ENABLING ANALYTICS DRIVEN OPERATIONAL GROWTH FOR ASSET MANAGEMENT ADVISOR

Client Overview:

Industry: Investment Management
Client Passion: Better wealth management
Location: North America

Long standing operating-models of investment management industry need transformation to keep up with the competition and delight investors.

Client is a Turnkey Asset Management Firm that offers a fee-account technology platform for financial advisors and brokers.

The platform aids management of their clients’ investments accounts. Turnkey asset management programs (TAMP) saves time and effort to help the financial advisors to engage in bringing better value to the investors.

Goals:

- Centralize
- Upgrade
- Self-Serving Analytics
- Productivity

Value Delivered:

- 25% increased productivity
- 140 automated reports
- 40 hrs per month time saved
Challenges:

End customers for financial advisors are consumers of financial and investment products like bonds, stocks and equities. These advisors help in building portfolios and guiding their clients to effectively manage their wealth distribution. This high demanding and time-consuming job comes with plenty of back office work, long paper trails, documentations and other transactional activities. Here’s where our TAMP firm comes into play. It takes up all the transactional work, thus, enabling the financial advisors to focus on relationship building, reaching out to prospects and other value creation activities. The firm serves 2000+ Financial Advisors that manage over 13 billion dollars in assets.

The client in question, approached Enquero with some urgent challenges that required immediate remedies.

- Slow and complex in-house legacy transactional platform based on SQL database.
- Absence of central data store for quality reporting and analytics.
- Manual, time consuming reporting using excel.

Resolution:

Team Enquero hits the source of the problem with first developing a clear understanding of the client’s business model. Post which:

- Disparate data sources were identified.
- Business transformation logics were applied to remove redundancy. The harmonized data were fed into the Enterprise Datawarehouse designed and built by Enquero architects.
- Extensive research and interviews were done to understand reporting needs of Finance, Sales & Marketing and Operations teams of the client.
- Enquero built an Oracle DBaaS based data repository and setup a BI platform using Oracle Analytics Cloud to enable dynamic reporting, self service capability and executive reporting.