



### BUSINESS PROFILE

MAXCAP PARTNERS LLP IS AN INVESTMENT MANAGEMENT FIRM PROVIDING ADVISORY AND DISCRETIONARY ASSET MANAGEMENT SERVICES TO ULTRA HIGH NET WORTH PRIVATE INDIVIDUALS AND THEIR FAMILIES.

### BUSINESS/IT CHALLENGE

- THE EXISTING SALESFORCE.COM SOLUTION DIDN'T PROVIDE THE FLEXIBILITY MAXCAP NEEDED.
- MAXCAP NEEDED A CENTRAL REPOSITORY FOR COMMUNICATION TO SUPPORT THEIR BUSINESS.

### SOLUTION

- MICROSOFT DYNAMICS CRM

### BENEFITS

- MAXCAP NOW MEETS REGULATORY REQUIREMENTS, CAPTURING ALL RELEVANT INFORMATION, AS REQUIRED.
- EMAILS AND MEETING NOTES NOW ARE ALL AUTOMATICALLY ATTACHED.
- MAXCAP'S MANAGEMENT REPORTING CAPABILITIES ARE IMPROVED THROUGH VISIBILITY OF THE SALES PIPELINE.
- MAXCAP CAN VISUALLY ILLUSTRATE THE COMPLEXITY OF PORTFOLIO RELATIONSHIPS.
- THEIR SYSTEM HAS BEEN DESIGNED TO SUPPORT THEIR BUSINESS PROCESS.

## MANAGING A PORTFOLIO OF WEALTH WITH MICROSOFT DYNAMICS CRM

Based in Mayfair, London, MaxCap Partners LLP is an investment management firm providing advisory and discretionary asset management services to ultra high net worth private individuals and their families. They began as a family office for the George family in 2006 and achieved regulatory authorisation in 2007. The company then took on the investment affairs of other entrepreneurs and their families.

MaxCap is now established as a totally independent Multi Family Office, providing the highest quality investment advice. By having a holistic view over their client's total family portfolio, something which is more difficult for other financial institutions such as banks, they can provide suitable advice on all aspects of managing the overall wealth. Their overall goal is to achieve the highest risk adjusted returns.

### BUSINESS/IT CHALLENGE

MaxCap needed to upgrade their system infrastructure to run their business more effectively and efficiently. Historically Salesforce.com was put in place as an initial stop gap solution to manage contact information while a more flexible and integrated solution was sourced. "Salesforce.com didn't provide the flexibility needed and we needed a solution that would integrate with our proposed operational platform," says Jim Webb, Head of Operations and Logistics at MaxCap Partners LLP.

They found it hard to keep core contact data up to date, and were frustrated with having to key core data more than once. The data was incomplete as the system relied on proactive updates, and emails were restricted to just being able to attach to one contact. Webb explains; "This was insufficient to meet the business needs, as MaxCap needed a record of every communication with our clients, and have it be accessible for anyone to use."

Typically clients of MaxCap are families, and as such, have multiple branches and an even broader network of representatives. Whatever system the company chose, it needed to reflect the different levels of relationship between members of the family, their accountants, lawyers and other intermediaries. "We needed a CRM system that could cater to managing data and relationships for a multi-faceted business, including relationships of the individuals to investment portfolios, bank accounts and all manner of contacts," continues Webb. "In Salesforce.com, the crucial and cohesive portfolio layer was missing."

*“Microsoft recommended Tectura, as we needed an expert who could implement Microsoft Dynamics CRM within a three month window.”*

Jim Webb  
Head of Operations and Logistics  
MaxCap Partners LLP

## SOLUTION

The goal was to automate the business as much as possible, reduce costs, and keep a low and efficient resource base. With an expiration date for Salesforce.com looming, MaxCap was recommended Microsoft Dynamics® CRM, as Portia from Thomson Reuters, MaxCap’s chosen investment management platform, had established connectivity with the product. With little internal resource available, Webb took external guidance to find a partner; “Microsoft recommended Tectura, as we needed an expert who could implement Microsoft Dynamics CRM within a three month window.”

