



SALESFORCE TRILOGY FINANCIAL

ANALYST

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THE BOTTOM LINE

Trilogy Financial moved to Salesforce Financial Services Cloud to drive a centralized, consistent approach to all its client intake, marketing, sales, and support processes. Nucleus found that the project enabled the company to increase productivity, data accuracy, and visibility across the organization while reducing costs. Prebuilt industry-specific capabilities enabled Trilogy to avoid additional customization and integration work, as well as ongoing administrator support, that would have been needed without Financial Services Cloud.

ROI: **147%**

Payback: **1 year**

Average annual benefit: **\$972,091**

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THE COMPANY

Trilogy Financial is a privately-held financial planning firm with more than \$2 billion in client assets. Headquartered in Huntington Beach, CA with 11 offices in the United States, Trilogy Financial's service model focuses on the health and success of Trilogy's team of independent advisors and their ability to support and empower the health and success of their clients.

THE CHALLENGE

Trilogy was founded in the late 1990s with a focus on ensuring client success with a network of independent advisors. As the company expanded, it outgrew its branch-based client database and built a centralized database where all client data was

stored. However, as is the case with many networks of advisors, the Trilogy model depended on their advisors to continuously update client data. Although administrative staff was effective at keeping records in areas like correspondence up to date, advisors had varying levels of adoption of the application and, as a result, much of the critical client data didn't make it beyond their personal client databases. As the company positioned for its next level of growth with new products and more stringent compliance requirements, it recognized the need for an enterprise solution that could be easily adopted by independent advisors around the country, as well as one that could be updated and managed on a centralized basis.

**Cost : Benefit
Ratio | 1 : 2.1**

THE STRATEGY

The team at Trilogy began exploring new solutions and found that Orion, an account reporting and asset management application the company already used, had a Salesforce integration. At the same time, Salesforce shared its current and future roadmap for Financial Services Cloud with Trilogy. The company decided to move to Financial Services Cloud for three main reasons:

- **Single view of the client.** Financial Services Cloud would give Trilogy one consistent cloud-based platform that could be accessed from anywhere. The platform also easily supported integrations with existing systems as well as new technologies the company planned to adopt, such as marketing automation with Salesforce Pardot.
- **Speed to value.** The investments Salesforce made in the Financial Services Cloud data model would enable Trilogy to capture richer client data – such as householding, financial accounts, and goals – without extensive customization or addition of custom fields. Additionally, Trilogy would be able to automate its client intake process largely with existing functionality built in Financial Services Cloud.
- **Usability.** Trilogy was comfortable that advisors would adopt Financial Services Cloud and update client data on an ongoing basis as part of their daily work flow, enabling managers to more easily track advisor activity across the business.

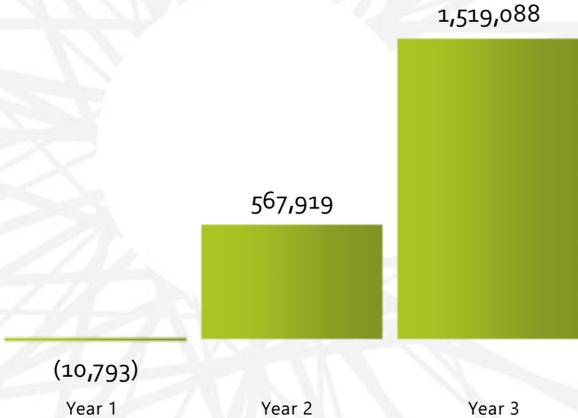
TYPES OF BENEFITS



The company began deploying Financial Services Cloud in September 2016, using Red Sky Solutions, a Salesforce consulting partner, to support the initial integration and customization work, and went live in January 2017.

The total deployment time was approximately 4 months. Red Sky performed some initial training and the Trilogy internal team delivered both pre-launch and post-launch ongoing training updates. Today, Trilogy is moving beyond initial adoption of advisors, managers, and branch administrators to drive a consistent client experience across all interactions.

CUMULATIVE NET BENEFIT



KEY BENEFIT AREAS

Moving to one integrated platform has enabled Trilogy to ensure that advisors have all the data and tools they need to provide superior client service while providing managers and administrators with the up-to-date information they need to manage the oversight and compliance requirements of the business. Key benefits of the project include:

- Increased advisor, manager, administrator, and marketing productivity. Before Financial Services Cloud, advisors and administrators often had to search for or verify client information to make sure it was correct – and managers were challenged to track progress. Today, all client information is available in one

place, and can also be used with confidence by marketing for targeted campaigns.

