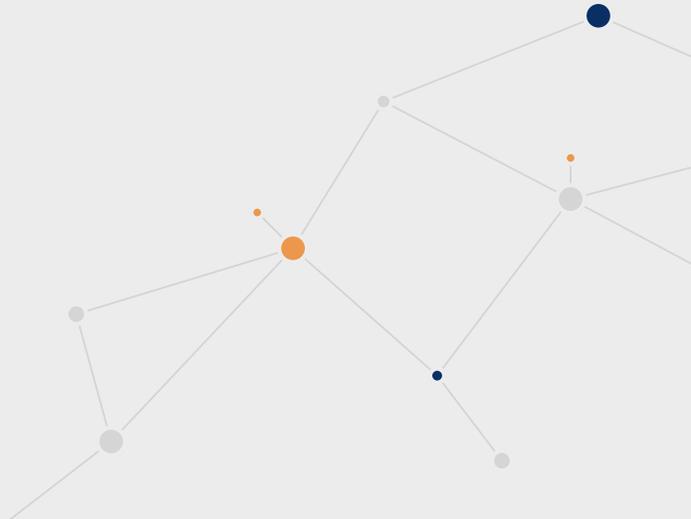


Growing Pains for a Growing Firm



The Challenge

Profusion Planning is a financial advisory firm that has been committed to helping clients achieve their financial goals since 2010. Stephen Horsten, founding member and financial advisor shared, “It’s what gets you up on a constant basis, seeing your clients achieving their objectives.” As the company expanded its reach and achieved double-digit growth, one thing became clear: their CRM couldn’t keep up. It grew increasingly restrictive, cumbersome, and time-consuming. The Profusion Planning team had outgrown their CRM and needed a solution that could keep up with their ever-growing client base and fast-paced environment.

And while the right business management tool would have a tremendous impact on the efficiency of the firm, the team knew they still needed to streamline their internal file management and reporting processes. The data silos were impeding growth and preventing staff members from acting on the most up-to-date information available.

“We were looking for a better all-encompassing package that was user friendly, best-of-breed, and would enable us to automate fundamental, but mundane jobs that could be replicated.”

-Stephen Horsten, founding member and financial advisor at Profusion Planning

Case Study: Growing Pains for a Growing Firm

Searching For a Solution

Practifi stood out to Profusion Planning as they searched for a business management platform built for financial advisors with automated workflows, compliance monitoring, ease of use, and a multitude of integrations. With a document storage solution also being a key factor in their technology evolution, Practifi's seamless integration with Conga made it the perfect choice.

“We solved multiple problems by not having to search for data and instead, we're able to see it in one centralized place. One source of truth.”

-Stephen Horsten

Prior to Conga, Profusion Planning worked off of multiple spreadsheets and different documents that would require close monitoring to ensure that team members were using the most up-to-date version. But with Conga, a leader in end-to-end digital document transformation with its ability to simplify and automate data, documents, contracts, and reporting, Profusion Planning was no longer dependent upon their previously restrictive and inefficient process.

Instead, Practifi's robust business management platform, combined with Conga's business-critical efficiencies for document storage, eliminates data silos, automates processes, saves time, and provides a centralized source for all client information.

The Result

Streamlined Processes

With Practifi and Conga connected, Profusion Planning experiences multiple productivity benefits. Instead of taking hours to manually update documents and contracts, staff can now complete the process in minutes, saving advisors a tremendous amount of time.

“All of our data needed to be put into a certain format when it was being manually entered and that took new staff up to three hours to do one document. Now we can do it in about five minutes or less, so it's a significant change when we're doing close to 500 of those documents in a year.”

-Stephen Horsten

Built-In Compliance

Compliance is another added benefit to the integration as team members now use pre-approved, standardized email templates to ensure they are adhering to regulatory requirements when connecting with clients.

Always Up-to-Date Documents

Team members have all necessary documents readily available to them and are assured it's the latest version. “It was common for someone to grab a document and then continue to use that version. But with Conga, they know it's always the live version and the beauty of it is, it does save time,” added Stephen.

Ability to Grow to Scale

Stephen says, “We've reduced our resource cost and our scale has gone up tremendously since we can service more clients due to less effort being required in the background.” The combination of Practifi and Conga solved major challenges for Profusion Planning by reducing risk around compliance, streamlining processes, increasing transparency, and saving time to focus on what matters most—helping clients achieve their goals.

Learn more

practifi.com/integrations
