

CASE STUDY

Learn How Our Customers Transformed for the Digital Age

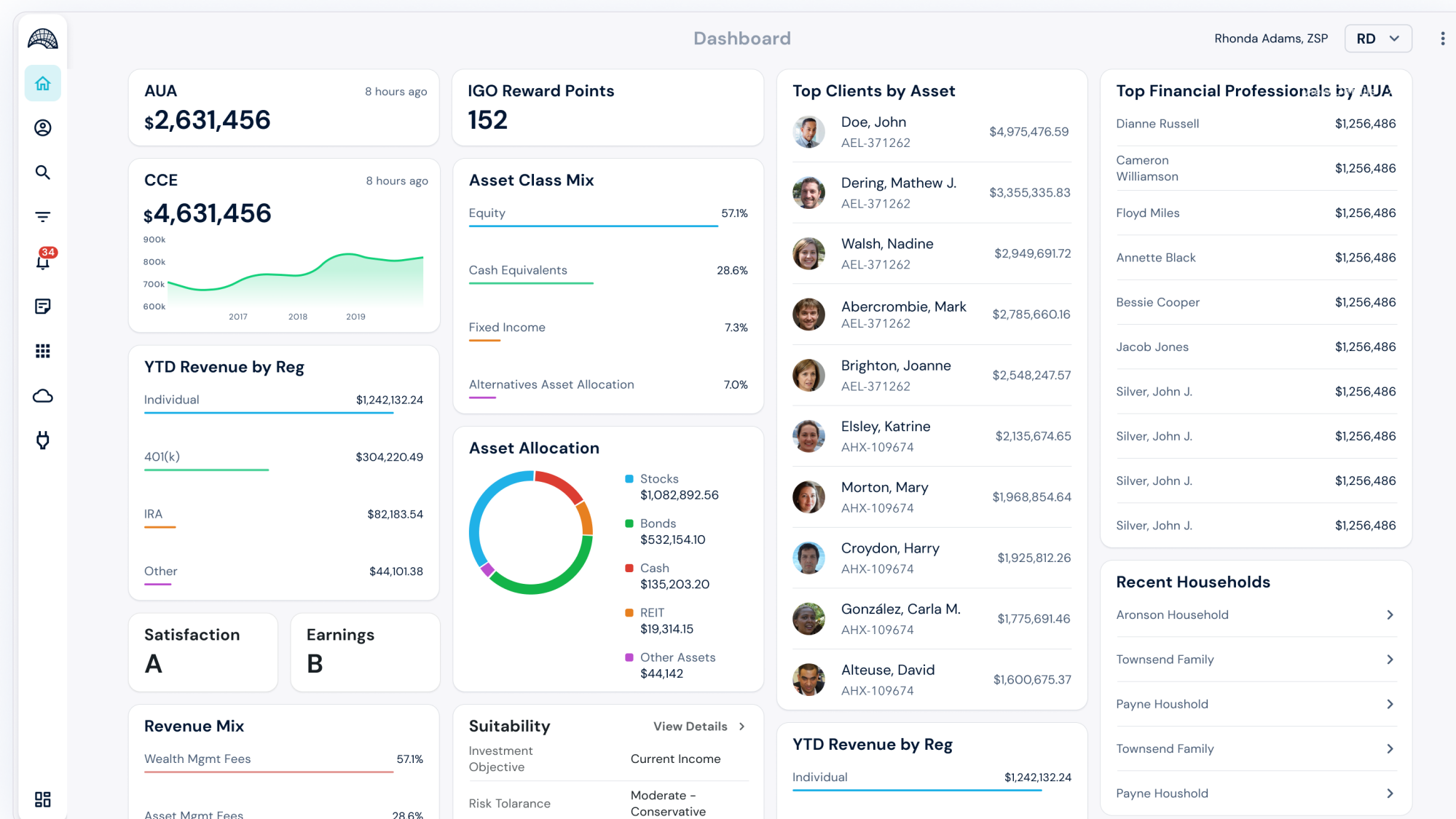
Browse our customer case study below featuring Cambridge Investment Research, Inc. Connect with our experts to learn more about other success stories and how we can help build your enterprise-grade Super App!



Client



Cambridge Investment Research, Inc. is an internally controlled financial solutions firm dedicated to serving independent financial advisors and their clients. Cambridge offers a flexible range of solutions in the areas of advice, growth, technology, independence, and more. Cambridge is guided by its core values of integrity, commitment, flexibility, and kindness. It is a formula for success that has been honed over 40 years¹ with exceptional results.



