



CASE STUDY - MAY 2026

## EMPOWERING AMP MEMBERS WITH SCALABLE, MEMBER-CENTRIC DIGITAL FINANCIAL ADVICE SOLUTIONS

Delivering scalable hybrid advice, automated statement of advice (SOA) production and improved member outcomes through Midwinter Digital Advice.

- ✓ 50% of journeys produce an **SOA**
- ✓ SOA delivery reduced from **7.5 hrs** → **available in real time**



Chant West **Best Fund: Digital Advice 2026 winner**

# 9%

AMP member adoption compared to the industry average of

# 2%



**“Digital Financial Advice marks another important turning point for AMP Super. It’s a privilege to serve our members and deliver cutting-edge advice solutions.”**

**ANDREA BOSS**, GENERAL MANAGER - GUIDANCE & ADVICE, AMP

AMP Limited is a leading retail wealth management and banking business operating in Australia and New Zealand, supporting approximately 1.5 million customers. With more than 4,100 employees, AMP provides financial advice, superannuation, retirement income, banking and investment products, and is committed to delivering better outcomes for its customers while driving long-term value for shareholders.

AMP Super is AMP's superannuation fund, serving over 700,000 members across Australia, dedicated to delivering strong retirement outcomes through competitive fund options and digital member experiences. With strong returns and one of the lowest annual average total fees costs for managing superannuation, they are committed to helping Australians grow and protect their retirement savings.

AMP's strategy focuses on simplifying its operations, enhancing customer experiences, and modernising its technology to support scalable, compliant, and customer-centric advice delivery. A key priority is expanding access to high-quality advice for more Australians while maintaining strong governance and regulatory alignment.



## THE CHALLENGE: SCALING ACCESSIBILITY TO PERSONAL ADVICE

AMP's ambition was clear: **help more members make better retirement decisions – earlier and at scale.**

However, traditional advice models created three fundamental constraints:

1

### Limited access to personal advice

Most members have relatively simple advice needs but are unlikely to engage with traditional adviser-led models due to cost, availability or perceived complexity. Previously, access to personal advice was largely constrained to phone-based intrafund advisers, limiting scale.

2

### Inconsistent member journeys

Members interacted with a range of calculators and education tools, but a lack of continuity created a fragmented experience. As a result, members lacked confidence to engage further or were left wondering what to do next.

3

### High operational effort & compliance risk

Delivering compliant advice relied heavily on manual processes and disparate technology with too much cost and risk.



## THE SOLUTION: BRAVURA'S MIDWINTER DIGITAL ADVICE PRODUCT

To address these challenges, AMP implemented the Bravura Midwinter Digital Advice product as a core advice capability. The solution is designed around three principles:

### Personal advice – delivered digitally

Rather than limiting members to calculators or generic projections, AMP delivers **personal advice digitally**, tailored to each member's circumstances, goals and retirement timeline. Members can:

- Set retirement and income goals, understanding where they're at via a retirement score.
- Understand the impact of contributions, investment choices and retirement timing.
- Nearing or at the point of retirement, understand retirement strategies, including Age Pension impacts.
- Test different strategies and see the impact immediately.
- Receive compliant personal advice and an SOA directly from the digital journey.
- Receive clear next steps and implement advice with confidence.
- Access a human adviser seamlessly when additional support is needed.

### Hybrid advice journeys that build confidence and trust

The approach materially expands access to advice, particularly for members with simple to moderate needs who previously would not engage with an adviser. Key design elements include:

- Consistent guidance, advice philosophy and experience across channels.
- Underpinned by a single advice engine.
- Adviser visibility of the member's digital journey, goals and outcomes.
- Built-in triage for members with more complex needs.

This ensures consistency of outcomes, avoids disjointed experience, duplication and builds member confidence as they move between channels.

### Transformed operations model for Phone-Based Advice

The operating model for phone-based advice appointments is transformed by the new digital-first approach. The solution embeds governance and compliance controls directly into the advice process:

- Alignment between goals, advice strategies and clear scope of advice.
- Automated SOA generation end-to-end.
- Full auditability without manual file notes or paraplanning.

