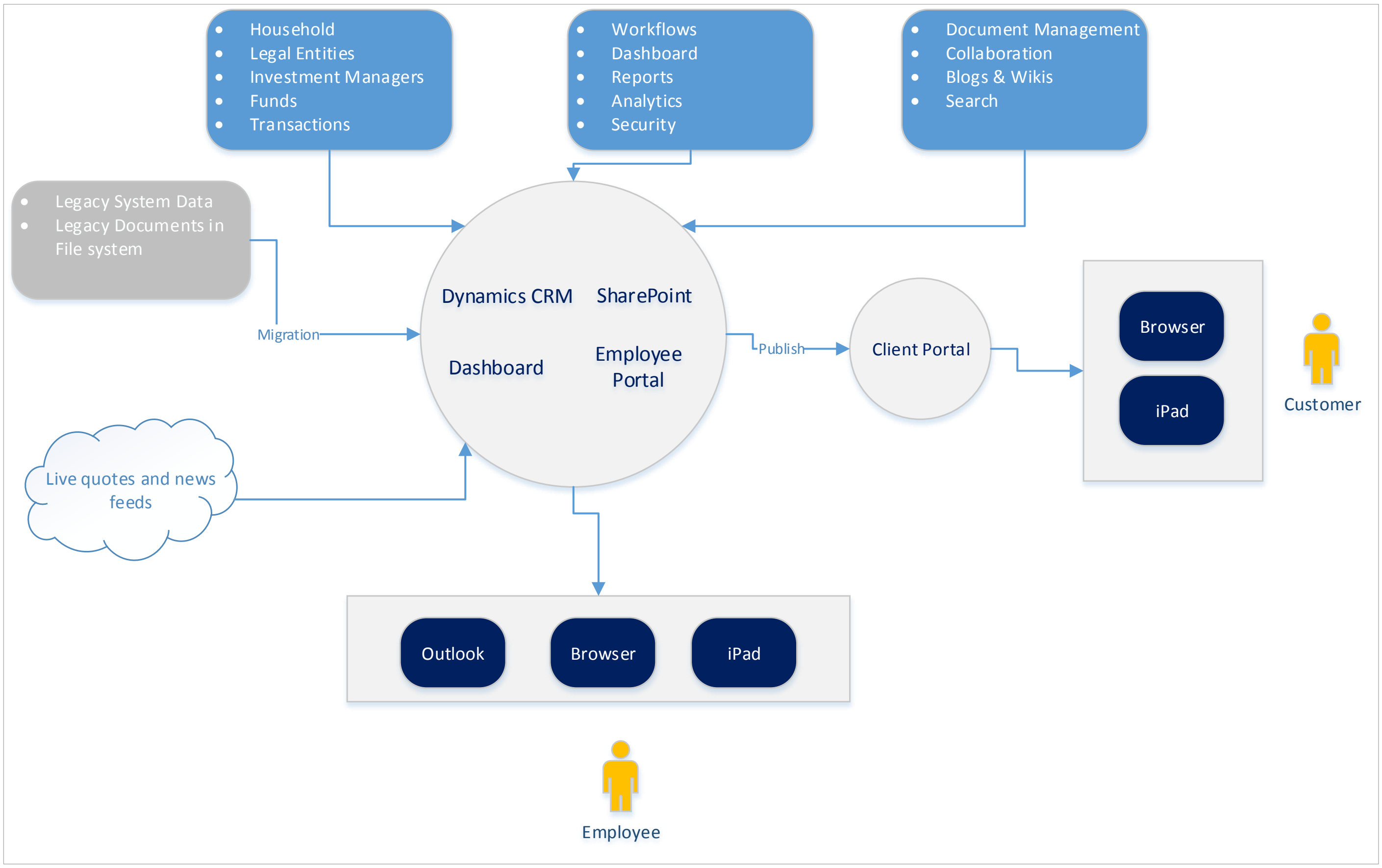
CASE STUDY: Wealth Management firm uses Emaxers for integrated SharePoint/CRM solution

Company
Client is a nationally recognized independent wealth management firm ranked on Barron's Top 100 Independent Financial Advisors. They offer personalized wealth planning for high net-worth individuals & families and have over $3 billion in assets under management.

Situation / Business needs
- The wealth management firm had an existing intranet system for managing information about all their clients. Even though the system worked well within itself, it did not integrate well with the rest of their infrastructure. The client contact information did not integrate with their email system.
- The related documents stored on their network were a challenge to find and they did not have a consolidated view of their clients in one place.
- Outlook was used for client interactions such as emails, meetings but they did not have a consolidated view of tracking this. Each employee had their own history of email interactions with the client and couldn't see how other employees had interacted with the same client.
- Whenever a new field needed to be added/updated due to changing business needs, the IT department needed to incorporate the changes and redeploy the application.
- The Investment Managers and Fund Information were managed separately using spreadsheets in ad-hoc manner.
- All documents related to clients, managers and funds were stored in network folders. Different employees would access and update documents differently. At times changes made by one would be overwritten by another employee who would make changes to a local copy and save it back. There was no way of going back to see what the prior changes were and made by whom.
- Searching contents inside documents was a chore.
- All folders were given all permissions to all users as there was no standard way of accessing and security was an issue.

