

CASE STUDY

THIS BD FIRM'S CASE STUDY HAS BEEN REDACTED DUE TO THEIR CONCERNS ABOUT "PUBLICIZING THE COMPETITIVE ADVANTAGE IN THE RISK NUMBER."

Results

- 75 Day Complete Integration Rollout
- 72% of Advisors Active on Riskalyze
- 4,468 Portfolios Have Been Analyzed
- \$2.02B Modeled on the Platform
- [REDACTED]

[REDACTED] is a [REDACTED] broker-dealer headquartered in [REDACTED]. They've been on their mission to "[REDACTED]" for over [REDACTED] years, and have grown to have hundreds of employees partnering with over a hundred financial institutions across the United States. Their advisors certainly have their hands full, serving [REDACTED] clients per advisor [REDACTED].

The Challenges

1. The regulatory landscape was constantly shifting.

With changes in national compliance standards, [REDACTED] advisors needed new ways to capture investor risk tolerance and quantify the best interest standard. [REDACTED], VP of Information Technology at [REDACTED], saw this as an opportunity. "Regulation actually presents a great opportunity for us to leverage new technologies to protect our clients. Our advisors have always taken their clients' best interests seriously, but now it's more important than ever to have a technology platform that quantifies it."

2. [REDACTED]'s tech package was outdated.

[REDACTED]'s previous tech lineup wasn't yet robust enough to meet the needs of a 21st century financial firm. They wanted new solutions. Leaders at [REDACTED] had a vision for offering their advisors a seamlessly integrated technology package called [REDACTED], and needed robust products in order to do so. "It was time for a change," [REDACTED] said.

3. Cyber security was a non-negotiable.

[REDACTED] needed to find a reputable tech firm that takes security and privacy as seriously as they do. [REDACTED]: "Obviously, we're in a regulated industry, and cyber security is a BIG deal. The security of our clients' data is vital to our operation."

4. Deployment of new software had to be seamless.

[REDACTED], VP, Director of Marketing at [REDACTED], is well aware of the complexities faced by advisors every day. "Because of our industry, advisors are required to have complex, tough passwords. Constantly logging into different platforms and then trying to connect them all can be a nightmare." [REDACTED] advisors work with a larger than average book of business, and leave themselves with little margin. "From an IT standpoint, we're concerned with deployment of software to our financial advisors. How easily can advisors log [REDACTED] says, "Our goal is to streamline business for our advisors, not complicate it for them."

Enter Riskalyze.

Riskalyze had launched hundreds of accounts and debuted a comprehensive engagement campaign to make sure each [REDACTED] advisor was able to use the platform to its fullest potential. [REDACTED] unveiled its [REDACTED] tech package with great success, partially credited to Riskalyze's seamless integration with other products in the lineup. Riskalyze and [REDACTED] are now empowering hundreds of advisors to build fearless investors.

72% of advisors now have active accounts on the platform.

The rollout couldn't have gone better.

"This was one of the most efficient rollouts we've ever had," [REDACTED] said. "I was very impressed from the beginning with how everyone at Riskalyze handled it. Everyone was on point." The [REDACTED] team noted that while tech rollouts can be a bit sloppy, this wasn't the case with Riskalyze. "The Riskalyze team provided the structure necessary to facilitate a successful implementation from start to finish," [REDACTED] added.

The Riskalyze team was there every step of the way.

[REDACTED] was impressed: "For one, you were very timely. You were always available as soon as we had a challenge and we were all able to figure it out. Your solution-oriented team was great to work with, and that's really all you can ask for in those sort of situations." From an IT perspective, [REDACTED] felt that [REDACTED] was in good hands. "Your level of vendor support and your proactivity to help us in our hour of navigating complexity with all of our vendors was a real life saver," he said. "[REDACTED] has a habit of taking third party vendors and throwing them curveballs. Kudos to Riskalyze for helping us rethink things and for building unique solutions for us."

The marketing campaign was a huge success.

[REDACTED] launched a campaign to help advisors intrigue prospects about the Risk Number® during the quarter it was unveiled. The demand was staggering. "We had to extend the campaign to a second quarter because we had so much pick up from it," [REDACTED] told us. "When word spread about how other advisors were using Riskalyze, we had advisors demanding more material. I keep hearing about the great conversations it generates. I know three advisors personally who all say they've used Riskalyze to close very large clients recently."

Advisors picked up on the product immediately, and loved it.

[REDACTED] advisors love being able to show prospects they're invested wrong and prove to clients they're invested right. "Once we implemented the platform, we were flooded with emails about how incredible Riskalyze is. Our advisors secured so much more business," [REDACTED] commented. "We've never had this level of excitement around a tech package before."

"Riskalyze strengthens the brand of the firm. Clients don't necessarily remember 'Riskalyze,' they remember the name of the advisor who showed them their Risk Number." [REDACTED], VP Director of Marketing, [REDACTED].

Conclusion

"Why Riskalyze? Because The Risk Number is just genius," [REDACTED] concluded. "Riskalyze helps advisors deliver clarity to clients, and clients need that. One advisor told me Riskalyze was the greatest piece of software he'd seen in his life."

We asked [REDACTED] the same question. "The biggest testament to the product is hearing what our advisors say. I can speak all day long about how efficient the rollout was and how great your team is to work with, but I think where the rubber hits the road is how it impacts our advisors and our business. We keep hearing about how Riskalyze generates referrals, creates new business, and helps our advisors in incredible ways, and I really think that is the highest compliment you can give any product."