

The Situation

Integra's client, a leading mutual fund wholesaler with over \$150 billion assets under management, had been growing consistently over time. In 2007, however, the firm recognized that additional top-line growth opportunity and bottom-line profit could be realized through a combination of approaches including an increased emphasis on customer relationship management, business analytics, and transactional-processing efficiency.

The Challenge

As the firm had grown, new products and processes were steadily introduced, resulting in requirements that could not be easily supported by the firm's existing systems, which included an outdated sales force automation application, and a home-grown transaction processing system built in Powerbuilder, which required a 70+ step nightly synchronization routine to synchronize inflow and redemption transaction data gathered from numerous data feeds to other systems in the enterprise, such as wholesaler compensation, SFA, and others. This nightly synchronization process was extremely cumbersome, time-consuming, and error prone, which created a need for substantial manual error checking and data maintenance. In order to support the firm's plans for accelerated growth, it was clear that these existing systems would have to be replaced and streamlined.

The Solution

Integra brought to this client a team led by experienced CRM and financial services consultants to conduct a rigorous, structured,

unbiased technology selection and evaluation to help the firm select the most appropriate platform for combined CRM and transaction processing in a single system. We employed our proprietary technology evaluation and selection methodology and toolkit to lead and guide the process, which began with prioritized requirements definition and identification of the universe of available candidate technology platforms, and continued through structured, scored presentations, proof-of-concept demonstrations, site visits, and vendor-viability assessments. At every step, our approach ensured a balanced, unbiased evaluation process, and it created ample opportunities for our client to assess each vendor's offering under real-world conditions.

The Results

At the conclusion of the evaluation process, our client had a substantial body of quantitative and qualitative data, captured in our Results and Recommendations deliverable document, upon which to base their selection. Integra's facilitation techniques guided the client through assessing these data, and making their ultimate selection. While at this point, the implementation of the chosen CRM and Transaction Processing system is ongoing, early results are promising and consistent with expectations developed during the evaluation process, and our client is very pleased with the work we did, and the degree of confidence that work instilled in their selection decision.



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