

## INCAPITAL HOLDINGS, LLC CASE STUDY

By Kevin McCarty

### A MOBILE SOLUTION INTEGRATED WITH INCAPITAL'S EXISTING COMMUNICATION INFRASTRUCTURE PAYS BIG DIVIDENDS IN EFFICIENCY AND RESPONSIVENESS.

When time means money, having the most accurate, up-to-date information can make the difference between keeping ahead or just keeping pace. West Monroe Partners helped Incapital Holdings, LLC implement a mobile communication solution that keeps its agents connected, its clients well informed, and its business positioned for the future.

#### INCAPITAL HOLDINGS, LLC.

Incapital Holdings, LLC is a Chicago-based financial services firm that specializes in the management of retail fixed-income programs for major US corporations. Acting as both an issuer and an underwriter, Incapital incorporates the individual investor into the new issue bond market through its product, InterNotes®. By early 2004, Incapital underwrote and distributed more than \$30 billion of retail notes. Incapital has operations in North America and Europe and plans to expand into Asia.

#### TIMELY INFORMATION MAKES THE DIFFERENCE.

For financial services organizations and their customers, time literally can mean money. Dynamic market conditions and expectations for immediate response make access to the most accurate, up-to-date information imperative.

With an extremely time-sensitive, high-dollar-value business, Incapital wanted to make sure its agents had instant access to all the information they need to serve clients — a particularly critical need given that they often work away from the office. Incapital sought a mobile communication solution that would:

- ◆ Enable its agents to access and receive critical information — anywhere, at any time.
- ◆ Facilitate highly responsive service and stronger client relationships.

In addition, Incapital preferred a Microsoft® solution that would enable its own technical support team to monitor and maintain the mobile solution, and to provide easy integration with its Microsoft® Exchange email server.

#### A PARTNER WITH THE EXPERIENCE AND ABILITY TO IMPLEMENT RIGHT AND IMPLEMENT FAST.

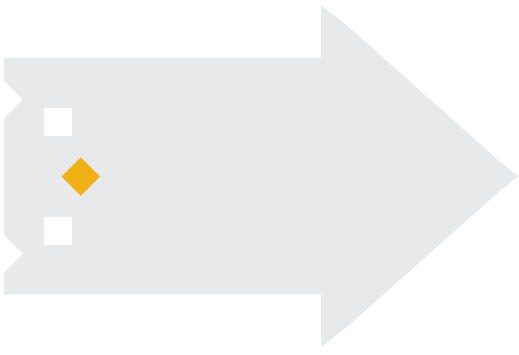
Incapital turned to West Monroe Partners for assistance, particularly based on its experience designing and implementing similar solutions for other organizations. West Monroe Partners offered dedicated resources with extensive wireless technology experience, along with sound execution skills and the ability to implement quickly.

The team, comprised of a systems architect and senior application specialists, divided the project into two phases: design and development.

West Monroe Partners quickly analyzed Incapital's network infrastructure and directory service to design a strategy and implementation plan to support mobile communication.

#### TECHNOLOGIES EMPLOYED:

- ◆ Microsoft® Pocket PC® Phone Edition
- ◆ Microsoft® Windows® 2000 Server
- ◆ Microsoft® Mobile Information Server® 2002
- ◆ Microsoft® Exchange 2000
- ◆ Microsoft® Active Directory



**“WEST MONROE PARTNERS DID A VERY GOOD JOB OF INTEGRATION WITH OUR MICROSOFT EXCHANGE SERVER AND DOCUMENTING, AS NECESSARY, FOR US TO MAINTAIN OUR SECURITY CERTIFICATIONS.”**

Joe Rickard, Chief Technology Officer- Incapital Holdings

Design phase deliverables included a comprehensive document outlining a Microsoft® mobility solution and its projected impact on Incapital's current environment and processes. Then, tapping its extensive experience with this type of solution, West Monroe Partners was able to deploy the new solution in just two weeks.

The team implemented Microsoft® Mobile Information Server® 2002 (MMIS) to serve as the gateway to Incapital's infrastructure. The MMIS solution integrates seamlessly with Microsoft® Exchange to deliver new data, including emails, contacts, and notifications. And it integrates with Microsoft® Active Directory to authenticate mobile requests. This server also manages all mobile communication and is used to secure all communication using an HTTPS protocol. The team also worked with two major carrier networks to configure Microsoft® PocketPC phones for Incapital's users.

In addition, West Monroe Partners helped Incapital understand and apply some of the other capabilities that its new mobile solution provided. This included researching and implementing features such as remote access to network servers through the use of terminal services, creating a Microsoft® Outlook signature file to supplement sent emails and installing Adobe Acrobat Reader software for viewing PDF email attachments.

Finally, West Monroe Partners worked with Incapital's user community during the technology rollout, providing change management skills to help speed understanding and adoption of the new system's functions and features.

**GREATER EFFICIENCY. GREATER RESPONSIVENESS.**

Incapital is extremely satisfied with its mobile solution, and the ability of West Monroe Partners to get the new system up and running so quickly.

With the mobile communication solution in place, Incapital has realized a number of benefits — from greater efficiency to greater responsiveness:

- ◆ Employees can access email, contacts, and calendars from a mobile device, enabling them to remain connected from any location.
- ◆ Users can personalize devices to receive SMS notifications when new information is received.
- ◆ Sales team members are able to spend more time in the field with clients and prospective clients, while retaining their ability to respond quickly when necessary.
- ◆ The company has a timely means of communicating urgent market information and developments to its staff.
- ◆ Incapital has been able to preserve the security of the often highly sensitive information sent through its networks, even as this information is sent to and from mobile devices.
- ◆ Incapital's mobile solution enables future enhancements and custom applications, using Microsoft® .NET technology, that exist on the PocketPC devices.

Most importantly, Incapital has been able to remain ahead of the curve, and the competition, by providing the vital, time-sensitive information its clients need and expect.

West Monroe Partners is an international, full-service business and technology consulting firm focused on guiding organizations through projects that fundamentally transform their business. With the experience to create the most ambitious visions as well as the skills to implement the smallest details of our clients' most critical projects, West Monroe Partners is a proven provider of growth and efficiency to large enterprises, as well as more nimble middle-market organizations. Our more than 300 consulting professionals drive better business results by harnessing our collective experience across a range of industries, serving clients out of offices across the United States and Canada.