



TIAA

CASE STUDY

How TIAA simplified the complexity of running multiple managed account programs



The Challenge

TIAA's managed accounts group was looking for a modern enterprise platform to support multiple managed account programs.

Among their requirements was a platform that could enable growth and scale for several initiatives over multiple years, including:

- Launch of a UMA program for the mass affluent client segment
- Migration of an existing advisor-driven investment management program for high net worth clients
- Creation of a new digital advisory program for self-directed retail investors
- Support multiple custodians
- Coordinate key functions for all programs



“**Serving all of our managed account programs on a single platform has been key to our success.**”

Jason Creel
Head of Managed Accounts



The Solution

To meet these objectives, TIAA chose MyVest's enterprise wealth management platform, the Strategic Portfolio System™ (SPS). Implementation of the system incorporated core technology as well as change management and training for the entire team. Strong partnership between TIAA and MyVest made it a reality.

1 Launching the centrally-managed program for the mass affluent segment

With a goal to expand professionally managed portfolios to the mass affluent, TIAA set out to create **TIAA Portfolio Advisor**, a new managed accounts program targeting portfolios with a minimum of \$50K.

They wanted an operational model that gave their home office highly efficient, centralized portfolio management and oversight while offering advisors the flexibility to personalize portfolios to each client.

The team was able to achieve immediate efficiencies due to SPS's automation of common tasks. Powerful model management and trading tools enabled the team to oversee a large set of portfolios with a fraction of the staff typically required.

TIAA Portfolio Advisor quickly became the fastest growing UMA program, ranked #1 in growth rate by Cerulli Associates over its first five years (Cerulli EDGE 2011-2015).

2 Migrating the trust offering for the high net worth segment

After demonstrating success with TIAA Portfolio Advisor, they wanted to achieve similar efficiency with their existing trust offering **TIAA Private Asset Management**, a portfolio manager-driven investment program serving high net worth accounts at the \$1M+ level.

A key requirement was to migrate this mature program to a robust system that satisfied their need for powerful decentralized portfolio management and trading tools, without compromising the firm's need for centralized oversight and efficiency.

With SPS's flexible architecture, TIAA was able to configure the settings to meet the unique needs of each part of the organization – advisors, portfolio management, trading, operations, compliance, etc.

And because it was all on the same system, MyVest was able to assist them with a quick, seamless conversion of existing accounts and training of advisors.

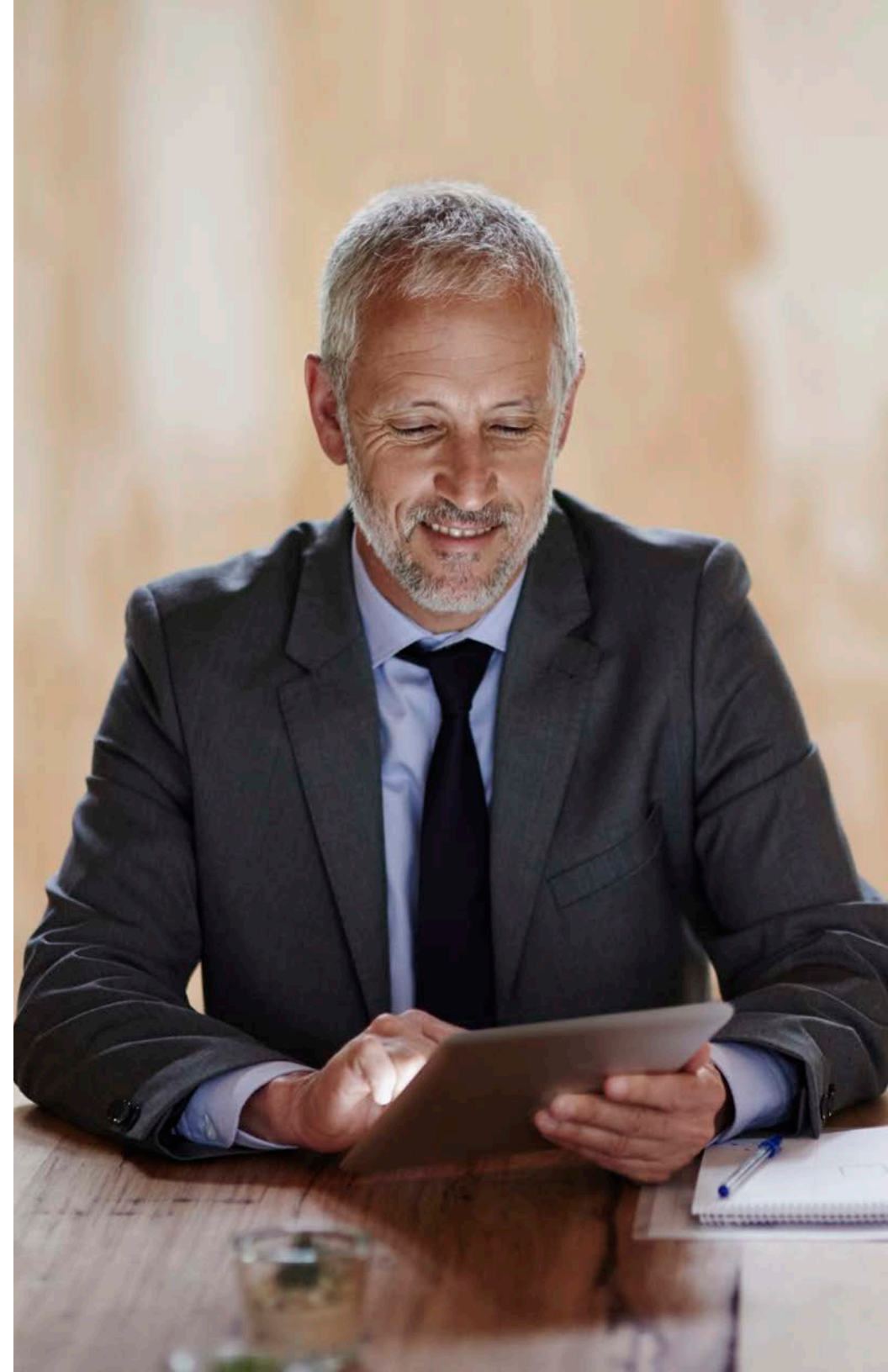
3 Creating a new retail digital advisory program