The Cambridge team includes a great mix of innovators, problem solvers, and game changers. They are fiercely independent and are laser focused on doing what is right for the Financial Professionals that work with them, their associates, and the communities that they serve.

Challenges

The Cambridge executive team was looking to reimagine the financial professional experience. They asked themselves how they could break through the traditional barriers which have prevented wealth management firms from delivering a seamless Financial Professional experience. This experience would need to bring together data from disparate sources including financial planning, CRM, trading, client reporting and others.

Cambridge's Financial Professionals were looking to solve a simple, unmet need: How can I access all my client data in one view in a way that will help me run my business efficiently and serve my clients more effectively? The 5,000+ Cambridge Financial Professionals and their support staff were looking for a solution that saved time and enabled them to provide greater focus on the business of serving their clients.

01 Transform the digital experience for their Financial Professionals	02 Bring together data from disparate external and internal solutions	03 Deliver insights to help their Financial Professionals, support staff, and home office associates serve clients more effectively
04 Create a next-generation technology platform that can evolve over time	05 Leverage the vision and experience of industry partners to deliver meaningful change	06 Create competitive advantage in the marketplace

Approach

The Cambridge and Invent® teams collaborated to define the strategy for the desired experience that the Cambridge Financial Professionals were looking for. Reimagining the Financial Professional experience took time and required the input of many people as well as a relentless desire amongst everyone to deliver meaningful change.

The execution of delivering this meaningful change was carried out by both the Cambridge and Invent® teams. The data sources that were part of the initial solution included: Pershing, Fidelity, SEI, Schwab, and other institutions, totaling over 40 data sources, which were normalized into a single source of truth for households, clients, and accounts. Invent® provided the technical leadership, the Digital Advisor Portal, a core set of wealth management data sets, a purpose-built data lake, and a digital warehouse that powered the data analytics that became known as the latest evolution within CLIC®, Cambridge's comprehensive online business environment.



Result

Delivering Real Transformation



5,250 Financial Professionals, support staff, and home office users were trained and migrated to the new environment and leverage it daily

Changing Behavior



The insights provided in the new dashboard have allowed Financial Professionals to more efficiently make effective decisions concerning their client's financial situation

Becoming Future Ready



Today, CLIC provides a technology platform by which Cambridge can build upon in the future to deliver more capabilities for their Financial Professionals, support staff, and home office associates

Creating Competitive Advantage



CLIC gives Cambridge a competitive advantage in the marketplace as they look to recruit new Financial Professionals

Adding Measurable Value



The Cambridge teams can now provide better guidance to Financial Professionals on how to grow their business

The Art of the Possible



Through the collaboration, Cambridge and Invent showed the industry that, despite the complexities of having to navigate through multiple data sources, it is possible to successfully deliver a cohesive end-user experience

What They Are Saying

“As a Financial Professional, being able to access my information in a single location that brings together both data that Cambridge maintains and that comes from Albridge saves me hours instead of having to view and export details in multiple systems.”

“The fact that I can see my clients, their assets under advisement, and where I have allocated their money helps me make decisions on my interactions with clients and how I prioritize their needs.”

“The household breakdown on the CLIC Dashboard is very cool. I can quickly understand how many members make up that household, who they are, and the total number of accounts with asset breakdown. These types of widgets and report breakdowns are extremely helpful in my client meetings.”

“The Global Search feature on the CLIC Dashboard allows me to drill down on specific information that I need on my client and their accounts to better service them. This is on par with what I can get in my connection with Redtail, but also contains more details that Cambridge maintains all combined in one view.”

“As a Cambridge home office user of the CLIC Dashboard, I gain insights about our Financial Professionals and how they are performing. This insight provides our teams with talking points and offers guidance to our Financial Professionals regarding how to grow their business.”



“We have always appreciated the partnership with Invent and their innovative approach. The Invent® team is always willing to do something different than what others are doing now. The Invent platform will allow us to continue to build out business analytics for our Financial Professionals to make better business decisions and serve their clients today and in the future.”

Colleen Bell

President, Innovation and Experience
Cambridge



“We continue to be excited to work with Oleg and the Invent Elite team as they join us in delivering digital technology leadership and innovative systems architecture to our independent Financial Professionals and their clients.”

Nick Graham

Executive Vice President and Chief Technology Officer
Cambridge



Contact us to learn more about how we can build your enterprise-grade Super App!

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¹ Cambridge and its predecessor broker-dealer

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