

United Capital Uses CenterView™ To Communicate Effectively

United Capital Financial Advisers (United Capital) comprises financial advisers and advisory firms in 13 field offices across the United States. As United Capital grows, so does its need for a communication mechanism to provide data to its executives and field offices. The company selected CenterView™ to supply this mechanism through dashboards—powerful and intuitive charts, graphs, and maps that capture information from numerous data sources. Using CenterView, the team communicates data to the company through visually appealing and easy-to-understand dashboards.

Background

United Capital needed a better way to track revenue and other vital data. In the past, the management team had contacted each of the field offices every week for financial reports. The team had then combined all of the data into one report—a process that took them away from their families for the entire weekend, every weekend.

In addition, executives at United Capital specifically asked for dashboards. They didn't want to have to ask for data and then wait for it; instead, they wanted to have company data at their fingertips in a format that made sense. United Capital executives knew that greater accessibility could save time and help them gain better insight into the company.

Challenge

Because United Capital constantly acquires firms, the team wanted a scalable solution that would grow with the company—a dashboard solution that would enable them to delve deeper into the features as they needed more detailed information. In addition, the team needed a system team members could learn quickly.

With Salesforce as its customer relationship management (CRM) software, United Capital already had all of its information in one place. The challenge was finding a dashboard solution that would integrate with Salesforce to present information quickly, accurately, and visually. Many other dashboard providers touted their software's ability to integrate with systems and provide automatic updates; as United Capital tested these dashboards, the team found that most dashboards didn't fully integrate with Salesforce.

The primary challenge that United Capital faced was this: though United Capital had the data, they didn't have a way to connect the data in a simple, visual way.

Solution

After testing several other solutions, United Capital became a Corda trial client. Ned Payne, the United Capital business analyst, said, "Two to three minutes into a Corda demo, we created a data connection and were compiling all of our data from Salesforce into one Corda solution."

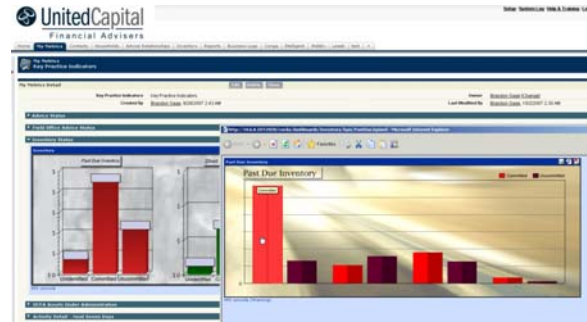
The United Capital team was impressed. Other dashboard providers simply didn't spend time helping the United Capital team; Corda did. During the first call with a Corda representative, United Capital was able to integrate



CenterView with Salesforce in minutes. The team immediately started creating dashboards using information collected from Salesforce.

As the team delved deeper into CenterView, they found the software's drill-down feature especially helpful. "It's a feature that I couldn't even see as functional in other software. With Corda, you can drill down wherever you want," says Payne. As the United Capital team continued their demo period with CenterView, they were able to build numerous dashboards using the software's robust features to create these reports:

- **Inventory tracker.** This dashboard enables United Capital to quickly track inventory—certificates of deposit, bonds, and other financial products that are about to mature. Advisers use this dashboard to quickly see inventory status and amounts past due. Drilling deeper, the team can assess past-due inventory and account data.
- **Client age distribution.** At a glance, advisers can view the age distribution of their clients, a valuable metric to help advisers better address client needs.
- **Asset report.** This revenue report, which took eight hours to create in CenterView the first time, now takes only five hours to create. In the next few months, the team plans to set up this report to automatically update.
- **Activity meetings.** United Capital uses CenterView to track meetings at each field office, allowing the management team to review individual client meetings.



Today, United Capital executives better understand the company's financial status. The numbers are at their fingertips—right where they need them.

What's Next?

Now that United Capital has signed a contract with Corda, the team is ready to really dig into the capabilities of CenterView. "I'm pretty excited and just trying to learn the stuff," says Payne. "The learning curve is pretty good. You can create dashboards even if you're not a computer science major."

In the coming year, United Capital plans to provide each of their field offices with office-specific dashboards. This means that the offices will have their own practice metrics, quarterly goals, and other key information right at their fingertips. United Capital will funnel field office data into a master set of information.

Conclusion

Ned Payne has this to say about CenterView: "I love it. I love the software. By far, excluding Excel, I don't know if I've worked with better software." United Capital anticipates that other team members will be equally enthusiastic about the convenience and efficiency of CenterView dashboards."

