ETON ALPHA™

Client Case Study

EtonAlpha™ Transformation Journey

for a Hong Kong SAR-based Financial Markets Entrepreneur



Client Profile & Background

AUM > $140 million

Single Family Office

One trust structure, one LLP and three LLCs, with complex entities and portfolio structures – an evolving structure with increasing complexity expected.

Global Investments

Holdings in Hong Kong SAR, Singapore, USA, Switzerland, Taiwan, and Japan.

Multiple Banking Relationships

Thirty-four (34) brokerage and cash accounts across seven (7) custodians, with further expansion expected.

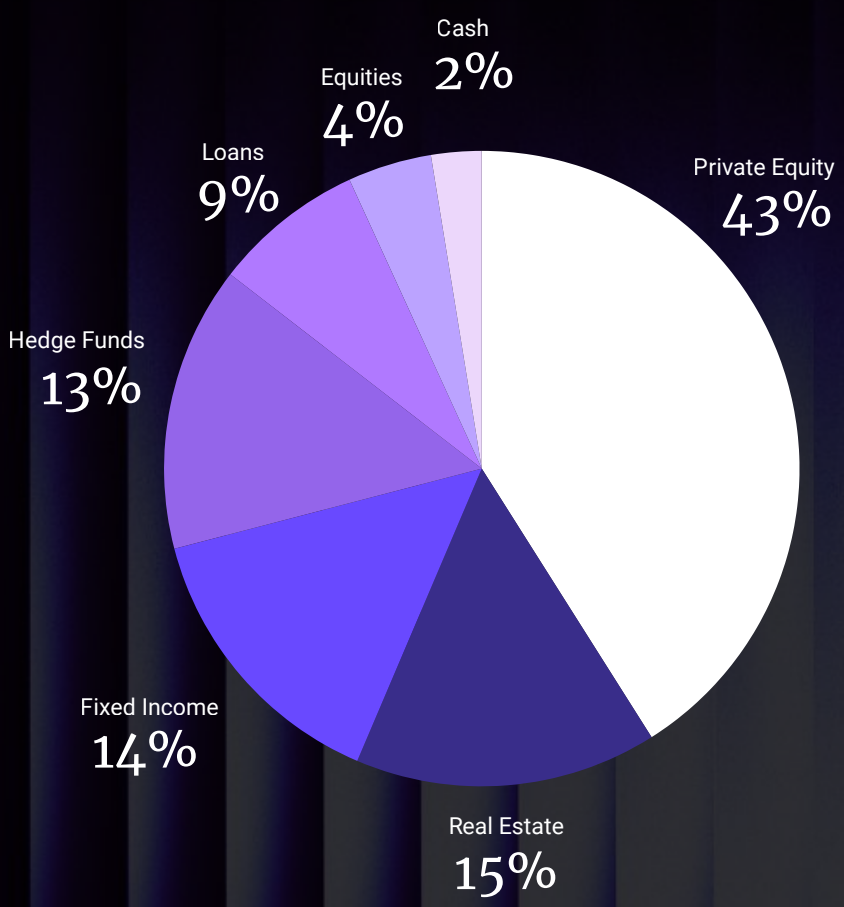
Diversified Asset Allocation

Assets are managed and held across various asset classes, categories, and geographies.

Distributed Assets & Wealth

More emphasis is on higher-risk, higher-reward investments such as direct/PE investments and real estate, while balanced allocations are maintained in fixed income, hedge funds, and cash for stability.

Asset Allocation



Top Six Challenges

- **Manual Data Aggregation:** Heavy effort is required to consolidate wealth data across custodians.
- **Restricted Reporting:** Financial reports (even unconsolidated) were available only annually.
- **Reconciliation:** Reconciling data across multiple Excel spreadsheets was time-consuming and created inefficiencies.
- **Lack of Support:** Middle and back-office functions are understaffed.
- **Cybersecurity Readiness:** The system is not geared to meet emerging cybersecurity challenges.
- **Insufficient Tools:** More sophisticated investment strategies were not possible.

