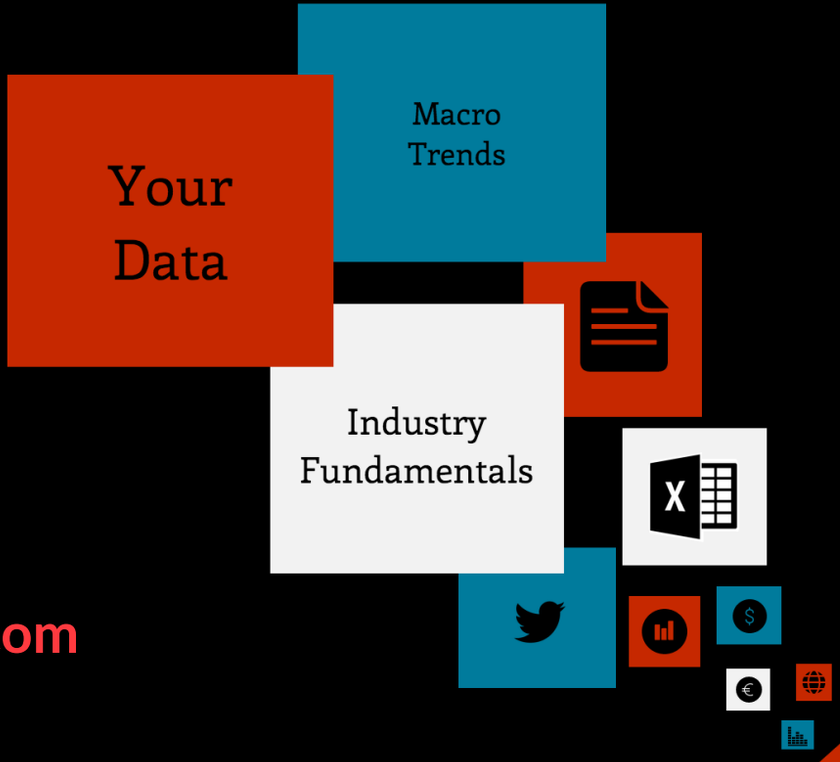
TREEHOUSE
TECHNOLOGY GROUP

# TREEHOUSE TECH GROUP CASE STUDY.

Reaching growth targets through technology

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## BACKGROUND:

In 2016, Treehouse Technology Group partnered with a money management and brokerage firm providing highly personalized, research-driven Investment Advisory services for individuals, families and Small & Medium-Sized Enterprises (SMEs).

Their services include Private Wealth Management & Financial Planning Services, primarily concentrating on U.S. denominated, segregated investment portfolios tailored with proprietary-based risk questionnaires and investment policy statements. Their wealth managers focus on U.S. blue-chip equities and U.S. investment-grade bonds when guiding their client investment portfolio allocation process.

Our partner approached Treehouse Technology Group (TTG) with a vision of offering their company's services and capabilities to a wider variety of clients. They recognized their need for an enhanced technology infrastructure that would allow them to exponentially expand their customer base, reaching beyond the competitive high-net-worth individuals to encompass the mass market of local individuals.

Faced with severely outdated and inefficient existing systems, our partner engaged TTG to begin the process of defining a technology roadmap. The first step involved identifying the type of backbone system that they would need to carry out their aggressive growth goals. This entailed performing due diligence and analysis with subject matter experts on the existing and future processes, mapping out the current state environment of the business, and identifying either a best-in-breed or generic software solution that would carry them into the next decade. Once the due diligence was complete, TTG developed a future state technology roadmap to carry out the process.

Specific to our partner's financial advisory business, TTG was asked to derive a solution that would digitize their entire business by building a system automation process that would allow clients to open an account online and engage in transactions within their own portal. With a fully automated and integrated system, our partner would be able to rely on a rigorous auditing process that provides them with the visibility and accuracy needed to ensure transparency and regulatory compliance. Furthermore, the digitization process would provide them with greater data integrity and reporting capabilities, giving them the ability to understand where their data is coming from and mine it for valuable insights.

## OUR PARTNER'S CHALLENGE:

**How do we reach growth targets through technology and not people?**

In essence, this was the problem our partner was asking TTG to solve. They had an identified target market, and no means of reaching it with their existing business operations. TTG's charge was to give them the technology and tools to achieve their goals.

As TTG worked with our partner, we identified some of the most significant hurdles to be the following:

**Outdated and inflexible software system**

Our partner required an updated, customizable and integrated software system for managing their clients and keeping track of their client and product data. Their current software system demanded manual entries and lacked integration with other systems (i.e. between brokerage and accounting). Furthermore, their system impeded their scalability, as they were unable to access the data potentials needed to gain insight into their lines of business. By enhancing their software system, they would save time and money on labor costs, generate reporting capabilities, and guarantee strict adherence to auditing and regulatory compliance.

