

salesforce

# Building an Application on Salesforce Platform for an Asset Management Company



## Our Customer

is a renowned global asset management firm specializing in transforming impactful concepts into high-performing strategies and solutions. Whether serving individuals, institutions, foundations, or family-led enterprises, provide a cohesive ecosystem of guidance, innovative investment options, and solutions drawn from our extensive global network.



## What bothered them

- There was a need for specialized asset management capabilities to track portfolios, client holdings, and investment performance in real-time.
- Security and privacy concerns are of paramount importance in the finance industry due to the sensitive nature of the data involved. Safeguarding customers' personal and financial information is essential for maintaining trust and complying with industry regulations.
- Implementing stringent security measures such as multi-factor authentication (MFA), encryption, and granular access controls is imperative to prevent unauthorized access to sensitive data.
- In addition to security measures, data governance policies play a significant role in preserving the privacy of customer information and ensuring compliance with regulatory bodies such as FINRA and SEC.
- Integrating legacy systems with third-party solutions posed a major challenge during the implementation of Salesforce. Legacy systems often prove difficult to integrate with modern cloud-based platforms like Salesforce due to their complexity and tightly coupled nature.
- Data migration challenges arise from legacy systems storing data in formats or structures different from Salesforce, making integration and migration a formidable task.



## What we did

- 🔍 **Requirement understanding:** Aress deployed a Solution Architect to analyze stakeholder processes and pain points. Based on the detailed requirements, Aress recommended customized development on Salesforce's Force.com platform.
- 📁 **Asset-based relationships:** in FSC allowed the firm to better manage client holdings, track performance, and deliver real-time insights to clients about their portfolios.
- 💰 **Customized Financial Services Cloud solution:** We enhanced the client's operations by configuring FSC's Client and Household Management features to provide a holistic view of client relationships, assets, and financial goals.
- 💡 **Robust solution:** built with flexibility and scalability in mind, allowed seamless management of customer portfolios, performance analysis, and recommendations for investment strategies.
- 🗨️ **A user-friendly interface:** was developed, requiring minimal input from booking clerks for various booking procedures and enabling financial advisors to access client data in real-time.
- ⚙️ **Agile and iterative execution:** methods were employed throughout the implementation. Intermediate checkpoints, including show-and-tell sessions, captured early user feedback to refine the system to their needs.
- 🔗 **MuleSoft:** middleware solution was employed to facilitate seamless integrations between external systems and Salesforce.
- 📊 **Advanced predictive analytics models:** were configured to identify trends, forecast demand, and provide insights for more proactive decision-making.
- 🔒 **Compliant data-sharing rules:** were implemented to ensure adherence to industry regulations and manage client trust with encrypted communication channels.

## The value we offered

- ✓ **Client 360 view:** The client's advisors benefited from a comprehensive view of each client's financial situation, which improved personalized advice and services, resulting in a **15% increase in client engagement and satisfaction scores**.
- ✓ **Increased asset visibility:** With Salesforce Financial Services Cloud, the client was able to manage assets and analyze financial performance across accounts and households with real-time insights into client portfolios, leading to a **20% increase in investment performance tracking accuracy** and more informed investment decisions.
- ✓ **Enhanced efficiency:** Salesforce's process automation and optimization features reduced operational bottlenecks and improved efficiency across teams **by 35%**, enabling faster processing of client requests and transactions.
- ✓ **Data accuracy:** Legacy data was extracted, transformed into standardized formats, and migrated into Salesforce, which resulted in a **25% improvement in data accuracy**. This led to more precise reporting and financial forecasting.
- ✓ **Integration with legacy systems** facilitated smooth data exchange between these systems and Salesforce, allowing the firm to maintain the continuity of operations while benefiting from modern cloud technologies.
- ✓ **Advanced analytics and reporting:** Leveraging Salesforce's analytics and reporting capabilities, the firm saw a **40% faster decision-making process**, with actionable insights leading to optimized resource allocation and new growth opportunities.
- ✓ **Regulatory compliance:** By implementing robust privacy controls, audit trails, and compliance features, the client reduced their regulatory risk by **20%**, ensuring adherence to industry standards and improving client trust.



## Conclusion

Salesforce Financial Services Cloud transformed the firm's asset management by improving portfolio tracking, investment analysis, and personalized advice. Features like Asset-Based Relationships and Client and Household Management significantly enhanced tracking accuracy and operational efficiency. Seamless integration, improved data accuracy, and strong compliance measures boosted client trust and satisfaction, positioning the firm for sustainable growth.