Change Drivers

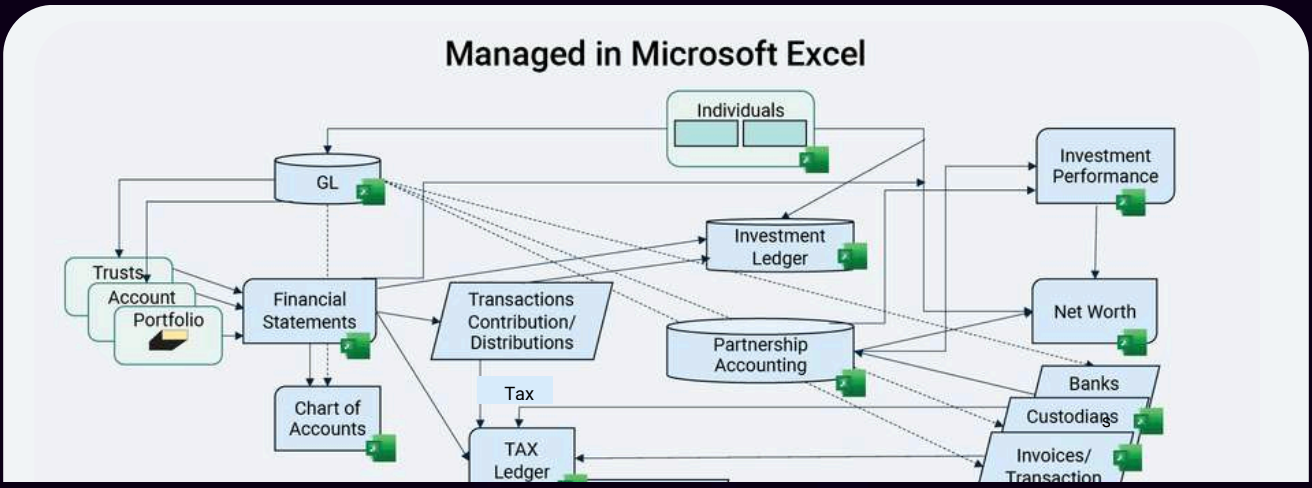
- **Automation:** Automate middle- and back-office processes for consolidation, aggregation, and reporting.
- **Global Access:** Access reports anytime, anywhere in the world, available on both browser and mobile.
- **Daily Reporting:** Insights & analysis, supported by monthly, quarterly, and annual statements.
- **Integrated Database:** Accelerate decision-making with real-time insights from one unified view.
- **Secure Infrastructure:** Protect against increasingly virulent cybersecurity threats.
- **Qualified Staff:** Support single-family office growth.
- **Reporting Tools:** Introduce advanced financial analysis and planning tools.

EtonAlpha™ Services Employed

- **Data Aggregation:** Exceptions management; suspense clearing; security master management.
- **Document Management:** Uploading and tagging of documents into the client portal.
- **Reconciliation:** IBOR/ABOR matching; positions analysis; mark-to-market (MTM) on manager statements.
- **Investment Reporting:** Performance attribution analytics; investment analysis; custom reports.
- **General Ledger Accounting:** Updating and maintaining of journal entries.
- **Financial Statements Preparation:** Trial balance; income statement; balance sheet reporting.
- **Cash Reporting:** Cash activity and account payments activity.

Transformation Complete within 3 Months of Contracting

Before Transformation



Data Silos

Lack of centralized data management; data scattered across Excel spreadsheets.

Restricted Reporting

Financial reports only available annually, often presenting inaccurate and outdated data.

Data Aggregation

Data aggregation was done manually on a monthly basis, requiring significant time & effort.

Security Vulnerability

Confidential files stored locally on computers with password protection only.

Lack of Digital Channels

No central digital portal available to view family office documents, operations, and reports.

Limited Staff

Significant effort by principals on time-consuming data-entry tasks hindering value-add.

After Transformation



One Integrated Platform. One Database. One Source of Truth

Data consolidated into AtlasFive® integrated data model specific for family offices—on Microsoft's Azure cloud native private instance for comprehensive privacy, cybersecurity, and control.

Streamlined Data Operations

Automated account-level datafeed aggregation from multiple banks/custodians, and journal-entry creation with an AI-based business rules engine.

Single View of All Assets

Comprehensive hierarchal map of family ownership, chart of accounts, and security master, offering the ability to set up sophisticated investment vehicles.

On Demand Managed Services

Access to EtonAlpha™ service specialists, without the need to hire new staff in Hong Kong SAR

Anywhere, Anytime Digital Family Office Portal

Secure digital family office portal available 24x7 on browser and mobile to analyze real-time investment and accounting data, as well as 30+ paginated financial reports at summary and detail levels.

Secure Document Hub

Centralized, encrypted cloud repository for securely storing, managing, and sharing confidential documents.

Communication Portal

Replace Gmail with secure messaging which is behind a secured firewall



Testimonial

"As an entrepreneur from the financial industry, I understand the burden of managing wealth. Tracking and managing my personal and family interests was getting increasingly complicated and troublesome, as the investments spread across three continents and multiple financial institutions..."

With Eton Solutions' EtonAlpha™ solution, I was able to get the required support and confidence to restructure my entire family office structure. Having a responsive team integrating all my financial interests in the trusts and multiple entities gave me constant and easy visibility, and access to all the assets and investments easily. This was a huge enabler in transitioning to the current state of my family office. I could also explore potential investment opportunities without having to think about the burden or overhead of having to track and manage the same.

Eton's EtonAlpha™ team is highly responsive and provides me all the visibility, analysis and reporting that I need to oversee the family wealth, easing the burden of managing a family office and enabling me to focus on my primary business and family."

Founder, Chairman, and CIO of a multi-national asset management firm based in Hong Kong SAR

ETON
SOLUTIONS

Eton Solutions, L.P.
1500 Perimeter Park Drive,
Suite 150, Morrisville,
North Carolina 27560 U.S.A.

Eton Solutions
International Pte. Ltd.
8 Marina View #43-01 Asia Square
Tower 1 Singapore 018960

www.eton-solutions.com