

**THE  
PRODUCT  
IS THE  
HERO**



THE EVOLUTION OF  
**ASSET VANTAGE**

# INTRODUCTION

**When the stock markets tanked in The Great Financial Crisis of 2008**, several businesses faced permanent damage. While some of the biggest names went bankrupt and awaited to be acquired, the UNIDEL family office innovated in the face of adversity.

With UNIDEL's bold decisions of making a sizeable investment in a private solution combined with a bolt-on acquisition of a US-based competitor, the group revolutionized the way global family offices manage their operations today.

**Introducing Asset Vantage**, the first of its kind family office software platform built by a family office and technology group as a next-generation, cloud and mobile-based asset management, accounting, and reporting system serving the complex financial needs of customers ranging from individual wealth holders to fully staffed family offices and those professionals who serve them. The fully configurable software provides comprehensive portfolio reporting, full GL accounting, reconciliation, data aggregation, and an analytics platform encompassing all asset classes, currencies, and geographies.

AV serves hundreds of Single-Family Offices, Multi-Family Offices, CPA firms, and Trust Companies across the world.

Read about AV's journey and evolution from a prototype to product and now as a platform that has unlocked Family office 4.0:



2010

# THE PROTOTYPE

**Internal code name:** Family Office Technologies/FOT

**Team members:** 12

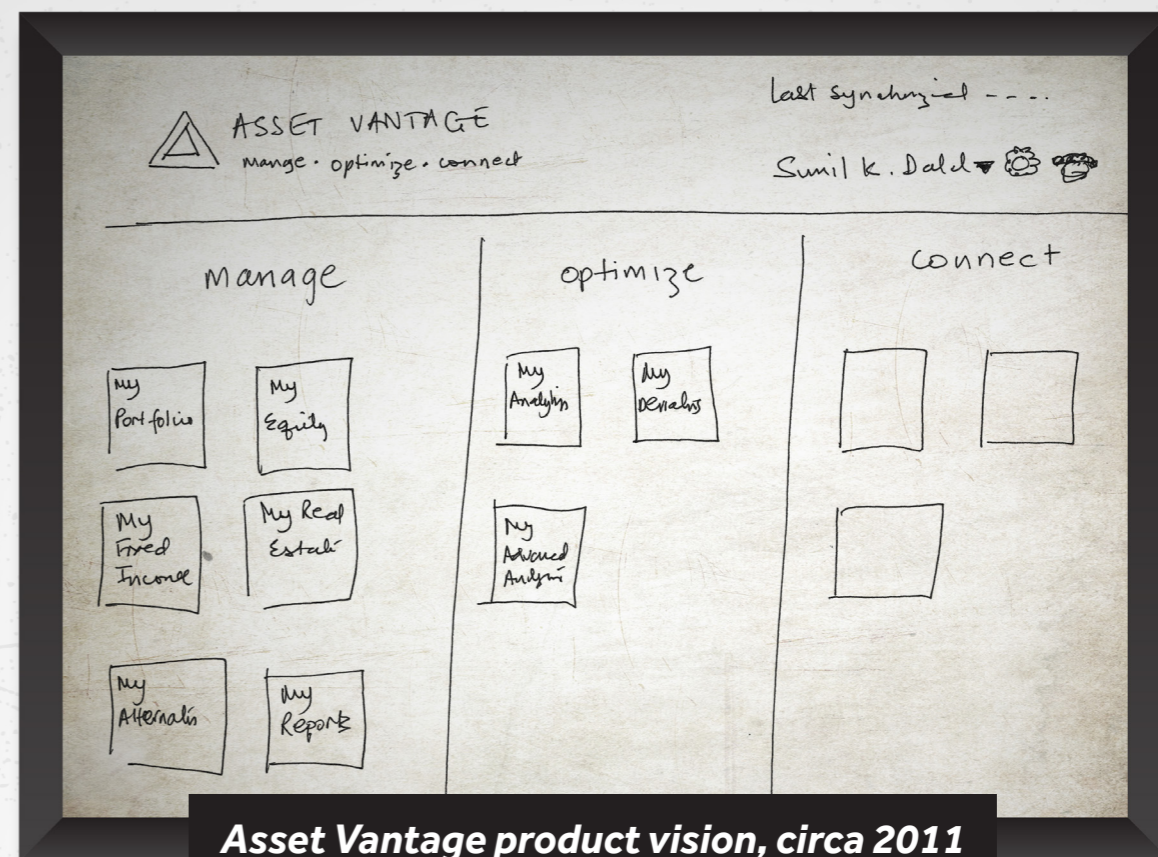
**Clients:** 25+ family offices

The first prototype of FOT was packaged in a compact hardware device. From dusty ledger books, family offices would now have one-size-fits-all accounting software tightly integrated with their personal computers. However, the hardware strategy came with its challenges of scale and a multitude of deployment issues.

By 2014, version 1 was released and tested at the UNIDEL family office. The word had spread, and UNIDEL soon had ~25 other family offices on-board as part of their extended set of beta clients. This number made the UNIDEL family office realize the promising potential of the product and turned their vision from a hardware offering to a more scalable and secure cloud-based product.

2020

2011-14



**Asset Vantage product vision, circa 2011**



**Asset Vantage version 1, circa 2014**

# THE PRODUCT

**Product name:** Asset Vantage

**Team members:** 30

**Clients:** 100+ family offices

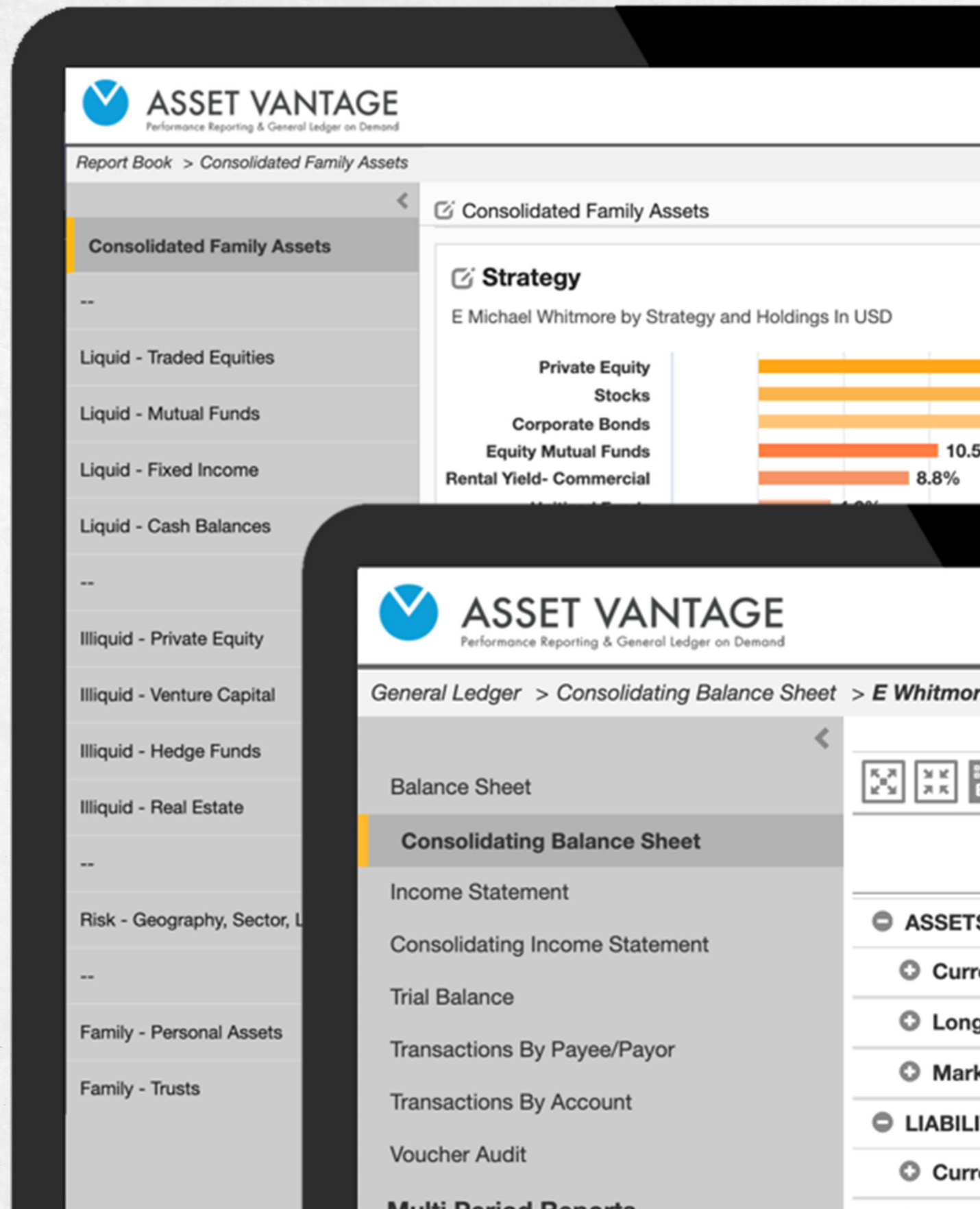
The UNIDEL group took charge of the FOT project from its family office and in 2015, formally rolled out Asset Vantage, the newly christened family office software product for India. The AV launch freed those teams of accountants who had become frustrated with using expensive and custom software that was never quite fully integrated.

