



Denver Investments

Reduced content production time by 90%

Company profile:

HQ: Denver, CO
79 employees

AUM: \$7.1B

Overview: Denver Investments is an independent, research-driven asset management firm serving institutional and individual investors.

90%

Reduction in content production time

Denver Investments has three business lines supporting high-net-worth individuals, retail mutual funds, and large institutional investors. Their small marketing team needed to find a way to be more efficient to grow the business with the same people count. With limited resources, outdated data systems, highly manual processes, and lack of data consistency, becoming more efficient was going to be difficult for Denver's marketing team. Their goal was to automate production of high-net-worth client reporting and cleaning up their data was the first step.

As Denver Investments was about 75% finished with onboarding to a new accounting system, their marketing team selected Seismic to help with automation. By taking over 65 data sources and systems to create a seamless feed for recurring production, Seismic helped to streamline client reporting to decrease production time by 90%. Previously, Denver Investments spent four weeks with five full-time employees to create on-brand, compliant materials. That same process now only take two days with only two full-time employees.