

Madison Avenue Securities



Overview

San Diego, Calif.-based boutique RIA and broker-dealer seeking to increase data accuracy, accessibility and recovery; improve back-office efficiency; and enhance the productivity of more than 140 affiliated financial advisors across 100 U.S. locations by adopting to a FINRA-compliant, paperless office environment.

- 28 employees plus 160+ affiliated advisors
- Arcus played a significant role in the development and roll-out of the firm's central native-Salesforce platform, Omnio Pro

"With expertise in financial services, data-driven operations and technology, along with its native-Salesforce Finity360 solutions, Arcus Partners is helping our advisors and back-office teams increase efficiencies remotely, digitally transform their paper-intensive processes in a compliant manner, and ensure a high level of user adoption of our Omnio Pro platform." - *Casey Cotton, Chief Technology Officer, Madison Avenue Securities, LLC*

What We Provided

- A new data integrity process via [Arcus360](#) services: Auto-fill and automatic calculations ensuring standardized method for advisors and back-office staff to enter data
- [Finity360 Docs](#), which provides a fully digital document management and new account opening/client onboarding process, auto-indexed and FINRA-compliant retention, and integrated e-signatures
- [Finity360 Recovery](#) for complete back-up and recovery of all the data elements including fields, configurations, documents and programming
- Design and development of business workflows and reports based on multiple Salesforce Lightning components
- Training for back-office and front-office staff

Results & Impacts

- Improved accuracy and real-time visibility of data within Salesforce
- Accelerated processes and significantly reduced paperwork burden on advisors and back-office staff
- An end-to-end, paperless client onboarding experience

- Assurance of FINRA and SEC compliance for record retention
- Protects and restores data, document and programming loss across the entire system
- Maximizes user adoption and smooth transition upon release

Additional Details

- [Arcus Partners](#)' Finity360 solutions, and Arcus360 services providing workflow creation and user training, are part of the success of Madison Avenue Securities' Omnio Pro platform which integrates [Sycamore Company](#)'s advisor management, compensation, compliance and CRM functions
- Seamlessly connects with multiple third-party applications to retrieve the data from different custodians
- Provides limitless functional and integration possibilities due to an open, cloud-based architecture