

# The Four Pillars of the Advisory Firm Technology Stack

Experts suggest there are 3 pillars that traditionally comprise an advisory firm's technology stack:

**Portfolio Management** – Comprehensive portfolio management not only offers a digital solution to its namesake activity, but also allows for account rebalancing, automated billing, and reporting tools to measure and present clients' investment performance.

**Financial Planning Software** – A good financial planning program enables you to collect or input client data and project their financial future through a number of different scenarios, accounting for unexpected events like market crashes or early death.

**Customer Relationship Management (CRM)** – A well-integrated CRM can help a firm organize all clients and prospects along with every interaction they have with the company. It will also allow for the automation of everyday tasks and improved internal analytics and reporting.

While each of these technologies is essential to addressing the modern investor's needs and easing the administrative burden on advisors, there is a critical tool often missing to complete the stack.

## THE FOURTH PILLAR: STRAIGHT THROUGH PROCESSING FOR ALTERNATIVE INVESTMENTS

Investing in alternatives has historically been a lengthy, manual, and error-prone process. While stocks and mutual funds have long enjoyed an efficient online investment process (known as straight through processing), alternative investments have been stuck in the past.

But recent changes in regulation have opened the door to the application of similar technology to alternative investments. With Altigo, a straight through processing platform from WealthForge, advisors can skip the paperwork with a streamlined online process. Altigo facilitates the collection of investor information and verifies that information in real time so that advisors don't have to go back and make corrections later. Documents are automatically sent to investors and other involved parties for electronic signature, with no need to mail or fax documents. The result is alternative investments that are completed in days instead of weeks, which means a reduction in administrative rework and decreased cycle time.

*Altigo provides:*

- A searchable showcase of alternative investments.
- User-friendly online workflow to enter investor information.
- Pre-filled subscription documents with optional electronic delivery to investors for e-signature via DocuSign.
- No system integration, new technology resources, or change management required.
- Strict confidentiality and security of client PII (personally identifiable information).



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