Ronald Blue & Co.

Maximizing integration options with Salentica CRM to support business growth.

Founded in 1979, Ronald Blue & Co. is one of the largest independent fee-only wealth management firms in the United States with more than $6.5 billion of assets under management, a network of 13 branch offices, serving 7,000 clients through four distinct divisions (as of 12/31/15 and subject to change). The firm provides comprehensive financial strategies based on biblical wisdom designed to enrich the lives of clients across the wealth spectrum in these key areas:

- Financial, retirement, estate and trust planning
- Investment management and solutions
- Family Office services
- Philanthropic counsel and strategies
- Business Consulting
- Institutional client services

Ronald Blue & Co. is a well-respected industry leader having received numerous awards and accolades over their 35 years of service.

Realizing their legacy CRM was limiting their organizational goals, Ronald Blue & Co. spent 9 months performing due diligence on finding a new CRM solution that would support their goal to deliver consistent top level service across all of their branches and support their business growth goals with a configurable system rather than with a system that required customization in the form of custom code. Harmonizing and upgrading their CRM system as seamlessly as possible was of critical importance. After a thorough investigative process, the firm chose Salentica CRM as their solution and partner.

"As a large RIA, it is very important to leverage technology in ways to manage our business well and effectively. We`ve seen the industry really grow in the past 10 years and we`ve seen technology for RIAs improve dramatically in the last 3 years. We needed to find someone who could grow with us over the next 10 years. We had intentionality around the CRM. We felt that Salentica was an enterprise-worthy system that dealt well with the global complexities of the investment industry."

Deborah Kimery, CFA, Executive Vice President, Operations

Challenge

- Legacy CRM was outdated and did not integrate or support various legacy applications resulting in redundant data
- Technology platform required updating to keep up with industry trends
- New CRM would need to integrate with the portfolio management system and maintain security of data

Solution

- Salentica CRM Wealth Management template on the Microsoft Dynamics CRM platform and configured for Ronald Blue & Co. specific needs
- Integrated across several system applications including Outlook and Advent Axys

Benefits

- An easy-to-use, configurable CRM that allows flexibility and can integrate with other systems
- Consistency in client service
- Enhanced responsiveness, communication and service levels
- Improved tools for effective business development
- Staff works efficiently

The firm underwent a multi-year strategic review of its data and application services and identified a need to update an aging customized CRM system that hampered their growth and responsiveness on a consistent basis across all advisors. Ronald Blue & Co. needed a CRM that could ultimately interface with other key systems including their client portal, a customized billing system, Microsoft Outlook, Advent Axys, a proprietary financial planning system, and a data warehouse for reporting.

The firm launched an extensive RFP process to help them identify the key industry leaders in the CRM space. Ultimately, Salentica's web-based CRM (based on the Microsoft Dynamics CRM platform) provided the right architecture, a configurable centralized solution and a robust workflow automation in line with their needs. Ronald Blue & Co. needed a partner to streamline the entire advisory team process, ensure tasks flowed seamlessly and, critically, to make sure that implementation did not add a significant burden to its advisors, all the while providing improved integration of systems with their portfolio management system, Advent Axys. As well, in-creasing legal and industry compliance requirements added another dimension to the overall requirements.

"The deciding factor from an IT standpoint was that we were getting all green checks from Salentica – a strong architecture that could support our complex deployment of multiple locations and restricted access based on location and job function, separation of configuration and core functionality, data constraints, data clean-up and migration, [a] configurable solution through the user interface, workflows to allow for user efficiency and data constancy and UAT (User Acceptance Testing) training – other vendors were not able to provide all this and support our system."

Mike Bolte, Sr. Manager, Application and Data Solutions

A thorough Needs Analysis was followed by a configuration stage, data mapping and three stages of data clean up, multiple steps of data migration and continual user testing and training provided by Salentica. A significant amount of work was completed in a relatively short timeframe, from winning the RFP to implementation in only 9 months, but the work continues. Salentica continues to provide support and training. Additionally, through Salentica's web-based CRM solution, the firm will be able to apply software maintenance, updates and solutions through the CRM interface that will not interfere with Ronald Blue & Co.'s configuration. The firm's advisors now have access to a user-friendly system that offers core functionality with consistent, current client data at their fingertips.

Phase 1 implementation was completed in the fall of 2014 and Ronald Blue & Co. is reaping the benefits of Salentica CRM in many ways. With over 300 CRM users, Phase I has been well-embraced as a business critical tool that it is supported by the highest levels within Ronald Blue & Co. management. Salentica CRM has made for a fully functional system across a large and complex ecosystem.

"Microsoft Dynamics CRM is a strong platform and Salentica has staying power in the CRM space. Ronald Blue & Co. is pleased to partner with Salentica as we continue to develop efficient systems and workflows to meet the operational needs of our firm".

Karen Donnelly, Sr. Manager, Enterprise Operations and Processes