NORTHSTAR

NorthStar Case Study

Turnkey Advisor Desktop

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Case Study – NorthStar Turnkey Advisor Desktop

A Turnkey Asset Management Platform (TAMP) that provides Bank & Trust companies, Registered Investment Advisors and Family Offices with investment management, operational solutions and strategic expertise. The platform consists of an investment models offering, as well as back office operational processes, but they lacked a robust advisor facing workflow solution.

NorthStar's Turnkey Advisor Desktop was chosen as the advisor facing solution, providing a full array of advisory workflows. NorthStar will be completely private labeled by the firm, allowing them to focus on their core investment expertise.

SOLUTION EVALUATION PROCESS

- Extensive evaluation period
- NorthStar selected June 2009
- Deployment of core architecture completed October 2009

REASONS NORTHSTAR WAS SELECTED

- Ability to integrate with back office accounting systems in place, whereas other competitors could not.
- Rapid deployment – 2-3 weeks – of client instances
- Ability to accommodate multiple client instances on a single SaaS platform.
- Ability to provide comprehensive view of client wealth.
- Most cost effective and progressive commercial model of all competitors

SOLUTION SCOPE

Project: Turnkey Advisor Desktop

A fully functional wealth management desktop delivered on a hosted basis, private label branded as our client, and able to manage a multi-tenant end client environment.

Type: Hosted SaaS Delivery Model

Benefits for Servicers:

- Allows the firm to focus on core expertise of investment management and modeling, and outsource the cost of software build.
- Integrates to all back end systems to maintain data integrity and flow
- Rapid deployment of each client to realize revenues sooner
- Progressive commercial model grows reduces risk and aligns with company growth.

Benefits for end client Banks & RIA's:

- Enables advisors to provide holistic advice across client portfolios through 360 view of client holdings.
- Streamlines and automates generation of client proposals, reports, and reviews.
- Improves the advice process through integrated planning, application and data integration, collaborative workflows, and standard proposal and report templates.