



# CASE STUDY

WebDev Inc. aided a multi-family office architect and implement the CRM system and provide data migration and integration solutions to improve productivity and streamline their financial reporting process.

## BACKGROUND

A nationally recognized, independent wealth management firm serving select families with investable assets of \$25 million or more. They provide Wealth Management service like Philanthropic Planning, Estate and Gift Tax Planning, Cash Flow Forecasting, Income Tax Planning, Asset Reporting and others. They manage their own fund of funds as well.

IT infrastructure includes - Advent Axys as their financial system, SATUIT as their contact manager and The Next Round (TNR) for their alternatives.

## CHALLENGES

- It was challenging to manage their growing customer contacts using SatuitCRM
- Disparate system to get different information as there is no integration between CRM and their financial system.
- All the financial reporting was done in excel, which was increasingly challenging as the numbers of clients increased. It was time consuming and disorganized
- Sharing of documents was done using shared network drives as there was no document management system
- Analyzing and reporting on funds of funds was complicated as managing each individual asset manually was very cumbersome
- None of the current systems allowed organizing and maintaining of ownership percentage within trust or joint accounts.

## SOLUTION

- After analyzing their current IT infrastructure and its challenges, we implemented Microsoft CRM as their Client Relationship Management System (CRM) to manage all their client contacts and other workflow processes.
- We also implemented Microsoft SharePoint for their collaboration and document management system.
- We transferred all SatuitCRM contact information to Microsoft CRM
- We extended the Microsoft CRM Database to accommodate the financial data
- We designed and automated a data transfer process from Advent Axys and The Next Round (TNR) system data to the Microsoft CRM system to associate all the CRM contacts with their respective financial assets to allow reporting directly off the CRM database
- We established Ownership and Reporting groups in CRM to report directly of it.
- As a consequence of the above actions, we established a centralized data warehouse within MS CRM to get all the contact management and the associated financial information.
- We developed a web based reporting application to execute customized reports based on the Microsoft CRM database

### Client

A nationally recognized, independent wealth management firm serving select families with investable assets of \$25 million or more.

### Industry

Financial Industry specializing in Wealth Management and Family Office

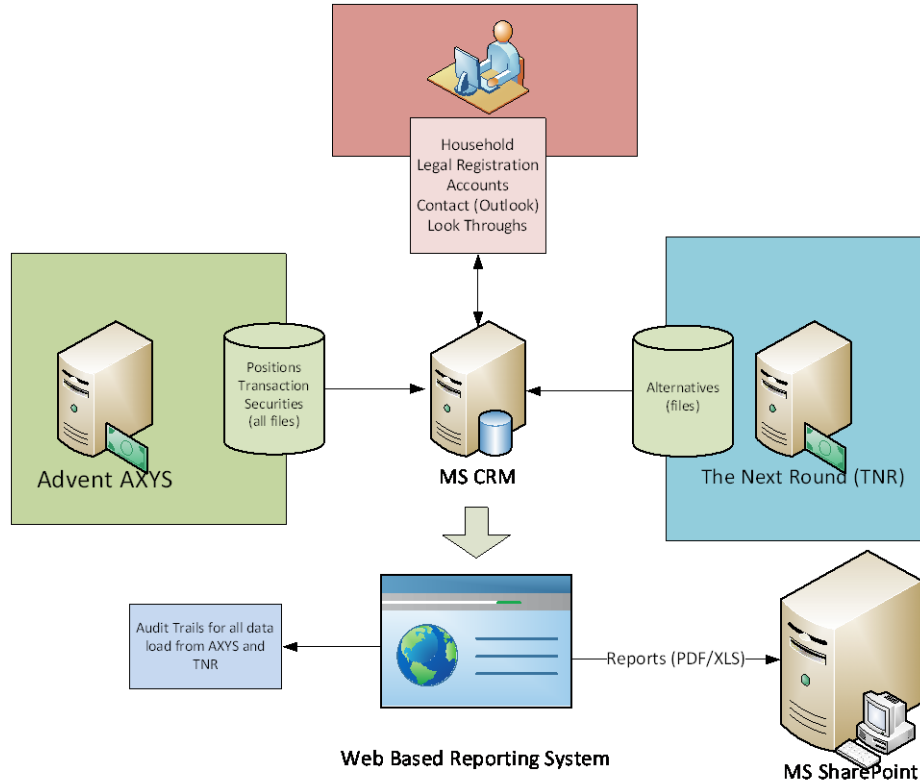
### Solution Offered

- CRM Implementation
- Data Migration & Integration
- Custom Reporting

### Technology

- Microsoft CRM
- Advent Axys
- The Next Round (TNR)
- SatuitCRM
- Microsoft .NET 2.0
- SQL Server 2008

- We created a workflow process to review and approve the quarterly reports and automatically transfer the reports to Microsoft SharePoint system to be accessed by respective advisors



### WebDev Inc

WebDev exclusively focuses on the Family Offices and Wealth Management Companies providing high quality, innovative, customized technology solutions.

WebDev has successfully executed complex application development, data integration and maintenance projects using various financial systems and Microsoft technology

### Services

- Data Management
- Financial Reporting
- Customization of
  - MS-CRM
  - MS-SharePoint
- Web based Financial Application

### Contact

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## BENEFITS

- An integrated platform for all contacts and their associated financial assets
- Serving their clients effectively as they had all contacts and their financial information in one platform
- Timely review and generation of reports
- Reduced manual overhead by generated automatically calculated reports eventually reducing human error
- The new system is scalable to support their increasing client base and their needs