

## 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