

# WealthTech platform BYOB launches AI-powered digital analyst to overcome manual day-to-day tasks.



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The latest release of BYOB's Next Gen wealth management platform reveals Ani - an AI-powered digital analyst built to free wealth and asset managers of manual tasks.

LONDON, March 16, 2021 - WealthTech platform Build Your Own Beta (BYOB) has bolstered its front-end analytics solution with the launch of a digital analyst: Ani. Designed to match BYOB's simple, user-friendly platform, Ani has been added as an AI-overlay to automate common tasks and complex workflows, while providing insights and alerts for investors' watchlists, investments and portfolios.

BYOB, founded by Samantha McBride, aims to help investment professionals within the wealth and asset management industry to overcome the burden of manual day-to-day tasks. The modular-based platform organises and aggregates data, provides a bespoke analytical toolbox and can help to manage portfolios and reporting requirements in a simple yet flexible way. BYOB is currently helping a handful of Wealth Managers, Family Offices and an Oxbridge College move to more automated processes.

For more information, or to arrange a demo, please visit [byobeta.com](https://byobeta.com).

BYOB is a centralised platform designed to streamline - and optimise - the investment process. Built for investment professionals, BYOB organises their data, provides a bespoke analytical toolbox and manages portfolios & reporting requirements in a simple yet flexible way.

Backed by investment experts specialising in varying sectors of the industry, BYOB also boasts a team of advisors with a depth of experience to help guide the product, and truly understand the

challenges faced in the Wealth and Asset Management space.

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