

One Account, Many Strategies: Rethinking Portfolio Management with UMAs

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The expectations placed on wealth managers have fundamentally changed. Clients no longer measure success solely by investment performance. They now demand personalized advice, customized portfolios, tax-aware strategies, and a seamless experience across every account they hold. The industry has responded accordingly, with managed account programs accelerating at their fastest pace in over a decade. According to the [Cerulli Report U.S. Managed Accounts 2025](#), managed assets grew to \$13.7tn in 2024, up by 19.8% from the previous year. One approach gaining traction is the Unified Managed Account (UMA).

UMAs allow firms to treat a client's entire financial picture as a single, coordinated relationship rather than a collection of separate accounts. By integrating SMAs, ETFs, mutual funds, and fixed income strategies into one unified portfolio, firms can deliver highly tailored investment experiences at scale. This unified structure empowers advisors to focus on what they do best: building deeper client relationships, offering strategic guidance, and managing portfolios with a level of precision and personalization that sets their firm apart.

The Operational Hurdles of Implementing UMAs

UMAs offer clear benefits such as operational efficiency, tax optimization and personalized investment strategies. Implementing them introduces significant operational and organizational complexity. Integrating multiple investment strategy teams (SMAs, mutual funds, ETFs, fixed income, bonds, and others) requires real-time firm-wide coordination. Yet oftentimes, these teams are working with disparate schedules, systems, and data feeds, which increase cash flow variability, compliance burdens, and reporting and reconciliation challenges. This misalignment creates risk and operational headaches, undermining the very benefits UMAs are designed to deliver.

To fully capitalize on the UMA opportunity, firms must ensure their operational infrastructure can support the UMA model.

The UMA Opportunity: Using Technology to Build and Grow Client Relationships

As firms scale and embrace sophisticated, multi-strategy portfolios, success depends on their ability to operate from



a single source of truth. This means connecting the entire investment lifecycle from portfolio management, trading, accounting, to reporting, into one cohesive data and technology ecosystem.

A modern enterprise platform, such as Genesis, enables exactly that. By unifying data and automating workflows, firms can break down internal silos, coordinate across teams, and manage complex UMA strategies with confidence and consistency. The result is an organization that can deliver personalization on a scale and turn operational complexity into a strategic advantage.

With the right technology foundation, UMAs transition from being an operational challenge to a meaningful differentiator in serving today's demanding investors. ■

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