Wealth & advisor technology landscape

59 providers and product groups across six advisor technology segments

59
PROVIDER GROUPS

Platforms, TAMPs & custody

Wealth platforms, managed accounts, advisor custody and digital wealth

$190M RAISED · 9 M&A DEALS · +5% HEADCOUNT LAST 24 MONTHS · 14

- **SEI** — Includes LifeYield
- **Envestnet** — Bain Capital
- **AssetMark** — GTCR
- **InvestCloud**
- **Betterment** — Advisor Solutions
- **Altruist** — Sale to Vanguard pending
- **Vestmark** — Sale to Envestnet pending
- **Advisor360°**
- **AdvisorEngine** — Part of Franklin Templeton
- **Orion** — Genstar and TA
- **Apex**
- **Flourish** — Part of MassMutual
- **GeoWealth**
- **FusionIQ**

Financial planning, tax & estate

Planning engines, tax analysis, estate and retirement income tools

$167M RAISED · 0 M&A DEALS · +4% HEADCOUNT LAST 24 MONTHS · 13

- **eMoney** — Part of Fidelity Investments
- **Conquest**
- **RightCapital**
- **MoneyGuide** — Part of Envestnet
- **Holistiplan**
- **FP Alpha**
- **Income Lab**
- **Asset-Map**
- **Wealth.com**
- **Vanilla**
- **Luminary**
- **TaxStatus**
- **Pontera**

Portfolio management & reporting

$282M raised · 0 M&A deals · +25% headcount · 7

- **Addepar**
- **Vise**
- **Masttro**
- **Black Diamond** — Part of SS&C Technologies
- **Advyzon**
- **Smartleaf**
- **Arch**

CRM, workflow & AI

$264M raised · 2 M&A deals · n/a headcount · 8

- **Docupace** — Genstar-backed
- **Zocks**
- **Practifi**
- **Redtail** — Part of Orion
- **Jump**
- **Wealthbox** — Sixth Street majority
- **Nevis**
- **Milemarker**

Marketing, compliance & billing

$48M raised · 4 M&A deals · -3% headcount · 9

- **Global Relay**
- **Smarsh**
- **Hearsay** — Part of Yext
- **FMG** — GTCR
- **AdvicePay** — Includes AdvisorBOB
- **Snappy Kraken**
- **Hadrius**
- **Comply**
- **FINNY**

Risk, research, data & alts

$990M raised · 9 M&A deals · +13% headcount · 8

- **Morningstar**
- **iCapital**
- **CAIS**
- **YCharts** — Includes Zephyr
- **StratiFi**
- **Nitrogen** — Formerly Riskalyze
- **Yodlee** — STG
- **iAltA** — Includes BridgeFT

HOW TO READ Grouped by primary offering. Categories overlap; acquired brands are shown under their current owner where they no longer trade separately.

LEGEND Capital raised, last 24 months: lower to higher · Most M&A activity · Raised capital or changed hands, last 12 months

U.S. advisor market focus. Sublabels show owner or status where verified. Research as of November 12, 2026.

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