



*The principles of financial ecosystem participation now includes growing and complex AI building blocks that interface and leverage traditional organizational capabilities, adapt to data-as-a-product digital assets, and rapidly changing innovative ideals used to engage consumers directly.*

*Whereas financial leaders are familiar to core principles of interconnecting people, process, and technology building blocks, the rationale for the assembling new ecosystem segments are challenging and ambiguous for many production systems at scale. However, the implications between all four segments will be where the competitive differentiation and ability to sustain channel profitability will create pose the greatest risks, satisfaction, and AI outcomes.*