As a result, AMP materially improved operational efficiency while lowering operational and compliance risk:

Reduced human effort in phone-based advice from **7.5 hours to 1.25 hours.**

## A Foundation For Future Growth

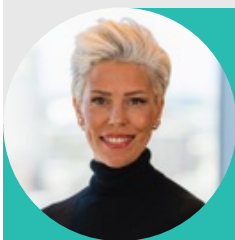
Beyond immediate outcomes, the solution provides AMP with:

- Advice capability that supports ongoing innovation in retirement strategy, member outcomes and retention.
- A foundation to enable growth, scalability and continuous improvement leveraging data and insights.
- Modern technology ready to leverage technological innovation in AI and machine learning.
- A flexible platform with configurable, role-based features and differentiated journey content for members and advisers.
- Managed as a product, allowing AMP to benefit from ongoing investment and upgrades, driven by a community of leaders in guidance and advice.
- Flexible enough to allow AMP to differentiate its unique retirement and advice experience for members.
- Readiness to adapt with agility to a fast-changing industry and regulatory environment.



### IMPLEMENTATION JOURNEY: PHASED DEPLOYMENT APPROACH

AMP implemented Midwinter's advice product through a phased approach, realising value at each milestone while managing risk and ensuring quality at each stage.



"We believe Digital Financial Advice will lead to earlier retirement engagement, stronger member retention and higher member satisfaction. Members receive a retirement score, and they are able to model options to improve their retirement readiness score on the spot."

**ANDREA BOSS**

GENERAL MANAGER - GUIDANCE & ADVICE, AMP

PHASE  
1

### January 2025: Retirement Health Check

- Retirement Health Check (RHC) under general advice.
- Includes personal non-super assets and spouse financial circumstances.
- Initially member led - providing the foundation for Digital Financial Advice delivery.

PHASE  
2

### July 2025: Personal Retirement Advice

- Converted RHC into Super Projection Personal Advice (added Investment Choice and Contributions sub-journeys).
- Included 'Opt-in' to the Accumulation Phase of Lifetime Income Stream (Lifetime Boost).
- Added adviser and hybrid support for all journeys.
- SOA available to members immediately on screen and in the member portal.
- Auto-generation of SOAs when a member has been provided advice on screen but doesn't initiate an SOA download.

PHASE  
3

### November 2025: Expanded Advice Capabilities

- All new capabilities rolled out for member, adviser and hybrid channels.
- Standalone Contributions.
- Standalone Investments.
- Retirement Planner (for members over 60).
- Advice tailored to member circumstances, including age, working and condition of release status, working retirement, lifestyle, income goals and existing products held.
- Includes transition to retirement (TTR) and account-based pension strategies.
- Includes supporting strategies, such as one-off contributions/withdrawals, downsizer, cashout and re-contribution, and pension refresh.

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4

### May 2026: Advanced Retirement Solutions

- Introduce Lifetime Pension to Retirement Planner, including optimisation of allocating super savings between Account Based Pension and Lifetime Pension.

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5

### Future Ambitions: Continuous Innovation

- Continuous improvement leveraging data insights and reporting.
- Translation of insights into member implementation rates and adviser efficiency.
- Innovation and AI initiatives.



## THE OUTCOMES: TRANSFORMATIONAL RESULTS

Since launching Digital Financial Advice, AMP has achieved material improvements across member engagement, advice accessibility and operational efficiency.

Available to members directly through the AMP App or MyAMP, Digital Financial Advice has driven an almost 33-fold increase in the number of members seeking guidance on their retirement planning, materially expanding access beyond what was possible through adviser-led models alone.

