

Success Story:

National Bank

Selected technology from FolioDynamix to help the firm transition from a closed, proprietary investment structure to a customized, open architecture program.

Overview

A national bank selected FolioDynamix to help it transition from a closed, proprietary investment structure to a customized, open architecture program. This national bank with \$6 billion in fiduciary assets has over 5000 client accounts. The bank has an internal manager research group and over 40 portfolio managers. Its executive leadership was committed to moving to an open investment architecture.

Challenges

- Sizable fiduciary business, but majority of assets were currently invested in the bank's proprietary products
- Possessed the portfolio management expertise to serve in the overlay manager role, but needed to find a partner to help the firm rollout a cost-effective and highly scalable unified managed account (UMA) offering
- Required the UMA process and technology to fit within its existing infrastructure

Solution

- FDx Advisor's UMA program allowed the national bank to "in-source" the overlay function, allowing the bank to leverage the skills and strengths of its existing portfolio management team.
- FDx Advisors worked closely with the national bank's in-house research team to identify and onboard managers to its UMA platform, including a number of the top-10 separately managed account (SMA) asset managers.
- FolioDynamix SingleSight served as the single technology platform for managing multiple phases of the wealth management lifecycle. FolioDynamix successfully integrated third-party technology and the bank's existing systems in the delivery of a customized open-architecture UMA platform. Manager contracting, model delivery, portfolio rebalancing, and personalized proposal generation were successfully launched, allowing the bank to efficiently diversify a significant portion of its proprietary business to third-party UMA model providers.