When the time came to roll out **TIAA Personal Portfolio**, TIAA's retail digital advisory program, they knew they could rely on the same SPS foundation, leveraging existing custodial interfaces and centralizing key functions for all programs.

Using MyVest's robust API suite, TIAA connects SPS with their own consumer front-end user experience. The result is a retail digital advisory program with the power of SPS at its core.

Evolving to meet TIAA's needs

From launching new programs to migrating an existing one, managing it all on one unified platform has allowed TIAA to scale their business. As TIAA's managed account programs have expanded, MyVest's wealth management platform has evolved to meet their needs.



100,000+

Holistic personalized portfolios



3

Managed account programs
for different client segments



1

Unified platform running
all three programs

Their Success

Multiple Managed Account Programs

TIAA now successfully runs three very different managed account programs with multiple custodians on a single unified platform.

Multiple Levels of Discretion

Each managed account program is separately configured for varying levels of discretion, while TIAA maintains centralized oversight and operations.

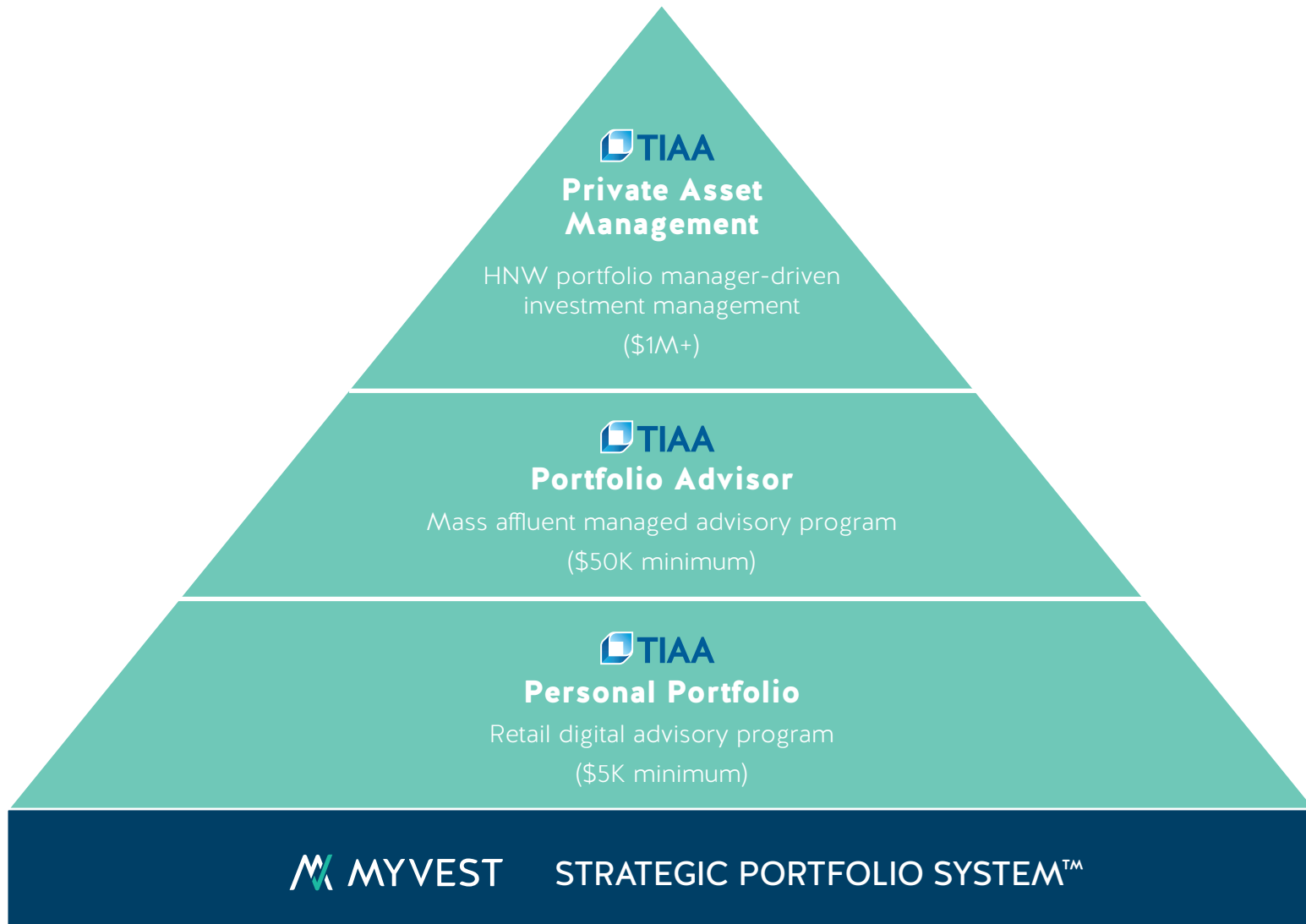
Multiple Wealth Tiers

TIAA now offers advisory solutions for three different wealth tiers and life stages – so their clients can stick with them as they grow, instead of switching platforms, advisors, or firms.

One Unified Platform

TIAA was able to simplify the complexity and overhead of running multiple programs, leading to greater efficiencies and significantly increased operational leverage.

Three Managed Account Programs One Unified Platform



About Us

MyVest builds enterprise wealth management technology for the digital age. Driven by a vision for client-centric advice, we empower firms to deliver personalized portfolios at scale. Headquartered in San Francisco, we operate as a wholly owned subsidiary of TIAA.

What We Do

Our top engineering talent has created a scalable, configurable enterprise platform with an architecture engineered to foster client-centric wealth management throughout your organization.

