



Convergence Likely to Switch (LTS)

Predictive business development intelligence for provider displacement

July 2026

Product Description

- Likely to Switch identifies advisers and private funds with characteristics consistent with changing a service provider. The model demonstrates a 90% accuracy level and monitors operational, regulatory, fund, client, relationship, and business complexity indicators to give sales teams an earlier view of administrator, auditor, prime broker, custodian, and other provider displacement opportunities.

Product Benefits

- **Creates a First-Mover Advantage:** helps clients prioritize advisers more likely to award business to a provider they are not currently using.
- **Improves Competitive Outreach:** adds current relationship context and empirical market evidence before competitors control the conversation.
- **Frames the Market Opportunity:** the source materials project 14,000 switch or diversification decisions from 2026 through 2030, involving \$3.3 trillion in assets under administration and approximately \$0.9 billion in revenue opportunity.

Product Features

- **Fund and Relationship Detection:** maps active private funds and adviser-provider relationships across the Knowledge Center.
- **Predictive Switch Analytics:** identifies adviser characteristics associated with changing or adding service providers.
- **Adviser and Provider Intelligence:** packages provider relationships, adviser facts, signals, and sales context so teams can move from score to outreach quickly.

Primary Use Cases and Delivery

- **Primary Users:** service provider sales, relationship management, strategy, marketing, and sales operations teams.
- **Common Use Cases:** competitive displacement campaigns, account targeting, provider relationship monitoring, and adviser-specific outreach.
- **Commercial Impact:** the source materials estimate that winning five funds per year at a minimum fee of \$65,000 per fund creates a 12.8x ROI.