

PluralSoft has built a team of professionals with a cross section of relevant experiences who are qualified to deliver unparalleled end-to-end solutions for our customers.

Institutional Trust Services for a Large National Bank

Business Problem

The Institutional Trust Services group for a large national bank identified a strategic opportunity in the under-served Workplace Giving Services. By leveraging existing infrastructure and existing institutional relationships, this client was confident that they could significantly contribute to their bottom line. Key to their strategy was the ability to be first to market and set the competitive bar with this expanded service by achieving the following objectives:

- Broaden and define the market by providing a viable service as compared to internal processing or small players
- Improve Profitability
- Maximize revenue from float
- Dominate the market
- Rapid Entry
- Leverage their brand, relationship and expertise
- Capitalize on existing customer base
- Superior Customer Service to employees, administrators and charities
- Leveraging existing processing infrastructure
- Provide cost competitive trusted service
- Cross-sell ITS to employers and charities
- Improve efficiency of giving process
- Leverage existing processing services
- Create additional functional offerings such as stock and credit card processing
- Minimize the risk associated with new product offering

PluralSoft delivery methods include:

Onsite

Offsite

Offshore

Globally Integrated Teams

PluralSoft

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Engagement

PluralSoft was engaged to fully document the business and technical requirements, investigate alternative approaches, analyze the impact of each solution and recommend an approach that would maximize the ROI and opportunity of success for this line of business. Using PluralSoft's methodology, we evaluated 3 possible options and provided time, effort and risk analysis for each along with a recommended path for success. The options were:

- Build In House Solution
- Acquire an existing service provider
- Maintain the Status Quo

Result

PluralSoft presented an evaluation, implementation blueprint and risk analysis of all three options to the customer:

- In the case of a custom developed solution, PluralSoft identified a two phase approach to achieve the required time to market deadline. Phase 1 of this solution included an internally deployed release with controlled functionality prior to an enhanced Phase 2 launch to the external market.
- PluralSoft developed an evaluation matrix and due diligence process to analyze synergies for acquisition prior to consolidating a list of finalists. The existing service provider solution did provide a potential for and earlier go to market but was less robust in its future capabilities and was estimated to be more costly.
- PluralSoft also provided the management team with risk analysis that articulated the opportunity loss of not entering this burgeoning market in terms of both financial and market awareness.

Right Service

The Right People

- Our model is not the same as the large consulting houses – we bring small expert teams to lead projects to successful conclusion, and work with our clients internal teams to ensure knowledge transfer at every step.
- We stand behind our commitments and take ownership of our responsibilities and we deliver what we promise.

The Right Time

- Our business is not to become integral parts of your business. We measure our success by our ability bring initiatives to successful completion quickly, and ensure self sufficiency.

The Right Methods

- Key to our success if our ability to bring proven methodologies

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