

Success Story:

Custodial Platform

Selected technology from FolioDynamix to significantly enhance its advisory offering for increased competitiveness

Overview

A large custodial platform provider, servicing a broad base of advisory practices, was able to strengthen its advisory offering by transforming and enhancing its rebalancing, trading and model management capabilities through the FolioDynamix platform. This firm serves a diverse user base of tens of thousands of users across several financial sectors, including registered investment advisors (RIA), retail brokerages, and the fee-based advisory market.

Challenges

- The firm was experiencing a number of problems with existing trading and rebalancing functionality
- The company was looking for best-of-breed technology that would allow them to gain a competitive edge
- Needed to expand its managed account offerings to better support its diverse advisor base
- Faced with the decision to build internally or partner with a firm to deliver the desired solution

Solution

- FolioDynamix is enabling the custodial platform provider to deliver significantly enhanced rebalancing, block trading and model management functionality to the advisory firms it services – all on a single technology platform.
- The FDX SingleSight platform is being used across all rep-as-advisor, rep-as-manager, mutual fund wrap and unified managed account (UMA) programs.
- The FolioDynamix solution addressed all of the firm's objectives, through a fully-integrated, efficient and scalable solution that provided a significantly faster time to market than the in-house development alternative.