

Case Study

Ezra Group LLC

Wealth Management Platform Application Architecture

Project Highlights

- Design a comprehensive, intuitive and scalable UMA solution
- Provide a seamless advisor experience across platform
- Evaluate technology vendors and make recommendations

About Ezra Group

After nearly two decades of financial services experience, Ezra Group was founded by Craig Iskowitz in 2005. Ezra Group is a consulting firm that provides software development services as well as product and technology strategy. Our focus is on the financial services industry, with extensive experience in wealth management, retail brokerage and UMA platform development.

Their strategy was to combine best-of-breed technologies from multiple vendors to build the UMA platform. This would enable them to provide their advisors with a unified proposal and risk assessment system, an automated account opening, trading, and reconciliation processes as well as a comprehensive overlay management solution with a wide range of investment options.

Project Challenges

This project had numerous challenges that increased the complexity and delivery risk of the integrated solution. These included a compressed timeframe and multiple third party products that had never been integrated before.

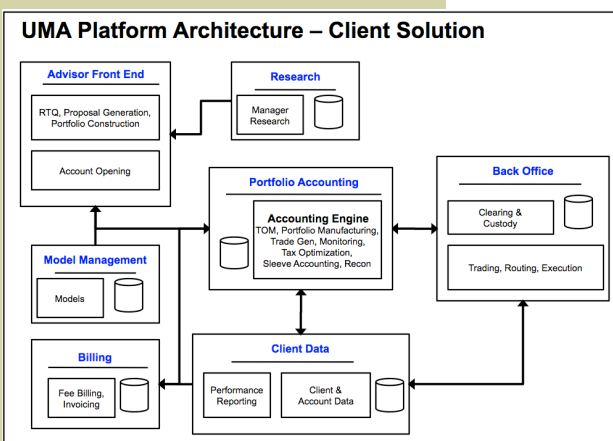
Ezra Group was engaged to assist in this effort and provide our expertise in managed accounts, technology and product strategy. We facilitated meetings between the technology vendors to determine which ones were the best fit and help to ballpark the integration efforts that would be required.

“Our experience in Wealth Management includes all aspects of managed accounts including the investment advisor side, money manager side as well as operations.”

Craig Iskowitz
Managing Director
Ezra Group

Project Overview

The Investment Advisory Group of a multi-national insurance company was planning to launch a new investment advisor business. Their goals were to provide access to a wide range of discretionary and non-discretionary investment options including multi-manager program with separate accounts, model portfolios, mutual funds and ETFs. Select Turnkey Asset Management Providers (TAMPs) would be integrated into the client’s Wealth Management Platform.



Proposed Client Solution

Case Study

“Our vendor evaluation methodology enables you to compare different vendors based on your specific requirements. A customizable ranking system ensures that the most important requirements carry the most weight in your final decision.”

Craig Iskowitz
Managing Director
Ezra Group

Vendor Evaluation

We provided our proprietary vendor evaluation methodology and customized it to match the client’s business priorities. Training classes were held to ensure that everyone on the team was comfortable with the grading system and understood how to measure the vendors against each specific criteria.

Each business priority was assigned a weight out of the total solution. Each vendor’s ability to deliver on each priority was evaluated and assigned a score. The scores were totaled and all vendors were ranked and compared against each other in order to determine the best solution.

Proposed Solution

exchange, tax harvest, risk tolerance, model, and low cash

Our proposed solution recommended use of fewer third-party products and that the back office vendor become the center of the platform.

Our recommended solution provided the following benefits:

- Reduced complexity (single point of responsibility)
- Higher probability of meeting promised time to market targets by reducing integration and test efforts
- Minimized Total Cost Ownership (by reducing customization and optimizing re-use)
- Reduced delivery risk by limiting the number of third-party vendors

Vendor Evaluation Criteria

Each criteria will be weighted from 5% to 25% of the total and the team score for each criteria will be multiplied by the corresponding weight:

Business Requirements 25%	User Experience 15%	Scalability 10%	Maturity 10%
	Price 10%	Time to Market 10%	Risk 5%
		Integration 5%	Flexibility 5%
		References 2.5%	Client Base 2.5%

Vendor Evaluation Criteria

Ezra Group assisted in the development of a comprehensive application architecture solution that would meet the client’s needs. We analyzed the abilities of each option to support key requirements including:

- User Experience - a seamless look and feel across the platform
- Trade Order Management - tight integration from order entry through execution and recon
- Sleeve Accounting - transfer between sleeves, sleeve-level performance and
- Rep as PM - including buy/sell/

Ezra Group Services

We provide a range of consulting services including support for the full software development life cycle, business requirements, functional and technical specifications, quality assurance and implementation support. We also offer our customizable vendor evaluation methodology and project management services.

Ezra Group has enabled our clients to develop comprehensive wealth management UMA platforms that support a wide range of investment options.

For more information on our application architecture or vendor evaluation services, please contact us at (732) 257-5735 or sales@ezragroup.net.