### Member Engagement & Advice Access

9%

**9% of members** engaging with Digital Financial Advice annually (versus 2% industry benchmark).

65,000+

**Over 65,000 journeys** have been initiated since launch.

50%+

**50%+ journey completion** through to projections and SOA.

600%

**600% increase** in members seeking advice about their AMP Super account and retirement planning within 12 months.

1,000+

**Over 1,000 adviser appointments** since launch.

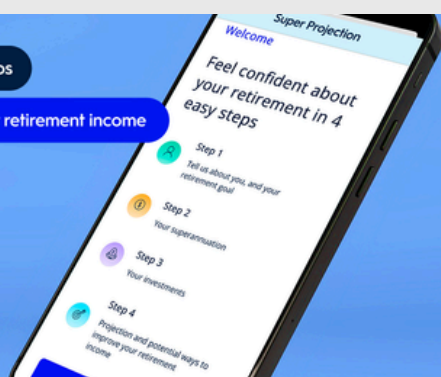
### Operational Efficiency & Compliance

- SOA production reduced from **7.5 hours to fully automated**.
- Adviser service delivered instantly **end-to-end**.
- No manual file noting, no paraplanner handovers or support required.
- Compliance by design and tight guardrails managing scope of advice and compliance oversight with a fit-for-purpose tool.

Together, these outcomes demonstrate how Digital Financial Advice can materially increase reach while improving efficiency and reducing compliance risk.

4 easy steps

Boost your retirement income



## WHAT CHANGED FOR MEMBERS?

Members now have access to personal retirement advice at any time.

- Personalised advice for every stage in retirement planning.
- Support for building financial capability and confidence through simple, progressive steps.
- At a cadence that's right for each member, producing a clear path at each stage.
- Highly accessible, but with human support close at hand.

This has led to improved member confidence, earlier engagement with retirement planning and stronger trust in AMP as a retirement provider.



## WHAT DIFFERENTIATES AMP'S SOLUTION?

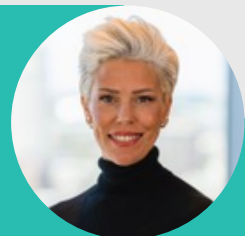
AMP's Digital Financial Advice capability goes beyond calculators or generic guidance by delivering true personal advice digitally, supported by seamless access to human advisers when needed.

Members can move effortlessly between self-service and adviser-led support without losing continuity, as all journeys are underpinned by a single advice engine logic and cohesive experience.

Compliance and governance are embedded by design through a purpose-built digital adviser journey, deterministic advice logic, automated SOA generation and full auditability, enabling advice to be delivered at scale and at no additional cost for eligible members.

This approach allows AMP to expand access to advice while maintaining strong member trust and regulatory confidence.

**"We've seen an incredible uplift in the numbers of members engaging with our service and we've made some great strides forward with a market-first Digital Financial Advice solution that makes financial advice easier to access and understand for all our members. We're thrilled to be leading the way with new standards and helping our members take action, reduce financial stress, and feel more confident about their retirement."**



**ANDREA BOSS**

GENERAL MANAGER - GUIDANCE & ADVICE, AMP



## WHY THIS MATTERS FOR THE INDUSTRY

As fee pressure intensifies and regulatory expectations increase, superannuation funds must differentiate through service quality and member outcomes.

AMP's Digital Financial Advice product demonstrates how funds can materially improve access to personal guidance and advice, improve retirement outcomes, build member trust, and reduce operational and compliance risks.

AMP's experience shows how a fund can establish a scalable foundation for continued innovation in retirement strategies, member outcomes and ambition to leverage data insights.



## PARTNERSHIP

AMP selected Bravura as a strategic partner due to the enterprise maturity of the Midwinter Digital Advice product. The Midwinter product provides proven advice logic, compliance-ready governance and agile delivery with Bravura's deep understanding of superannuation and trustee obligations.

The partnership model emphasised co-design, structured governance and phased delivery, ensuring alignment with AMP's strategic vision and unique proposition.

## ABOUT BRAVURA SOLUTIONS LIMITED

Bravura Solutions Limited is a leading provider of software solutions for the wealth management, life insurance, and funds administration industries, underpinned by functionally rich technology that enables modernisation, consolidation, and simplification.

We are committed to increasing the operational and cost efficiency of our clients, enhancing their ability to rapidly innovate and grow, minimising their risk and enabling them to provide better service to their customers.

Backed by over 30 years of experience, our installed or managed hosted solutions are used by many of the world's leading financial institutions. In excess of A\$2.8 trillion in assets are entrusted to our systems.

We support our clients with a team of nearly 1,000 people in 11 offices across Australia, New Zealand, United Kingdom, Europe, Africa and Asia.

For more information about us, visit [bravurasolutions.com](http://bravurasolutions.com).



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