PFI Advisors' Operational Diagnostic

- Provide full analysis & documentation of back office systems and technology:
  - *Reporting*
  - *Custodian/Clearing*
  - *Ongoing Service Model*
  - *Document Management*
  - *Account Opening/Transfer Process*
  - *End-to-End Workflow*
  - *Financial Planning*
  - *Trading/Rebalancing*
  - *CRM*
  - *Billing*
  - *Compliance*
  - *Client Portal*
- Determine if these systems are properly integrated with each other
- Interview employees to determine how they are using these systems and measure the level of firm-wide adoption
- Conclude if these are the right mix of systems for your firm and clients
- Present a final report with high-level findings accompanied by a separate in-depth analysis suggesting:
  - What/How back office systems could work/run more efficiently
  - What workflows can be restructured
  - How your collective systems/overall infrastructure might be able to integrate better
  - What, if any, systems can be updated/replaced