SATUIT TECHNOLOGIES



# STATE OF THE BUY-SIDE CRM

*A curated look at the year's most important published research on AI adoption, compliance, and LP reporting demands across institutional asset management, private equity, hedge funds, family offices, wealth management, and fund distribution, with Satuit's take on what it means for your CRM decisions heading into 2027. Built from third-party industry research, properly cited throughout; Satuit did not field its own survey for this report.*

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# Why 2026 Is an Inflection Point

Every year produces a handful of industry surveys. This year's crop tells a consistent, and somewhat uncomfortable, story: buy-side firms adopted AI faster in the last twelve months than in the prior several years combined, LPs and allocators have stopped accepting quarterly PDFs as adequate reporting, and the governance and infrastructure needed to support both are lagging behind the adoption curve.

This report pulls together the most relevant, publicly available research on these trends from 2025 and 2026, cited throughout, and adds Satuit's own perspective on what each finding means for a firm evaluating or upgrading its CRM. It is not the result of a Satuit-run survey; every statistic below is attributed to the original research organization, and the full list of sources appears at the end of this report.



# Finding 1: AI Has Become a Compliance Issue, Not Just a Productivity One

The 2026 Investment Management Compliance Testing Survey, jointly published by the Investment Adviser Association, ACA Group, and Yuter Compliance Consulting, has run for 21 years and surveyed 411 investment adviser firms in April and May 2026. This year, AI was named the single hottest compliance topic by 85% of respondents, a 28-point jump from 2025 and, in the surveyors' own words, the most dominant single response in the survey's history.

Adoption is real: 80% of firms have formally adopted AI tools, 86% have implemented acceptable use policies (up from roughly 64% in fall 2025), and 59% have stood up formal AI governance committees. But governance is not keeping pace with adoption. Only 48% of firms have human-in-the-loop oversight procedures in place, just 37% have output testing or validation policies, and a mere 30% have addressed third-party AI use in their policies at all.

# Finding 2: AI Adoption on the Buy Side Has Crossed the Tipping Point

SimCorp's 2026 InvestOps Report, based on independent research by WBR Insights among 200 senior executives and operations leaders at asset managers, insurers, and pension funds with at least $10 billion in AUM across North America, EMEA, and Asia-Pacific, found that 70% of buy-side firms are now successfully employing AI to support front-office operations. A year earlier, only about 10% of firms were even actively exploring AI tools.

The same report found 58% of firms naming vendor and platform consolidation as a key technology initiative for the year, and 55% prioritizing competitive differentiation through innovation. When asked where the greatest opportunity lies, 72% of respondents pointed to AI, generative AI, and advanced analytics, ahead of every other category offered.

# Finding 3: LPs Are Done Waiting for Quarterly PDFs

Several independent surveys converge on the same point: LPs' patience for static, backward-looking reporting has run out. Adams Street Partners' March 2025 LP survey found 35% of LPs rank advanced digital analytics and reporting as the single most important characteristic they look for in a fund manager, alongside 88% who plan to increase co-investment allocations, a trend that itself increases reporting complexity.

CSC Global's January 2026 survey found roughly 75% of LPs now want performance data delivered daily or on demand, not on a quarterly cycle. Copia Wealth Studios' August 2025 survey of European LPs found 78% would completely withdraw from investments with poor reporting performance. And in a September 2025 CFA Institute survey of global investment professionals, 37% said valuation reporting frequency and accuracy has substantial problems or even market failures, while only 10% said current reporting practices are functioning well.

# Finding 4: Family Offices Are Investing in Technology, Cautiously

Deloitte's Family Business Technology Transformation research, based on 1,587 family businesses surveyed and published in March 2025, found an 86% AI adoption rate, high enough that Deloitte describes AI as having become mainstream across family enterprises. The top three applications cited were process efficiency (40%), risk mitigation (39%), and customer relationship management (39%).

