



## Strategy Consulting Case Studies

### Operational Review and Roadmap:

For an Asset Management who recently doubled AUM, provided strategic analysis review and operational best practices. The initial project involved working with Executive Management to define the firm's current and future strategy and business goals in order to create an operating model to meet the growing requirements. Each major business area was analyzed for inefficiencies and current technology gaps as well as tactical opportunities for improvement. The end result was a new operating model with a clearly defined back-office organizational structure, a technology platform enhanced with straight through processing and tactical initiatives to automate manual processes. The project enabled the firm to continue to grow in AUM without additional overhead expense.

### Strategic Technology Re-Design:

For a Wealth Management firm with over \$20 billion under management, defined a 3-5 year roadmap and a next generation technology platform. The clients business had grown in both size and complexity and the current platform created manual processes, inefficiencies and roadblocks in several processes. Key to their SMA business model was defining a solution that would allow managers to easily customize an account according to a clients personal preferences, mandate and tax considerations. Components and workflows of the new account workflow, portfolio management, compliance and trading had to be analyzed and defined in order to identify the optimal technology solution. Recommended technology included ESB (Enterprise Service Bus) to integrate disparate business systems, a data architecture for master account and security data and the use of portal technology to integrate and distribute content. The road map gave the client a vision for the future as well as a logical, step by step plan on how and when to implement each phase of the roadmap for successful delivery.