and reliable infrastructure delivering consistent user experiences across offerings.

CONCLUSION

Nihilent's cloud-based AWS solution, combined with expertise in technology pilots and advisory platforms, enabled streamlined operations, improved customer insights, and a seamless investor experience.