

CASE STUDY

A Leading Financial Solutions Firm builds Mobile Application to Gain Market Share and Increase Revenue

About the Client

Our client, headquartered in New York, is a leading global provider of investor communications and technology-driven solutions to wealth management, asset management and capital markets firms. With over 50 years of experience, they provide financial planning knowledge and institutional solutions that enable multi-channel communications between financial institutions, advisors, and customers, while meeting regulatory requirements. These solutions enable financial institutions to build and enhance trusted relationships, increase revenues, and improve operational efficiency.

Technology

Platforms

- ✓ IBM Worklight
- ✓ iOS
- ✓ Android
- ✓ Eclipse

Business needs and challenges

Client's flagship solution is a sales, education and client communication tool that allows financial advisors to research financial planning and wealth management issues. The solution provides latest development, and educate with consumer friendly, FINRA (Financial Industry Regulatory Authority) reviewed resources. The solution allows financial advisors to deliver their clients, thousands of articles, hundreds of illustrations, many interactive calculators, and hundreds of videos. Combined with this valuable content, highly effective automated marketing processes help financial advisors to increase their client base. The solution was delivered via HTML targeted for desktop/laptop based browsers.

As mobile devices were making deep inroads in strategic corporate environments, our client wanted to gain competitive advantage by extending this solution to mobile users. As tablet and smart phone users spend more than 85% of their time is on apps, our client wanted to create a native app that will deliver a true mobile experience. They wanted to design and develop application using enterprise class technologies, covering both iOS and Android platforms. The new mobile solution will also create additional revenue stream, either as an add-on or additional product.

The Client and Trigent agreed to leverage existing investment in the current solution, maximize common implementation for multiple mobile platforms, and utilize enterprise class backend services.

Solution

After a careful analysis of our Client's needs, Trigent recommended to build the mobile product using IBM Worklight technologies. Worklight provides a standards

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based, comprehensive platform that includes IDE/SDK, mobile-optimized middleware, private enterprise app store, strong security framework, and management & analytics console. Trigent collaboratively worked with client and a creative partner to build an immersive usability and user interface design. An approach of displaying only necessary content that allowed users to progressively discover and drill down was central to the design. Application behavior was designed to support short bursts of interactions by users to complete their tasks.

Trigent team built multi-tier architecture that is suited to Worklight platform, with minimal presentation code running on the device, services supported by the middle tier to connect to Client's existing software and finally database back-end.

A judicious use of push notifications, configured and controlled by our Client, allow them to prompt and engage with the user at the right time, with valuable and personalized information.

A native integrations to the communication channels (SMS & call) made it easy for the users to connect with their financial advisors soon as they consume the content, while it is fresh in their mind.

As mobile applications are increasingly vulnerable to security threats, Trigent team performed comprehensive testing using Worklight's integrated automated functional testing framework. These tests were run on actual devices and simulators. Additional security, load and performance testing was conducted to ensure the application was bug free, secure, scalable and responsive in real world scenarios.

Benefits

Trigent's helped Client realize a number of revenue, cost and technology benefits:

- ❑ The new mobile application helped our client expand billable channels and increase their revenue.
- ❑ With new omni-channel content delivery and availability across devices, our client increased their market share substantially.
- ❑ Through the use of native apps, the financial advisors were able to increase the engagement of users, both in terms of the content consumption and direct interactions.
- ❑ Unified code base for all the devices, combined with automated functional testing helped reduce overall development cost by 35-45%