

## SOLUTIONS FOR GROWTH: LAUNCH NEW PRODUCTS



*What could your team get off the ground? Too often, the creation of new products lags as investment managers struggle to find resources and technology that can keep up with operational demands. Archer's technology-enabled services and robust industry connections eliminate obstacles between your team and your next product launch. We promote innovation by supporting all asset classes and investments while providing the operational scalability needed to match growth. Archer's continuous innovation keeps your team ahead of the curve.*

### **THE CHALLENGE**

An RIA offering successful US equity, global equity, and energy strategies to institutional and high net worth clients was interested in expanding its product set and reach by entering the retail SMA business. The firm sought to support the new products without distracting from its existing operations and trading structure.

### **THE SOLUTION**

With technology supporting multiple sponsor platforms and extensive experience in separate accounts, Archer helped the RIA achieve a cost-effective introduction of their new SMA product line without distracting from their existing investment products and account management. Archer's scalable solution ensured that resources would be applied as needed, supporting growth and aligning costs with success. By gaining turnkey operations and trading support for the high-volume needs related to SMA products, the RIA was free to maintain focus on generating investment results for its growing stable of offerings.