NEWS RELEASE

Ameriprise Advances AI Innovation Across the Advisor and Client Experience with $1B Annual Spend on Technology and AI Capabilities

2026-07-27

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial, Inc. (NYSE: AMP) today highlighted its continued advancement of the firm's artificial intelligence (AI) capabilities, building on years of investment and innovation to help financial advisors grow, operate more efficiently, and deliver more personalized client advice at scale. Ameriprise is accelerating the integration of AI across the advisor and client experience, bringing advanced AI capabilities into advisors' workflows while keeping human judgment and relationships at the center of advice.

As Jim Cracchiolo, Ameriprise Chairman and CEO, said on the firm's second quarter earnings call:

"We know that rapid advances in AI are reshaping expectations for what a premium client and advisor experience should be. With regard to AI, we continue to advance our efforts here, building on years of investment and innovation to help advisors grow, operate more efficiently, and deliver more personalized client advice. We anticipated these shifts and invested accordingly, building an interconnected technology ecosystem that brings together data, systems and automation. That foundation allows us to innovate faster and bring new capabilities to advisors in ways that fit seamlessly into how they work."

Continued AI Investment Powering the Advisor Practice of the Future

The firm's technology platform is viewed as a competitive advantage—seamless, secure, and built to scale. Building on this foundation, Ameriprise continues to advance AI capabilities with a focus on the following areas:

- Accelerating practice growth: Ameriprise is investing in AI-powered insights that help advisors identify opportunities, strengthen client relationships, and focus on the actions that drive growth. The initial results are positive—advisors using the firm's insights capabilities are seeing a significant increase in net flows.[1]
- Helping advisors operate more efficiently: Ameriprise is expanding intelligent capabilities designed to simplify everyday tasks, streamline workflows, and reduce administrative burden. By embedding AI directly into the advisor experience, the firm is helping advisors spend less time navigating processes and more time focused on serving clients, growing their businesses, and delivering advice.
- Enabling more personalized client experiences: Ameriprise is using AI to help advisors deliver increasingly tailored experiences at scale. By surfacing relevant information, improving continuity across tools, and helping advisors prepare more effectively, AI enables richer conversations and more informed advice while preserving the personal relationships that remain central to the Ameriprise client experience.

"We're embedding AI across the advisor experience to help advisors reduce friction, scale their practices and deliver more personalized advice while keeping relationships at the center of everything we do," said Gerard Smyth, executive vice president and head of technology & service delivery at Ameriprise. "The future of advice isn't about choosing between technology and human expertise—it's about bringing them together in ways that create better outcomes for clients."

The Foundation Behind Ameriprise's AI Advantage

While AI is gaining momentum across the industry, its effectiveness depends on the strength of the underlying data and technology ecosystem. Ameriprise spends approximately $1 billion annually on technology, including AI capabilities, platform enhancements and supporting infrastructure. These long-term investments have created an integrated technology and unified data foundation that enables AI to be deployed quickly, securely and effectively across the advisor and client experience. Complementing its proprietary capabilities, Ameriprise selectively incorporates solutions from leading technology companies and advanced AI models to enhance performance and scalability.

The firm is embedding AI across its operations—from faster service resolution and virtual assistance to advanced fraud prevention and voice authentication. Equally important, Ameriprise is focused on driving adoption—equipping advisors and their staff with the tools and training needed to embed AI into daily workflows and translate innovation into tangible results.

About Ameriprise Financial

At **Ameriprise Financial**, we have been helping people feel confident about their financial future for more than 130 years[2]. With extensive investment advice, global asset management capabilities and insurance solutions, and a nationwide network of more than 10,000 financial advisors, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs.

[1] Internal benchmarking data: 2024 user vs. non-user analysis.

[2] Company founded June 29, 1894

Ameriprise Financial cannot guarantee future financial results.

Ameriprise Financial Services, LLC is an Equal Opportunity Employer.

Investment products are not insured by the FDIC, NCUA or any federal agency, are not deposits or obligations of, or guaranteed by any financial institution, and involve investment risks including possible loss of principal and fluctuation in value.

Investment advisory products and services are made available through Ameriprise Financial Services, LLC, a registered investment adviser.

Securities offered by Ameriprise Financial Services, LLC. Member FINRA and SIPC.

Alison Mueller, Media Relations
612.678.7183
Alison.g.mueller@ampf.com

Source: Ameriprise Financial, Inc.