



New-Age, Cloud-Native Digital Wealth Platform for Financial Advisors



Client

The client works with financial advisors to provide investment management services and is specialized in providing intelligently personalized portfolio management for over **30 years**.

Challenges

The client wanted a foundation of a cloud-based digital platform, enhanced advisor productivity and a simplified user journey to improve client experience.

The current scenario posed below challenges:



Lack of digital platform to gain insights.



Need for a solution that is more simplified and easier for users.



Poor Advisor Productivity due to lack of tools like aggregated performance reporting, multi-currency trade support, etc.



Unpleasant client experience due to lack of multiple client facing business practices.



LTI Solution

- Cloud-Native Digital Platform that uses multiple Azure PaaS services developed in ASP.NET Core with Angular / Kendo UI.
- Using latest UX trends with data visualization enhancing experience and ease of viewing data.
- Automated multiple clients facing business processes like investment proposal creation.
- Data ingestion by financial advisors for capturing customer information – risk profile, assets, etc. to feed into a computation engine.
- Created a foundation of a digital core to drive insights, reduce costs and deliver enhanced value proposition.

Business Benefits

15%

Reduction in cost of sales

Simplified and crisp user journey, rich interaction points and visible touchpoint

25%

Reduction in proposal cycle time and higher win rate

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