To relieve them from this pain, Asset Vantage was built on the cloud to ensure a scalable, fully secure, private, and easy to deploy and use platform.

This version enhanced with new capabilities like partnership accounting and reporting features allowed the seamless delivery of remote data management services.

The UNIDEL group soon realized that global family offices too were facing the exact same problem that Asset Vantage was solving for Indian UHNW families. It was therefore time to cross national boundaries and go international.

2015 - 17



# THE PLATFORM

**Solution name:** Asset Vantage

**Team members:** 50

**Clients:** 150+ family offices

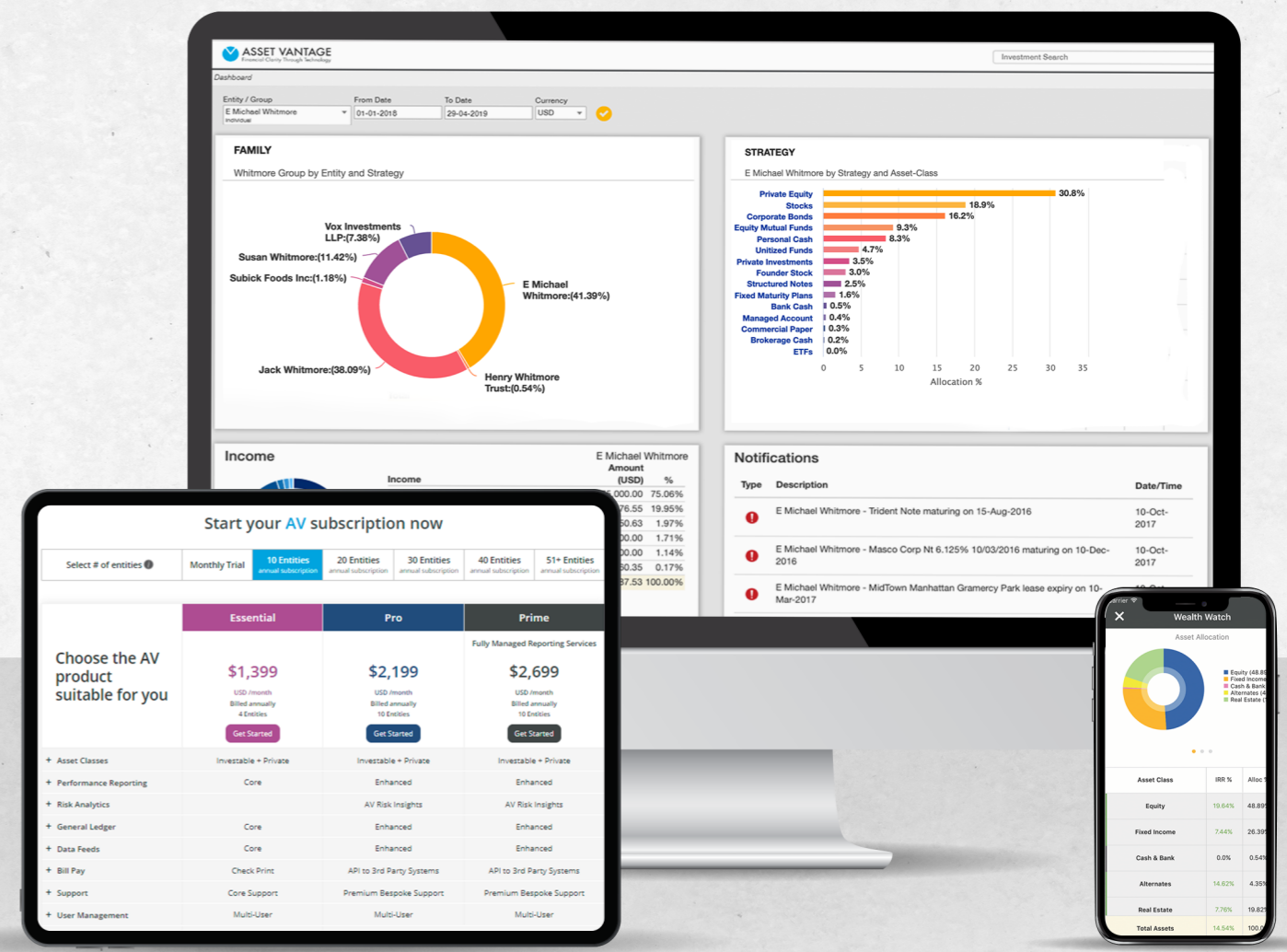
AV's product and engineering teams kept pushing hard as they prepared for a global launch. The product had now turned into a full solution with advanced analytics, one-click reporting features, and wide global data feed coverage. AV was a natural fit for the US market and was successful in attracting a dozen family offices on the east coast across Boston, New York, and Washington DC. Devoid of any big splash marketing blitz, customary for new product launches, AV succeeded in consistently onboarding new customers in North America.

## The secret?

**Asset Vantage is one-of-its kind product that exclusively caters to an unresolved high pain area of family offices and its advisors.**

It was around this time that Asset Vantage acquired Financial Navigator Inc, a 25-year-old company in Silicon Valley. Their roster of impressive clients was keen to upgrade to a next-generation technology platform and what started as a partnership discussion eventually led to an acquisition by early 2017. This gave a boost to Asset Vantage's growing base of clients which rose to 300+ and shot AV up the charts, emerging as amongst the top global companies in this space.

2018 - 19



# UNLOCKING FAMILY OFFICE 4.0

**Solution name:** Asset Vantage

**Team members:** 60+

**Clients:** 300+ family offices

The AV software platform solution today offers families greater visibility and better control over their financial data by driving insight-driven investment decisions. Cloud computing technology enables single-point access to consolidated data without any of the associated IT infrastructure costs and management.

AV takes on the entire privacy, infrastructure and security burden into its unique next-gen architecture with minimal upfront costs. Asset Vantage's advanced analytics capabilities assure reduced personnel-dependency, costs, and risks.

In just 8 years, Asset Vantage has revolutionized the way family offices manage their total wealth. From being drowned under a pile of dusty ledger books, family offices globally now use AV's automated accounting and report generation systems where data storage and document management are digitized.

Today some of the world's wealthiest and most prominent families use AV to make accurate financial decisions.

**The Hero of our story is the Asset Vantage platform.**

With sights on the future, AV's vision is to continue to innovate by continuously building new capabilities and many more success stories. To walk the evolution journey along with Asset Vantage, keep an eye on this page.

To know more, visit [www.assetvantage.com](http://www.assetvantage.com)