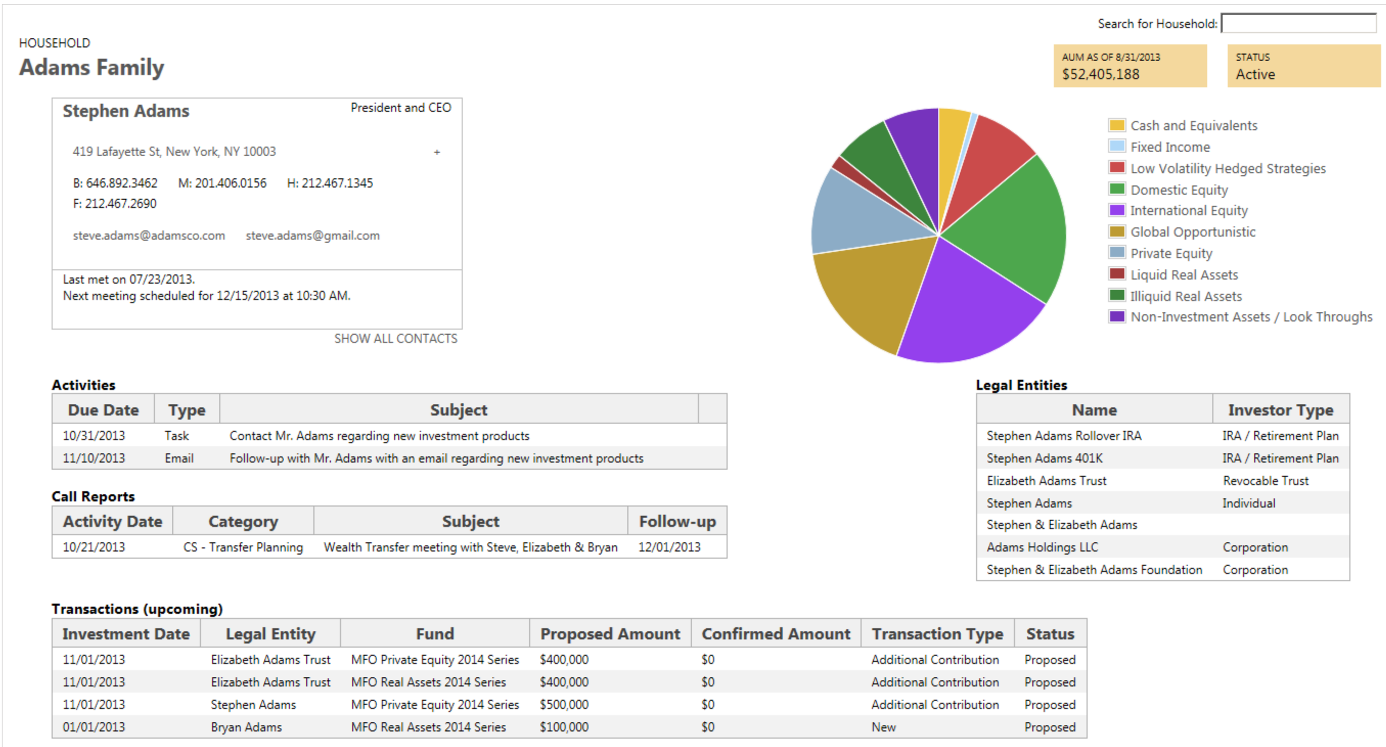
Solution
Client hired Emaxers to provide a technology solution and ongoing services for their operations. Emaxers implemented an integrated solution using Microsoft Dynamics CRM, SharePoint, SQL Server and a custom intranet portal.
Emaxers delivered a scalable and self-manageable solution that helped the client improve their employee productivity & long term cost savings. The solution was deployed incrementally over phases, helping them realize immediate improvement on their employee productivity, and then improving and enhancing the system to provide an end-to-end solution.



Some of the highlights of the solution are –

- **Document Migration** – Documents on the file share were migrated to SharePoint. The relevant metadata like author, creation date, last modified date were also migrated to SharePoint
- **Document Management** – Documents were now version controlled, maintaining document history and ability to tag documents for easier search.
- **Customized CRM System** – Microsoft Dynamics CRM implementation was customized system for the client. Some of the features are listed below –
    - Household/Families
    - Investment Managers
    - Legal Entities
    - Funds (& funds of funds)
    - Transactions
    - Assets under management
    - Performance
    - Reports (Rollups)
    - SharePoint integration for document management
- **Data Migration from existing system** – Data was migrated from their existing system to the CRM system
- **Employee Portal** - An intranet portal built for employees aggregating data from the subsystems, providing them ability to easily navigate and view different subsystems

- **Dashboard** – Dashboards were built to provide consolidated single screen views to the user. For example, the Household dashboard would provide them with assets under management, performance, contacts, transactions, legal entities and all upcoming activities in a single view. (see figure)



- **Live feeds** - Stock quotes and news feeds were provided on the employee portal
- **Collaboration** – Collaborate on documents, blogs and wikis
- **Workflows** – Workflows were built to automate tasks based on a user action. Examples included automated document creation, publish documents to customer's portal, automated email alerts, end of quarter report generation, etc.
- **Enterprise Search** – Enterprise search was implemented to search document contents, emails, as well as entities within CRM
- **Customer Portal** – Customers were able to logon to the client portal to view assets, reports, transaction history, track their performance and personalize their experience.
- **Data Analytics** – Analytics tool was built for users to analyze and dissect data in different ways. Data could be exported to excel for further analysis
- **Map views** – Area wise break-downs were provided on google maps
- **Mobile / iPad support** – The solution built was compatible with iPad and mobile platforms
- **Reports** – In house reports and customer portal reports were built
- **Security** – Security can be controlled at a high level thru roles or at a granular level for individual employees
- **Self-management** – Allows the operations team to add/modify entities, attributes and relations without having to reach out to the IT department for changes to the system

About Emaxers

Emaxers is a software solutions provider specializing in Microsoft technologies. Emaxers uses leading technology solutions to make businesses more efficient, reducing costs and delivering high ROI.

For further information visit www.emaxers.com