Keeping pace was key, and Tectura demonstrated flexibility throughout the more formal elements of the project methodology. The solution was documented, and the MaxCap partnership approved the way forward. “Tectura is well versed in project management techniques, which meant we always hit our milestones,” highlights Webb. With a stake in the ground, the objective was to get the system up and running effectively. “With over 2,500 contacts to manage, Microsoft Dynamics CRM was a great fit for our organisation,” says Webb. “Although some of the process flows didn’t exactly match MaxCap’s business, Tectura’s agility meant a quick redesign solved the issue.”

Tectura maintained regular communication, which was essential in understanding MaxCap’s business model and implementing their specific client structure. “Tectura was an efficient and knowledgeable organisation to work with,” says Webb. “Although their experience in wealth management at the time was limited, they were quick to adapt and understand what was important to MaxCap.” The CRM project went in smoothly, with the majority of the solution completed on site. It delivered the CRM needs of a wealth management organisation.

The relationship with the client is core to MaxCap’s business. They speak to clients and representatives on a daily basis, and these interactions at all levels of the relationship need to be managed. MaxCap’s solution includes a custom portfolio entity representing the legal mandate they have with their clients. “All the details and terms of the relationship, whether on a personal or a corporate basis, together with the overall investment objectives, specific management restriction and the regulatory required due diligence information, are all recorded in this central and interactive repository,” explains Webb.

MaxCap and Tectura had a three month window to implement a new CRM system. Although timings were tight, and the workload stressful, they achieved what

*“Tectura is well versed in project management techniques, which meant we always hit our milestones.”*

Jim Webb  
Head of Operations and Logistics  
MaxCap Partners LLP

they set out to do. “It was a challenge, and we wouldn’t choose to do it again in such a short timeframe,” says Webb. “It was stressful balancing the resources but the expiration date of Salesforce.com gave us focus.”

## BENEFITS

The solution can now take an initial lead as a prospect through to opening a portfolio and having the relationship managed by MaxCap. It provides a central repository of client data activity, and also caters for future activity with regard to new product launches and book builds. “We can now make multiple links to information rather than repeating the actual data input numerous times, such as addresses,” highlights Webb. “The system has been designed to support our business process.”

The issues that MaxCap used to have with their old Salesforce.com implementation are gone. With an intuitive system that everyone is using, Webb says; “If you don’t notice the CRM system impacting your day’s work, then it’s working as it should.” From a regulatory point of view, MaxCap now captures all relevant information in the right place against the right individual at the right time.

They are proud to say that they are the first organisation to implement Microsoft Dynamics CRM integrated with Portia in the UK, and the second globally. “We

don’t have to manually link emails and meeting notes. It’s now all automatic in Microsoft Dynamics CRM, and links centrally via a portfolio,” emphasises Webb. It is an efficient use of time, as MaxCap enters data once, rather than a multitude of variations. “Our management reporting capabilities are improved through visibility of the sales pipeline, and we can visually illustrate the complexity of our portfolio relationships,” continues Webb.

MaxCap has been impressed by the adaptability of Microsoft Dynamics CRM, and the speed everyone has embraced it. “The Managing Partner is our most prolific user. He has everything at his fingertips to view his key business indicators,” highlights Webb. “This includes Portfolio information direct from Portia, which can be viewed whilst travelling.” With a simplified process, and broader efficiencies, MaxCap firmly believe that they lead their system, rather than the system leading them.

**TECTURA**<sup>®</sup>

### FOR MORE INFORMATION

Phone: 0845 084 0152  
Email: [uk.info@tectura.co.uk](mailto:uk.info@tectura.co.uk)  
Web: [www.tectura.co.uk](http://www.tectura.co.uk)

**Microsoft**<sup>®</sup>  
**GOLD CERTIFIED**  
Partner

© 2009 Tectura Corporation. All rights reserved.  
Tectura is a registered trademark of Tectura Corporation. All other company, brand, and product names are marks of their respective holders.

CS\_MaxCap\_UK\_200903