

## PLATFORM MADE PERFECT

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NEWARK, N.J. -- Prudential Financial Commissions the Study to Help Banks Navigate the Competitive Landscape and Make Effective Investment Platform Decisions

Prudential Financial, Inc. (NYSE:PRU) announced today the release of Platform Made Perfect, a 3C Financial Partners study that addresses trends in the high net worth market and provides insights and tools for banks to more effectively capture and service this market. Prudential commissioned the report, recognizing the challenges banks are facing in developing effective, profitable wealth management platforms in servicing high net worth clients. Prudential has been offering its managed accounts services to the bank marketplace since 2003, focusing on establishing relationships with national and mid-sized regional banks. It is currently evaluating opportunities to service the smaller regional and community bank market, and continues to support multiple national broker-dealer clients.

The report is a result of over 1,000 hours of interviews with financial services industry executives, extensive industry research and in depth quantitative analysis. In addition to providing an overview of the "millionaire market," the report delves into the profitability implications of different types of investment platforms, methods to determine the appropriate mix of products and services in a bank platform and opportunities to leverage the services of a third party provider to improve platform efficiency and quality. The report includes a seven-part questionnaire that a bank can apply to its own business to help shape its investment platform. An executive summary for the report is attached, which highlights key findings.

"As banks face increased competition for high net worth clients, the decisions wealth management executives make about their investment platform become more and more critical," Peter Green, head of business development for Prudential's Managed Accounts Consulting Group, said. "These executives are looking for tools and insights to help them make those decisions, and Platform Made Perfect provides a terrific foundation."

"It is not easy for private banks to develop the product and service platforms required for leadership in today's competitive marketplace", notes Dan Seivert, a Managing Director at 3C Financial Partners and the principal author of the report. He adds that "firms who successfully employ the strategies outlined in this report have the potential to significantly increase their financial success and in the process create hundreds of millions in additional shareholder value."

### ABOUT ECHELON PARTNERS

ECHELON Partners (ECHELON) was formed in 2001 to offer investment banking and consulting to a subset of the financial services industry known as "investment product developers and distributors" (IPDADs). Since that time, ECHELON's professionals have helped hundreds of senior executives envision, initiate, and execute a multitude of complex business strategies and transactions. ECHELON's business is making companies more valuable through delivering advice and orchestrating transactions. Accordingly, ECHELON measures its success in the enterprise value it creates for its clients. Companies that strive to outperform their peers choose to work with ECHELON because we are as passionate about their results as they are.

**Daniel Seivert**

Managing Director

[dseivert@echelon-group.com](mailto:dseivert@echelon-group.com)