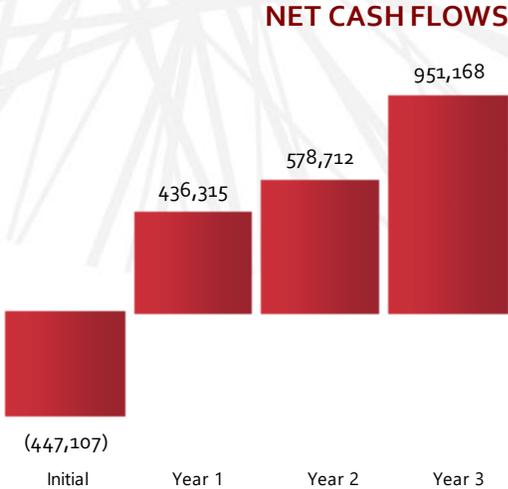
- Improved client service. By automating the client intake process, Trilogy increased data capture and data integrity while ensuring that a complete history of client interactions is available to help advisors give informed and client-specific advice.
- Improved technology management. By moving to one integrated platform, Trilogy was able to eliminate costs associated with management of the old system and the workarounds (such as private couriers) that drove additional costs without adding value.

KEY COST AREAS

Key cost areas for the project included software license subscription fees, consulting, personnel time to deploy and support the application, and training time.

BEST PRACTICES

Although Trilogy is still in a relatively early phase of adoption of Financial Services Cloud, it has already seen returns by automating processes – such as client intake – that were previously performed manually. Training on an ongoing basis ensures advisors take full advantage of the application over time as they become more proficient in its use.



Trilogy was initially simply looking for a replacement to its outdated CRM application. However, it found that Financial Services Cloud capabilities including support for householding and client intake, as well as Docusign and Orion integration, enabled it to do more than originally planned: it could automate processes such as client intake with limited customization and integration work.

Nucleus conservatively estimates that, without Financial Services Cloud, Trilogy's costs would have included:

- A 2x investment in initial integration and consulting services to deliver the same capabilities available standard in Financial Services Cloud.
- An additional 25 percent in ongoing Salesforce administrator resources to support customizations and integrations.

CALCULATING THE ROI

Nucleus quantified the initial and ongoing costs of software license subscription fees, consulting, personnel, and training over three years to calculate Trilogy's total investment in Financial Services Cloud.

Direct benefits quantified included the reduction in third-party support costs for the retired custom client database as well as the reduction in courier and document scanning costs driven by the deployment.

Indirect benefits quantified included the increase in financial advisor, manager, and marketing staff productivity driven by the application, and were calculated based on the average annual fully loaded cost of employees in each role, using a correction factor to account for the inefficient transfer of time between time saved and additional time worked. Not quantified was the expected additional business gained by Trilogy that Nucleus expects the company will achieve as it reaches full adoption and can leverage Financial Services Cloud to better market to and service its clients and prospects.

FINANCIAL ANALYSIS

Trilogy Financial

Annual ROI: 147%

Payback period: 1.0 years

BENEFITS	Pre-start	Year 1	Year 2	Year 3
Direct	0	110,100	143,400	199,200
Indirect	0	691,609	885,983	885,983
Total per period	0	801,709	1,029,383	1,085,183

COSTS - CAPITALIZED ASSETS	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
Total per period	0	0	0	0

COSTS - DEPRECIATION SCHEDULE	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
Total per period	0	0	0	0

COSTS - EXPENSED	Pre-start	Year 1	Year 2	Year 3
Software	237,492	263,880	316,656	0
Hardware	0	0	0	0
Consulting	125,000	60,000	60,000	60,000
Personnel	12,500	32,500	65,000	65,000
Training	72,115	9,014	9,014	9,014
Other	0	0	0	0
Total per period	447,107	365,394	450,670	134,014

FINANCIAL ANALYSIS	Results	Year 1	Year 2	Year 3
All government taxes	45%			
Cost of capital	7.0%			
Net cash flow before taxes	(447,107)	436,315	578,712	951,168
Net cash flow after taxes	(245,909)	239,973	318,292	523,142
Annual ROI - direct and indirect benefits				147%
Annual ROI - direct benefits only				-37%
Net Present Value (NPV)				683,413
Payback period				1.0 years
Average Annual Cost of Ownership				465,729
3-Year IRR				109%

All calculations are based on Nucleus Research's independent analysis of the expected costs and benefits associated with the solution.