

OFFSHORE PRODUCT DEVELOPMENT, ENHANCEMENT & IMPLEMENTATION

MindCraft has extensive experience in providing various services to clients through remote connectivity. This document outlines the services offered to a start-up looking for a technology partner.

CLIENT

The client is a start-up based out of New Jersey. They are a business-to-business provider of automated digital wealth management technology (including robo advisory services) that enables asset managers, broker-dealers and advisors to deliver their investment solutions through a white labelled online platform. They have a portal for both Investors and Financial Advisors. The Advisor Portal provides User Experience, Investment Selection and a Client Suitability Questionnaire. The Investor Portal has personalized portfolio, goal-based investing and is mobile and tablet ready.

CHALLENGES

The client wanted to develop and roll-out a sophisticated wealth management product for their end customers.

While the client possessed the functional know-how, they wanted a partner who could manage the IT aspects of the product that covered product engineering, DevOps and infrastructure support.

Having a lean team themselves, the client also needed support in implementing the product for customers and also managing post go-live support.

Working off stringent budgets and tight go-to-market deadlines, they required resource elasticity, thereby allowing them shorter ramp-up and ramp-down options.

Since source code and intellectual property was being shared, it was of utmost importance that the partner be trustworthy.

Occasional consulting from technical architects was also important to ensure that the product kept pace with the platform and technology advancements.

SOLUTION

MindCraft understood the requirements of the client and partnered with them for:

- Development and enhancement of the advisor portal
- Customization as per end customer's requirement
- Mobile app development
- UI/UX development
- External service integration

MindCraft also took responsibility for product enhancement that included:

- API Integration with Aggregators
- Integration with market data providers
- Getting securities and mutual fund pricing information
- Broker service integration
- End of Day Processing (Position, Transaction &

Account Details)

MindCraft also developed a configuration module to enable easy integration with the end customer's systems. This reduced the on-boarding effort. Furthermore, MindCraft also assisted the client in successfully implementing the product for a large financial services customer.

BENEFITS



One-stop Shop



Flexibility



Cost Advantage



Access To Technical & Functional Experts

FEATURES



For Investors

- ✓ Personalized Portfolio
- ✓ Goal Based Investing
- ✓ Tablet/Mobile Ready

For Financial Advisors

- ✓ Configurable Asset Classes
- ✓ Flexible Security Types
- ✓ White-Labelled Platform
- ✓ Auto-Rebalancing

CONCLUSION

The engagement with MindCraft helped the client with their first successful roll-out. Having partnered with a technology partner of the right size, the client could derive maximum benefits from the partnership. MindCraft acted as a one-stop-shop to cater to the mobility, web - portal, UI-UX and Integration requirements of the client and provided offshore services. MindCraft also successfully implemented the client's wealth management product for their end customers.

MindCraft

MindCraft is a Software Services, & Solutions organization that helps customers get competitive edge through technology services like Digital Transformation, Business Insights, DevOps, Cloud and Middleware services. We possess unparalleled technical skills in niche technologies and abundant experience across Banking, Insurance & Financial Services industries. Established in 2002, we are a team of over 650 across India, Singapore, USA, and Canada.



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