

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 had developed a sophisticated wealth management product that they wanted help to enhance and implement for their end customers. They were looking for a partner with functional expertise in addition to technical development expertise. The client wanted a partner who could support the

infrastructure of their end customers.

The client being a start-up, required resource elasticity, so that they could have a lean team of experts that could be sized up or down at short notice based on their customers' requirements.

Above all, it was of utmost importance that the partner be trustworthy. Given the nature of the requirement, the client had to share the source codes & Intellectual Property with the partner. So it was very important to find a reliable and trustworthy partner with proven expertise in the financial services industry.

SOLUTION

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

- Enhancement of the advisor portal
- Customization as per end customer's requirement
- Mobile app development
- UI/UX development
- Requirement gathering for integration with the end customer's existing applications

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 take their product to the market. Having partnered with a technology partner of the right size, the client could derive maximum benefits from the partnership. MindCraft acted as a single 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 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 400 across India, Singapore & USA.



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