

CASE STUDY

Accelerated Digitalization Enhances the User Experience



Challenge

This Pershing client is an RIA looking to create efficiencies through technology and, specifically, wanted to select a new portfolio management vendor for their firm. Pershing's Technology Consulting team met with key team members as part of a discovery process to better understand what they were looking to accomplish with their portfolio management solution.



Goals

The client wanted to identify and implement a system to aggregate all of their client account data, and to help with billing and performance. It was critical that this system integrate with their previous technology vendors.



Solution

Prior to the initial meeting, Pershing's Technology Consultants worked with the Pershing Relationship Manager to better understand the firm overall: who they are, how they operate, and what were their pain points. In the initial discovery call with the client, the consultants listened to exactly what the client was hoping to accomplish, including

their priorities in implementing a new solution. After the initial meeting, Pershing initiated a technology assessment to help the firm identify which vendors they may want to consider. As a result of the discovery call and the assessment results, three vendors were identified. The technology consultants set up demos with each of these third-party vendors and participated in the demos to ensure pertinent client questions were addressed while sharing additional information on Pershing's integrations with each provider.

Once the firm had selected a vendor, Pershing's Technology Consultants worked with the Pershing Entitlements team as well as Pershing's NetXServices and Implementation teams to ensure the client had appropriate access to the pre-built integrations with their selected vendor. Thanks to this collaborative approach, the client was able to complete the due diligence process, select a new vendor, and implement the solution and existing integrations. **As a result, their team has accelerated digitalization and has enhanced their overall user experience, allowing advisors to direct their time and resources to what they do best: managing clients and portfolios, and ultimately, growing their business.**

This case study is not intended to guarantee or represent that all firms will achieve the same or similar results.

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