

INITIATIVE	Next-Generation Investment Platform
AWARD	Celent Model Wealth Manager 2025 for Essential Technologies
EXECUTIVE SUMMARY	Aegon's multiyear investment platform modernization initiative replaced the legacy web channel for its pensions, savings, and investment solutions. The development, rollout, and benefits of Aegon's platform transformation are best-in-class examples of cloud adoption in financial services. The goal was to build a customer-centric platform leveraging cloud infrastructure and microservices . The result is a new investment platform that enhances the customer experience, streamlines workflows, and enables further agile development.
FEATURES AND FUNCTIONALITY	<ul style="list-style-type: none"> • Single login for users to navigate the platform across different roles (e.g., advisor, firm admin, model portfolio builder, etc.) and Aegon products • Multiproduct quote and apply for advisers to generate quotes for multiple products (e.g., SIPP, ISA) within the same process • "What You Need To Know" screen that outlines critical information up front for advisers and clients at the start of the experience • Customizable client reports for advisers to share with clients, including a breakdown of their product selections, investments, portfolio allocations, fees, and other customizations • Money movement tiles for an instant view of contributions and withdrawals • "Fastrack" bulk scheme processing for employer administrators
KEY BENEFITS	<ul style="list-style-type: none"> • Enhanced user experience: single login, new features, financial dashboards • Improved customer satisfaction: increased NPS scores • Fintech integrations: digital identity, customer analytics, AI fraud detection • Unified compliance and security: FCA compliant, GDPR, data privacy and protection, biometric authentication, multifactor security • Faster platform enhancements: ability to build and ship new product enhancements quicker, fix bugs within days instead of months • Cost savings: replacing old systems reduces vendor and maintenance costs • New business: clients attribute the platform to winning their business
KEY VENDORS	Tata Consultancy Services (TCS): platform strategy and development partner Amazon Web Services (AWS): cloud microservices, APIs, database migration
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