

LPL Financial is one of the nation's leading diversified financial services companies and the largest independent broker/dealer, supporting over 12,000 financial advisors nationwide. Formed in 1989 when two brokerage firms merged, Linsco and Private Ledger, today LPL Financial supports advisors and other financial professionals with leading-edge tools and independent investment research in order to help Americans achieve their financial goals. LPL Financial also provides banks and credit unions with sales support for their investment operations.

Challenge

An aging infrastructure struggled to meet ongoing client demands

Improving client access to accurate financial reports and data was of paramount importance to LPL Financial. LPL suffered from an infrastructure that had outgrown its pre-existing configuration, such that each new change triggered unintended consequences, and system breakdowns. They needed help and turned to consultants from both Microsoft and Fairway Technologies.

Solution

Fairway led multiple projects, modernized systems, and automated processes

Fairway's improvements greatly increased load limits and enhanced usability of LPL's system. Fairway helped LPL Financial address multiple technical initiatives, including the following:

- Gathered requirements and rolled out new development release procedures, adhering to industry best practices
- Converted manual processes for new releases into streamlined, automated processes
- Centralized processes into a collaborative content management environment, Microsoft SharePoint Server
- Redesigned and re-architected a previously unstable environment
- Provided detailed transition documentation and training



Benefits

LPL realized the following benefits as a result of working with Fairway:

- Increased visibility by introducing central collaboration environment with audit trail
- Transformed weak, unpredictable processes into dependable, predictable procedures
- Reduced cost of overhead with fewer consulting hours and less overtime required to release products on time
- Received necessary materials to continue improving software systems and best practices

Technology

Tools and technology used:
Microsoft .NET, C #, C++,
SQL Server, SharePoint Server