Leaf Software Solutions
Case Study

CLIENT PROFILE
Financial Software Company
72 employees
Established client base
Software handles combined portfolios of $26.5 billion

CHALLENGE
In 2011, the software company approached Leaf Software Solutions about updating the software they offered to their clients. The software had a conservative user base that leaned heavily toward stability over assuming the risks associated with making changes or improvements. The software they offered was a legacy desktop application, still using VB6, and required significant client server and staffing support, resulting in a high total cost of ownership.

RESULTS
The new, modernized software platform provided a path for existing clients to realize a much lower total cost of ownership. It also opened the door to a more lucrative market: bigger institutions with more resources. New clients are signing up every month and none have been lost. The SaaS (Software as a Service) model is easier to manage and support. The client's development team has updated skills, tools, and processes learned from Leaf's development team, and allows the institution to focus on their business, shifting in-house IT resources to other area.

The modernized financial software developed by Leaf has provided features and benefits that set it apart from its competitors.

The data-driven trading wizards interface with outside systems to provide real-time trade status information. Workflows are highly configurable for different business functions.

A sophisticated portfolio model recommends trades. Multiple Account Processing functionality interfaces with external systems to update holdings and account balances affected by dividends, stock splits, capital gains, interest, spin-offs, mergers, and other events.

Tasks and Activities provide users and managers with reminders and to-do lists. Department dashboards alert users to items that need attention. Executive dashboards show account and revenue trends. Leaf knows real-time reporting is paramount for business planning.

The new system provides an efficient rate of return processing, which is a fraction of the time it takes on a competitor's system.

HOW LEAF HELPED

Leaf partnered with the company to perform the following project lifecycle steps:
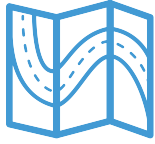
Working with Product Managment, facilitators and validators toward the development of a multi-year, **Product Roadmap** and corresponding phased **implementation plan**.

Product Architecture, Database Architecture and Development of the SaaS product and its five major releases.

Product Training and Support: Provide technical documentation to support the Education and Customer Service teams. Provide Tier 3 Technical Support.

Lead the R&D to select the appropriate **product technologies, techniques and approaches**. Presented technical options with corresponding cost and educated the client on the implementation trade-offs.

Identification, Design and **Development of facilities to Migrate Financial data** from each institution's previous system. These facilities proved a product differentiator.

Staff Training and Support: Accelerated client's DevOp and Software staff development through teaching, collaborating, reviews and mentoring.
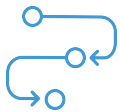
Established processes and procedures for Requirements Gathering, Feature Design, QA and Product Support. Selected and customized workflows to manage the thousands of software issues and improvements implemented over the past 7 years.

Identification, Design and **Development of facilities to monitor the integrity of each institution's data**. These utilities provided QA with the tools needed to monitor data integrity and validate that the software was producing data as designed.

Leadership and Consulting: With a Leaf team member on the Client's 5 man 'Executive Leadership Team', provided consulting and helped establish policies, procedures and approaches for the enterprise.

Value-added Consulting

Leaf's multidisciplinary, holistic consulting approach leads to the improvement of the client's performance.
Leaf provides leadership and staffing for:

- Marketing
- Sales Support
- Migration Services
- Customer Support
- Professional Services
- IT and DevOp groups
- Quality Assurance
- Product Management