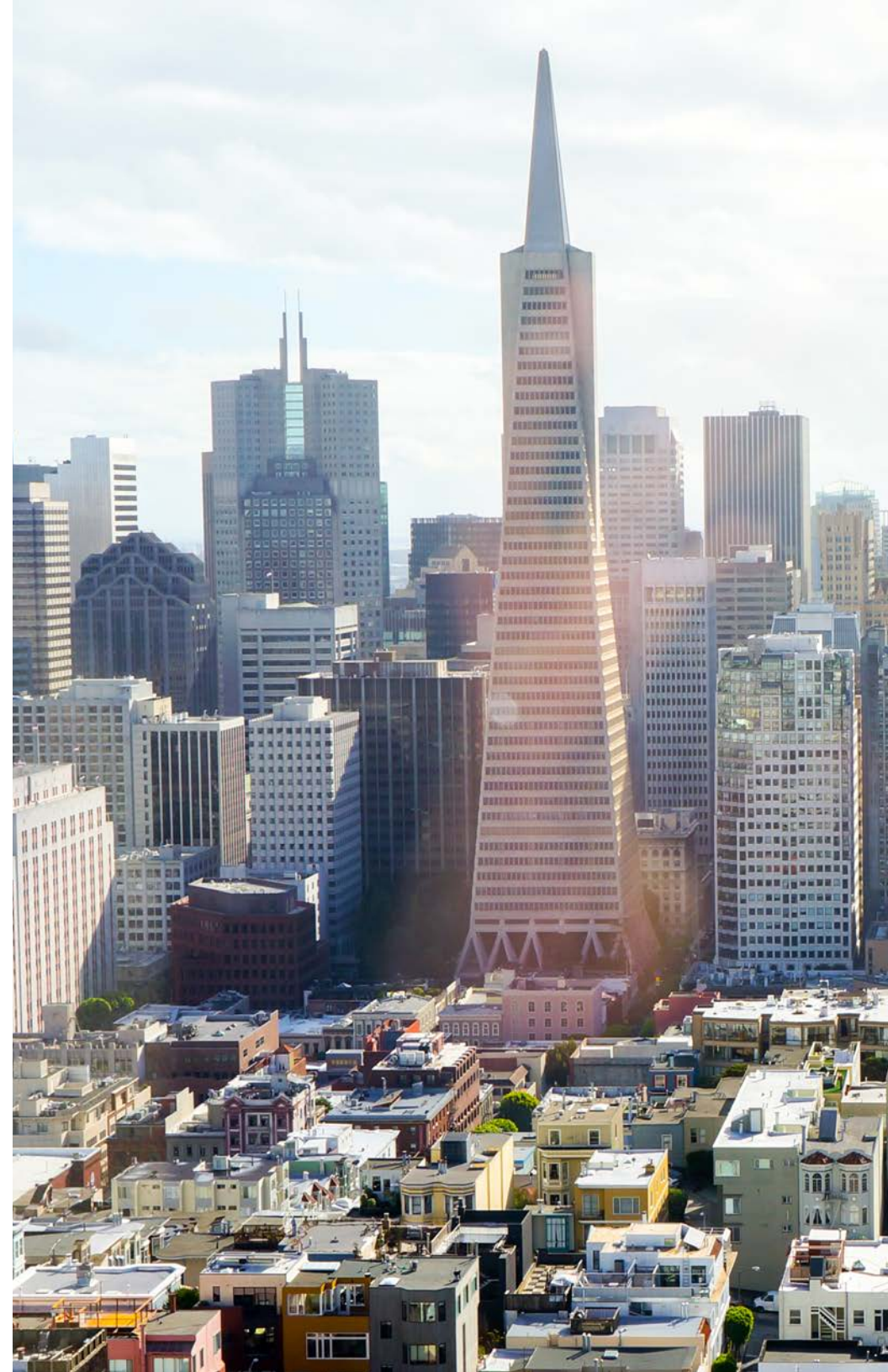
Our full suite of capabilities includes:

Strategic Portfolio System™ (SPS): Enterprise wealth management platform for the digital age

Portfolio Management Suite: Leverage the core rebalancing & trading components of SPS

Middle Office Operations: Tech-driven middle office for dramatically increased efficiency and scale

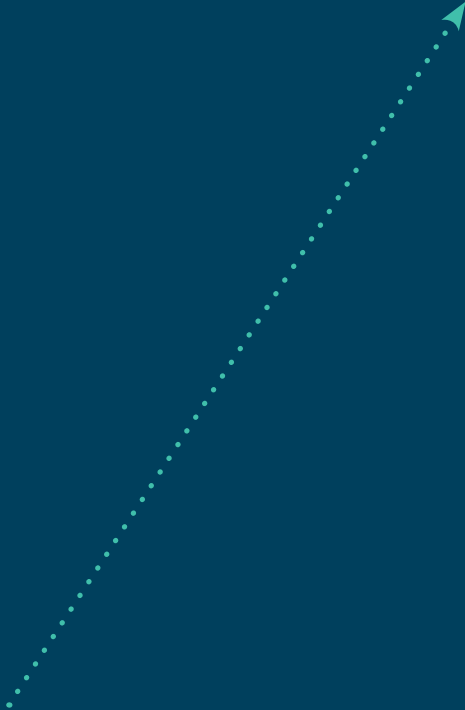
Professional Services: Strategic partnership for the configuration, integration, and ongoing enhancements of your optimal platform





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Talk to us about creating
a custom-configured
platform unique to your
organizational needs