



Governance Solutions: *Program and Project Management*

INTERNATIONAL FINANCIAL SERVICES FIRM

COMPANY OVERVIEW

The client is a leading securities trading, investment banking and brokerage firm specialized in capital markets, wealth management and global clearing services. Headquartered in New York, the company serves its international customer base from its offices around the world.

THE CHALLENGE

The company was ceding market share in its Prime Brokerage business line due to an inability to provide customers with a consolidated view on their global activities. Internal systems focused almost exclusively on trading traditional instruments in the North American markets, and lacked the flexibility required to produce integrated reporting on an international basis.

The company decided to create an integrated reporting platform for its Prime Brokerage customers, and choose to implement Geneva, Advent's global investment management and accounting solution.

THE SOLUTION

The company selected TwoFour Consulting to assume overall program and project-level responsibility for integrating the Geneva platform with its existing applications. Integration consisted of three interrelated projects designed to purchase and deploy the necessary infrastructure, construct a data warehouse capable of storing the massive amounts of global data required, and develop middleware to facilitate multiple legacy data sources interfacing with the new platform.

TwoFour Consulting coordinated development across a combined onshore and offshore team. The extensive management experience, strong communication skills and rigorous approach to issue and risk resolution that TwoFour Consulting brought to the table was critical.

COMPANY PROFILE

International Financial Services Firm

Leading financial services firm specialized in capital markets, wealth management and global clearing services

CHALLENGE

Successfully manage a strategic, business-critical integration of Advent's Geneva application with existing systems

SOLUTION

Introduce program management experts to facilitate successful delivery of interrelated onshore and offshore projects

BENEFITS

- Complex, business critical application successfully deployed ahead of schedule, under budget
- Cost-effective implementation through well-managed combination of onshore and offshore resources
- Well-defined, reusable Agile governance model for managing complex technology projects with structured risk management and change management methodologies

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To manage the complexities, TwoFour Consulting introduced the Agile software development methodology and a comprehensive set of project reporting and metrics. This enabled the team to rapidly incorporate changing business and functional requirements as they emerged without incurring expensive delays.

THE BENEFITS

Under TwoFour Consulting's leadership, the Geneva integration was successfully completed significantly earlier than originally planned and under original budget projections.

TwoFour Consulting provided the highly-structured program control and management that was essential to successfully roll-out a complex, business-critical application on a global basis. TwoFour Consulting's general management experience and specific Agile methodology expertise, combined with their deep industry knowledge, enabled the client to combine cost-effective offshore resources with an onshore team in order to revitalize a key business area.

As a result of the engagement, the client's Prime Brokerage service line is well-positioned to recover its dominant position in the North American market and to compete more aggressively on a global scale. Customers can now access daily consolidated trade data in high-quality performance reports.

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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.



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