At the same time, only 48% of family businesses report a technology strategy that is fully rolled out or actively being developed, and 51% rank inadequate technology adoption as a moderate-to-high business risk. The intent to invest is clearly there; execution is described in the research as partial rather than complete, particularly for the operations, finance, and cybersecurity functions a family office relies on most.

# What This Means Heading Into 2027

Read together, these four findings describe the same gap from four different angles: adoption of AI and digital reporting is moving faster than the governance, infrastructure, and validated processes needed to support it responsibly. Compliance teams have adopted AI faster than they have built oversight for it. Buy-side operations teams have embraced AI in the front office faster than they have consolidated the underlying systems it depends on. LPs are demanding real-time transparency faster than many managers' reporting infrastructure can deliver it. Family offices are convinced AI matters faster than most have finished a technology strategy to guide how it gets used.

This is, in Satuit's view, exactly the environment in which the choice of CRM platform stops being a back-office decision and becomes a governance and competitiveness decision at the same time. A platform that cannot produce an explainable, auditable trail behind its AI-assisted suggestions is a compliance liability in a year when 85% of compliance officers name AI their top concern. A platform that cannot give LPs self-service, near-real-time visibility is a retention risk in a year when most LPs say they would walk away from poor reporting. A platform that cannot enforce field-level discretion is a poor fit for a family office segment that is investing in technology but still building out the governance to match.

# How SatuitCRM Helps Close These Gaps

SatuitCRM was not built in response to this year's research, but its architecture, developed over more than three decades of exclusive focus on the buy side, addresses each of the gaps these findings describe.



## Closing the AI Governance Gap

SatuitCRM's AI-assisted features are designed to amplify relationship managers' judgment rather than act autonomously on their behalf, with every suggestion tied back to the underlying interaction data that produced it, supporting the human-in-the-loop and output-validation practices that this year's compliance survey found most firms have not yet implemented.



## Closing the LP Transparency Gap

The SatuitSIP investor portal gives LPs and allocators 24/7, self-service access to statements, holdings, and reporting, moving firms toward the daily or on-demand access that roughly three-quarters of LPs now expect, without requiring a separate reporting build for every request.



## Closing the Consolidation Gap

SatuitCRM's native integrations across portfolio accounting, custodians, and data providers directly address the vendor and platform consolidation priority that 58% of buy-side operations leaders named this year, reducing the number of disconnected systems a firm has to reconcile by hand.



## Closing the Family Office Governance Gap

SatuitCRM's field-level security model gives family offices the granular access control their governance needs are still catching up to, without requiring the firm to complete a broader technology strategy first.

# Conclusion: Adoption Is Outrunning Governance

The clearest theme across every piece of research cited in this report is that buy-side firms, across every segment, are adopting AI and demanding better reporting faster than most organizations have built the governance and infrastructure to support either one responsibly. That gap is not a reason to slow down. It is a reason to choose a CRM platform whose architecture was built to close it, rather than one that will need to be replaced once the gap becomes a regulatory finding or a lost mandate.

This report will be revisited and re-cited annually as new research is published; if Satuit later fields its own proprietary survey of buy-side firms, a future edition can incorporate that original data alongside the third-party research cited here.



## What Sets This Report Apart

- AI features designed to amplify relationship managers' judgment, with a traceable path back to underlying data
- A secure investor portal built to meet rising LP demand for real-time, self-service reporting
- Native integrations that reduce the fragmented, multi-vendor stack driving this year's consolidation priority
- Field-level security built for the discretion family offices need while their broader governance catches up

## Book a demo at satuit.com

# About Satuit Technologies

Satuit Technologies provides purpose-built CRM software for the investment management industry, serving asset managers, hedge funds, private equity firms, wealth managers, and other buy-side institutions. Satuit's platform is designed to support the complete investor lifecycle, from prospect identification and outreach through onboarding, ongoing relationship management, and reporting.

Satuit's Professional Services team works with clients to configure, customize, and integrate the platform to meet the specific operational needs of each firm. Engagements range from targeted configuration projects to comprehensive system reviews and multi-system integrations.

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