



<p>INITIATIVE</p>	<p>AI Powered Analyst - Transforming UBS Global Research</p>
<p>AWARD</p>	<p>Celent Model Sell Side 2026 for GenAI Automation</p>
<p>EXECUTIVE SUMMARY</p>	<p>UBS Global Research has equipped analysts worldwide with an integrated AI Toolkit. With 20 live use cases embedded directly into workflows, analysts can synthesize complex data, generate high quality content, and publish content faster. This has supported UBS analysts creating over 60,000 annual publications, while broadening global reach and increasing client engagement for their content, across written and video formats.</p>
<p>TIMELINE</p>	
<p>KEY BENEFITS</p>	<ul style="list-style-type: none"> • Improved Insight Quality & Consistency: Higher quality research outputs thanks to AI enhanced drafting, clearer script generation, and more consistent disclosure tagging, reducing errors and elevating the professionalism of content. • Improved Client Experience & Perception: Clients gain access to more digestible, timely, and engaging formats (e.g., short videos, translated content), improving understanding and perceived value.
<p>KEY VENDORS</p>	<ul style="list-style-type: none"> • Microsoft’s Azure AI services, including OpenAI models and Azure Translator • Jupyter • Synthesia
<p>READ MORE</p>	<p>Blurb about visiting Celent.com to learn more about this initiative.</p>

Source: UBS

