

SOUTH TEXAS INTEGRATES CRM WITH BACK OFFICE SYSTEMS



South Texas Money Management, Ltd. (STMM) is a registered investment advisory firm (RIA) that implements a unique investment process which focuses on quality and diversification. Their research team uses seven disciplines and sophisticated tools to build individual portfolios. Access to timely market information through the smart use of technology is a key component for their research decisions for client accounts. STMM's specialized staff is committed to producing competitive investment returns, while providing highly individualized client service.

The company has been using SatuitCRM as its Client Relationship Management system for over a decade. In their quest to utilize “best of breed software” for servicing their clients, STMM added a new trade order management system vendor while keeping Satuit as their CRM provider. During the transition to integrate the new trading software platform, STMM and Satuit kept the existing integration between the CRM and their back office running seamlessly.

“Without the integration of these three critical systems, we would not be able to move to an environment where Satuit can serve as the information hub for our Sales & Service Relationship Managers.” - *Jeanie Wyatt, CEO*

The Project  STMM utilizes two key sources for client portfolio data. They set out to integrate and consolidate the data from these two very different systems with the client account data in SatuitCRM. They have over 3000 accounts and wanted to ensure that the people servicing their clients had

full access to the data they needed on the client investments. Satuit was asked to create an integration plug-in for their portfolio accounting and trade order management systems that would provide daily updates in the SatuitCRM Account form with relevant data on holdings, transactions, performance and assets under management (AUM).

In addition, STMM wanted a supplemental data feed from their trade order management system. That system feeds updated data on trading restrictions to SatuitCRM. Alyssa Torres, VP & Dir. of Information Technology was the key contact on the STMM side of the project.

The Process  Once the project was scoped, Satuit's Professional Services team took full responsibility for managing it, beginning with having meetings with the client and the two key vendors to develop the detailed requirements and execution plan. The specification of data fields, the columns used for sourcing and receiving the data and the timing for transmitting the data nightly were determined and agreed upon. The method for transmitting the data and where it would be hosted were also critical decision points.

Satuit then developed the code to allow the nightly updates to run automatically. Since there were two vendors providing and accepting data updates, the coding had to be developed separately for each and then tested to ensure its accuracy. In addition to the automated update process, Satuit also defined and developed the process for managing exceptions where corrections were necessitated by changes in the source information.

When the custom integration was ready, the data updates were tested repeatedly to determine both the amount of time the system required to complete the processes and the accuracy of the feed to each of the designated fields.

The Result  The integration project was completed and went live at the end of October, 2016. STMM has been receiving and transmitting updates between the three systems nightly since that time. Thus, their 3000 plus accounts have been receiving automated daily updates from multiple sources.

SatuitCRM software is integrated with most major investment industry back office accounting systems. The company has a dedicated data integration team within its Professional Services unit whose experience with industry back office systems is a key factor in the success of these types of integration projects.

“Our experience with Satuit was very positive and they were able to deal with each issue that arose in a timely and professional manner.”

– Alyssa Torres, VP & Dir. of Information Technology

ABOUT

SATUIT TECHNOLOGIES, INC.

Satuit Technologies, Inc. is the premier provider of cloud-based and On-Premise CRM, reporting and portal software solutions for the asset management, hedge fund, wealth management, private equity, and real estate markets. Satuit has offices in the United States and the United Kingdom, and serves clients in more than thirty-five countries. Satuit Technologies is certified as a women’s business enterprise by the Women’s Business Enterprise National Council (WBENC).

For additional information, visit www.satuit.com.

ABOUT

SOUTH TEXAS MONEY MANAGEMENT

South Texas Money Management (STMM) is a registered investment advisory (RIA) firm that helps clients build wealth over time so they can accomplish important goals. STMM was founded in 2000 by Jeanie Wyatt, CFA®. As of March 31, 2017, STMM managed over \$3 billion in assets including equity, fixed income, and balanced asset classes for individuals, trusts, retirement plans, charitable foundations and endowments, as well as for bank trust departments and other institutions. Based in San Antonio, STMM has additional offices in Austin, Corpus Christi, Dallas, and Houston.

For additional information, visit www.stmmlltd.com.