



Application Delivery: *Custom Application Development*

INFORMATION SERVICES PROVIDER

COMPANY OVERVIEW

The client provides aggregated financial information services to ultra-high net worth individuals and families. The company's combination of transaction, position and mark-to-market information spans the range of traditional and exotic asset classes.

THE CHALLENGE

Rapid growth in customer base was putting company resources and infrastructure under pressure. Existing procedures were too resource-intensive to scale effectively and new customers were not processed with sufficient speed. As a result, operational costs were increasing at alarming rates.

Automating daily processing and exception handling was critical to ensuring the long-term viability of the company.

THE SOLUTION

The client selected TwoFour Consulting to automate the capture and entry of sensitive data into its core systems. Automating this essential part of its business would enable the client to provide superior service, security and privacy to its growing customer base while streamlining operations and reducing overhead costs.

TwoFour Consulting drew on its combined financial services sector knowledge and technical expertise to deliver an efficient, proprietary solution that stabilizes data acquisition, validation and transformation. The application is built using state-of-the-art technologies and interfaces with a collection of external data sources, including legacy systems and online sources.

In order to provide ongoing value, TwoFour Consulting designed the application to enable the client to build new data acquisition and transformation processes in-house. By creating a system based on visual representations, business users can define new data interfaces without the need for external developers.

COMPANY PROFILE

Information Services Provider

Specialized provider of aggregated transaction information to the financial services industry

CHALLENGE

Resource-intensive processing was limiting ability to operate cost-effectively and scale business

SOLUTION

Automate key data acquisition and transformation processes

BENEFITS

- Proprietary software solution enhances portfolio of intellectual property, giving competitive edge
- Reduced overhead costs and faster, more efficient operational processes
- Flexible solution to enable data acquisition extension by business users, reducing future investment needs
- Application built using state-of-the-art technology and providing consistent quality data acquisition provides business advantage

THE BENEFITS

The client considers the application TwoFour Consulting delivered to be a key component in its portfolio of intellectual property, its primary corporate assets. The ability to capture business-critical data with consistent quality in a cost-effective manner has given the company significant competitive advantage. Lower processing error rates enabled the client to scale their business and maintain a high level of customer satisfaction and service.

TwoFour Consulting played an important role in enabling sustainable business operation at a critical turning point for the client. Daily processing and exception handling costs have been dramatically reduced, and development of any new data streams will no longer require large investment. The client is able to meet current demand and is well-positioned for future growth.

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ABOUT TWOFOUR

TwoFour provides technology-enabled business solutions to leaders in the financial services industry. Headquartered in New York, TwoFour is a privately held professional services and development company that has enjoyed continuous growth and profitability. We are committed to:

- Delivering innovative solutions that solve our clients' most pressing problems;
- Anticipating and preparing clients for the impact of future industry dynamics on their business; and
- Acting as a strategic partner to leaders in the financial services industry, offering cutting edge, value-added counsel and services.



CONTACT

WHITE PLAINS:

445 HAMILTON AVENUE
WHITE PLAINS, NY 10601
PHONE: +1 (914) 220-8800
FAX: +1 (914) 220-8899

CONSULTING@TWOFOUR.COM

NEW YORK CITY:

245 PARK AVENUE
NEW YORK, NY 10017
PHONE: +1 (212) 724-3920

LONDON:

148 LEADENHALL STREET
LONDON, EC3V 4QT
PHONE: +44 (0) 20 3177 0040