

CASE STUDY

Wealth Management firm uses a combined Microsoft Dynamics and SharePoint solution for Information Management and Collaboration

Company Description

The company is an independent Wealth Management Firm providing investment and financial advice primarily to Entrepreneurs, Wealthy families, Trusts and Non-Profits. The services this company provides includes business financial planning, investment management and asset allocation, charitable giving, legacy planning and investment management including asset allocation.

The Challenge

The clientele for this company have a diverse set of portfolios. An effect of this is a large volume of client related documents and other artifacts – on the order of 400 GB. The data is managed by numerous legacy systems and processes. Each advisor in the company has developed individual data structures and strategies. This creates a number of business problems:

- ❑ Collaboration is difficult – Task tracking is often manual and is managed by one-off processes
- ❑ Security and Access Concerns – All client data is accessible by all employees
- ❑ Long turn around times for customer queries – Due to disparate legacy systems and no central content management

Additionally there are technological barriers to the existing approach:

- ❑ With unstructured systems data extraction is inefficient and time consuming
- ❑ Consolidated views of data is difficult if not impossible with disparate legacy systems
- ❑ Older technologies are rapidly approaching obsolescence, e.g., public Exchange folders

The Solution

Trigent evaluated the current implementation and processes, along with the company's strategy moving forward. The approach taken was a tailored Microsoft solution built upon a SharePoint 2010 base, combined with tight integration to Microsoft Dynamics CRM. This provided a common, shared collaboration platform. The key characteristics of the resulting web-based system were:

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- ❑ Organization and structuring of fundamental data across the enterprise for improved data management
- ❑ Role-based access to information including role-specific employee dashboards
- ❑ Client dashboards highlighting recent activity
- ❑ Scripts to automate the migration of existing data
- ❑ Powerful indexing and search capabilities for fast retrieval of relevant data
- ❑ Leveraging of SharePoint services including versioning of artifacts and implementation of task lists
- ❑ Customization of CRM services to optimize the user experience

Results

The system implemented and deployed by Trigent leverages current technologies and has positioned the company for future growth. Key benefits of the solution are:

- ❑ The tight coupling between SharePoint and Dynamics CRM result in the creation of document management capabilities in CRM– no more individual document management strategies across the company
- ❑ SharePoint's document management capabilities provide superior functionality as compared to traditional file system, including reducing content redundancy and providing better control over content
- ❑ Substantial reduction in data discovery time by leveraging SharePoint enterprise search to create a Search Center.
- ❑ Repository structure is enforced with a Governance plan which improved data navigation
- ❑ Significant improvements in system performance via compartmentalization of data based on user groups and usage patterns
- ❑ Automated scripts significantly reduce the system maintenance overheads
- ❑ Employee collaboration improvements using SharePoint task management