

Client Profile



The client processes large volumes of data from over 15,000 institutions across many asset classes traded around the world. It provides aggregated data, including illiquid assets, and advanced reporting services to investment advisors and family offices.



Business Objective

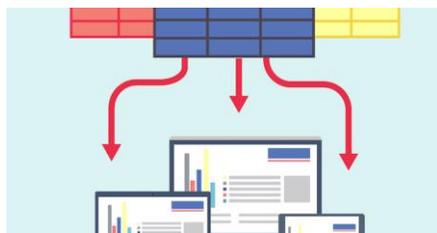
Allowing wealth management professionals to use advanced reporting and charting capabilities requires a flexible technology platform that does not drive up operating costs as growth is achieved.



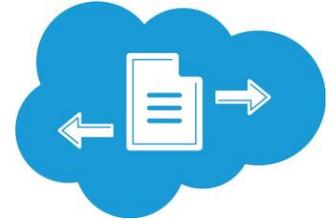
The client had established itself as a data provider but delivering analytical and reporting capabilities was lagging. Providing integrated data and reporting on a workstation was no longer viable using technology implemented on the desktop. Achieving a scalable Cloud model was the only way to meet customer needs and achieve profitability.

Solution Delivered

Traditional Business Intelligence platforms provide powerful capabilities with software installed locally. However, building a scalable business model cannot rely on the installation of complex desktop software. With a customer base of any reasonable size, the deployment and support of an installed technology solution adds operational costs that grow with the size of the customer base.



Consultants from Actionable Strategies had already developed automated data ingestion from a variety of data sources. In operations, we had worked on process optimization and data quality management.



Our knowledge of the clients business and technology was combined with our expertise in Cloud computing models to provide a business solution that would scale with the client customer base.

Integrated User Experience

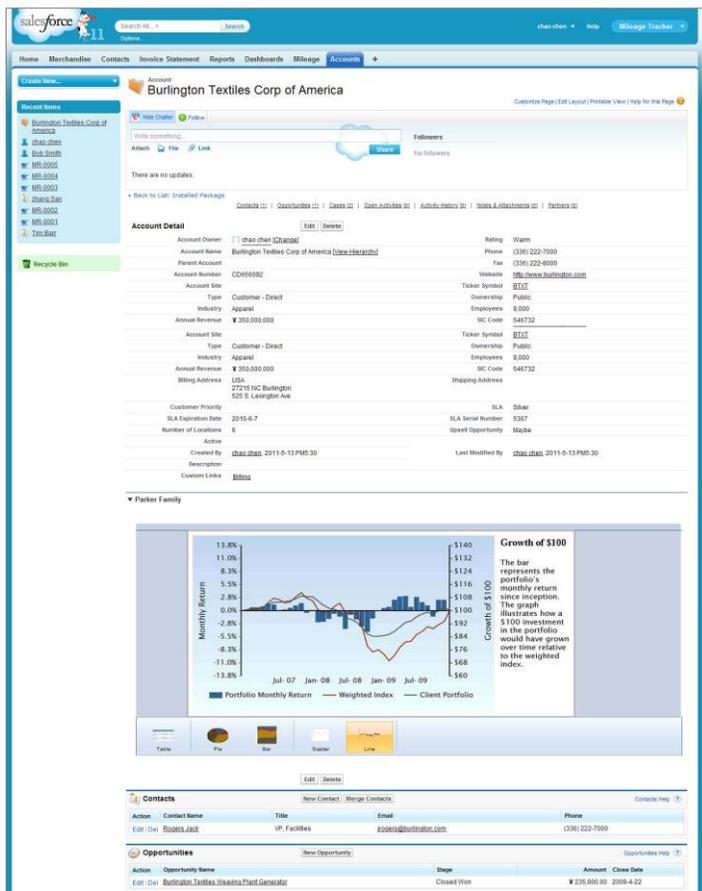
Actionable Strategies provided the client with a solution that delivered robust functionality while containing expenses as the customer base scaled up. The technical solution was embedded into Salesforce.com, the leading CRM platform. This solution prompted the client to pursue integration with other vendors serving specific target markets.



Salesforce.com Integration

Leveraging our experience with Salesforce.com, we designed and developed an integrated solution that provided a seamless experience when working on a client account. We embedded the client's product set so that aggregated financial data appeared as part of an account record in Salesforce. Hovering over thumbnails of charts popped up the analytical screen for that chart.

This provided Wealth Managers and Investment Advisors with a single platform to understand their complex client relationships delivered seamlessly in the Cloud.



(The screen above is a prototype using dummy data.)

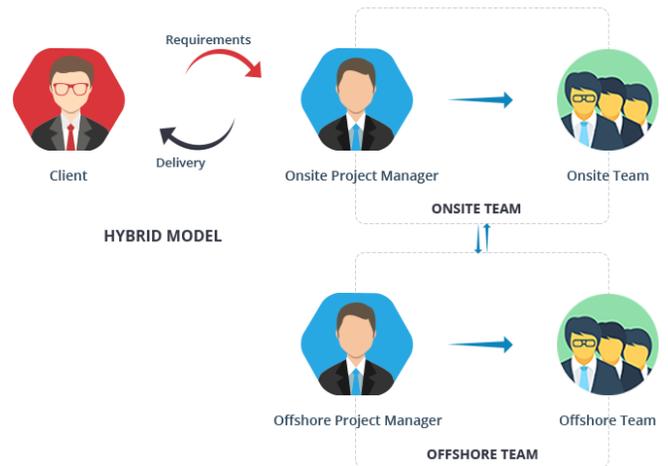
Agile Process

Applying an Agile approach, Actionable Strategies delivered working software every iteration so the client could ensure marketing requirements were met and progress was tracking to plan. Initial iterations ran for 2 weeks, but this was reduced to 1 week after a good cadence was established. Iterations were packaged into frequent releases for more formal review by product management and marketing.



Global Delivery Model

Utilizing a hybrid onshore/offshore development team, we rapidly delivered a solution in a cost-effective manner.



The project manager worked directly with the client team while the development team was based in China. The PM shared day-to-day responsibilities with the iteration manager in China who was fluent in English. The offshore team was composed of bilingual and native Chinese speakers. This structure has proven successful for us because it minimizes communication problems. Instant messaging and other collaboration tools provided ongoing dialog, but the time difference always presents a challenge.

Results

After successfully launching the initial solution, the client continued to develop advanced analytical capabilities.

- ▲ Using Agile development, Actionable Strategies delivered versions 1.0-1.5 and then the next major version 2.0.
- ▲ After 2 major releases, the entire process, codebase and development environment was documented and turned over to the client.
- ▲ Success in moving the product to the Cloud and introducing Agile led the client to engage Actionable Strategies for further work in both process and technology.

The client is now a leader in the reporting space.