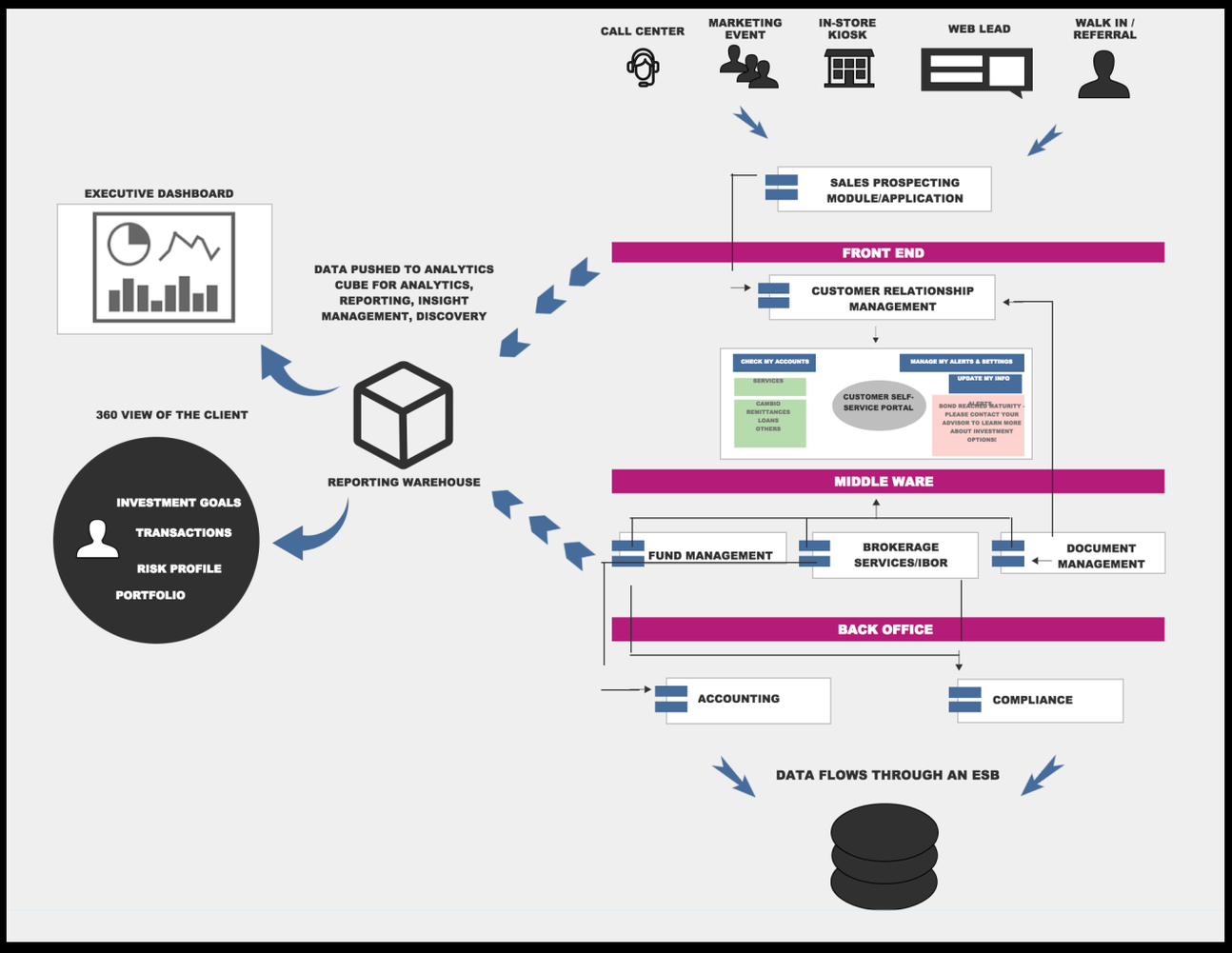
**Repetitive paper-based on-boarding process**

Our partner's system for onboarding new clients was time-consuming, repetitive and outdated. Clients were required to fill out piles of paperwork by hand, which our partner would then copy, transfer and enter manually into a system. By digitizing our partner's process and developing system automation, the room for error would be eliminated and the data entered online would flow automatically into their fully integrated system.

## TREEHOUSE TECHNOLOGY SOLUTIONS:

TTG began the project by gathering requirements from our partner's sponsors, stakeholders and subject matter experts to document in measurable detail the requirements of the new ecosystem from the perspective of: business capabilities, based on our partner's goals and objectives; technical capabilities; minimal performance related to SLAs; and validation of assumptions and constraints.  From there, TTG developed a high-level, multi-phased implementation plan that delivered a subset of the architecture in each phase based on business priorities.

In this plan, TTG recommended a combination of best-in-breed applications, as seen in the diagram below.




This allowed our partner to scale their customer service division through a lower cost CRM, rather than their core order management and accounting application. With this, TTG was also able to offload the heavier inbound marketing burden to the CRM and create a bi-directional integration between our partner's CRM and core application.

As part of this new environment, TTG built a real-time interface with the U.S. & local stock markets that our partner trades on. This interface reduced the manual effort of managing the trade requests as they came in from their clients. It is considered a true straight through processing environment, from the client to the market, taking what was a three- to four-step manual process down to a single-step process. And finally, on the data side, TTG built out a custom data warehouse, taking data from all the key applications and providing a self-service data visualization and reporting tool for our partner to create their own reports.

Much like the CRM, this solution was less expensive and allowed them to offload their reporting needs to a separate application with more flexibility and at a lower cost. In this warehouse, our partner is now able not only to manage their business reporting requirements, but also gain visibility into their new environment with automated data integrity reports. These reports indicate areas within their environment that need to be addressed or investigated and allow them to maintain a clean, efficient environment.

## RESULTS:

As a result of TTG's strategy, development and implementation of a new system, our partner is equipped with the security, accuracy and speed needed to better serve their clientele and drive business growth.

Their new operating environment and new processes have enabled them to successfully scale their business to a wider clientele, expand their service offerings, and take better advantage of market opportunities, in addition to saving time and money by reducing manual labor.

One of the most telling results was that once TTG started working with our partner on refining their processes, they were able to significantly improve their operations even before the completion of the project. This was a result of having the opportunity to analyze their business and operations from the ground up and uncover areas of improvement they may not have known existed.

Once bogged down by manual processing, our partner now relies on a fully automated and integrated system that captures and manages their client and financial data.

## KEY RESULTS:

- Greater scalability
- Greater reporting capabilities
- Increased data integrity
- Greater adherence to auditing and regulatory compliance
- Improved customer service and client relations