NIIT
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New Ideas, More Value.™

At the Heart of Application Performance

Improving Business Agility with Performance Tune-Up of Key Application

CASE STUDY

Synopsis

When improving application usability and performance is essential for an organization, agility in business and IT systems can create a competitive edge. To gain this agility, an asset management firm turned to us. We enhanced the client's existing application to facilitate day-to-day operations of their advisors and internal users. Today, our ability to support new business models adds more value to the client's single-window, browser-based application with speed, accuracy, and quality at the heart of every transaction.

About the Client

An asset management firm, the client provides investment processing, fund processing, and investment management business outsourcing solutions to the financial services industry. It operates in different market segments including private banks, investment advisors, enterprises, and money managers amongst others.

Business Challenge

The company was using a single window, browser-based application for the Investment Advisory Group (IAG) and Resident Investment Advisors (RIA). The application played a key role in providing information related to transactions, fund data, holding data, performance reports, statements, customer and market news, and proposal, sales and marketing data to their customers. The company, however, was facing challenges with the application as it did not provide a single window for advisors to access information for their investors—a key requirement for an asset

management firm looking to handle existing clients and acquire new clients. With growing pressure to acquire new customers, the non-availability of a proposal generation system further added to the pain of the advisors. Also, they could not access different forms—tax forms, investment forms etc.—from one central place.

Seeking a partner to support and improve the performance of this application, the company engaged with us. With our expertise in the financial industry, we implemented quick and flawless enhancements in the existing system.

Our Solution

We leveraged our performance engineering expertise to finetune the application, helping the company keep pace with the new requirements of the advisors. We helped them determine ways to optimize the system performance.
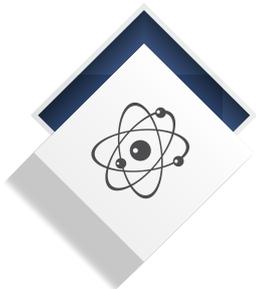
As part of this project, we implemented user interface enhancements and provided a complete facelift of the client's existing application on user experience. AJAX (Asynchronous JavaScript and XML) was used to refresh only selective areas of the pages without the need to submit the entire page for each request.

Our resources contributed with regular enhancements to add and revise business functionality, and provided maintenance and support for the application. The team also used a multifactor authentication system that used more than one method of authentication to verify a user's identity for a login or other transaction.

Delivering More Value

Performance tuning of the application enabled the company to provide:

- **More Satisfaction:** The new enhanced application improved the overall experience of the client's advisors and internal users.

- **More Improvements:** Improved application performance and usability facilitated the day-to-day operations.

- **More Compliance:** Multifactor authentication on Internet banking sites enhanced the overall security of the application in compliance with Federal Financial Institutions Examination Council (FFIEC) mandates.

The NIIT Technologies Advantage

By improving the application performance, we helped the client keep pace with the rapidly changing industry trends, helping them achieve their key strategic objective.

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