



ETON
SOLUTIONS



Rob Mallernee

Eton Solutions Founder & CEO

My journey: From industry specialist to starting my own Family Office...

Began my career at Arthur
Andersen and PwC



University of Chicago



CFA Institute



Head of the Private Asset Management Group at
NC Trust Company (Sold to US Trust)

NORTH CAROLINA TRUST

U.S. TRUST



Founding principal of the US Trust Multi-Family
Office and UBS Multi-Family Office



Co-founded an independent Multi-Family Office,
Eton Advisors

Advising on Over \$10B
in client assets



What did I learn?



University of Chicago



CFA Institute

pwc

- Power of **process discipline** and **documentation**
- **Knowing what is going to happen is critical**
- Proper wealth management is a **continuous process**

NORTH CAROLINA TRUST

U.S. TRUST 

- Importance of **Holistic View** across disciplines
- Need for **Understandable Information**
- Limitations of **existing cobbled together systems**



UBS

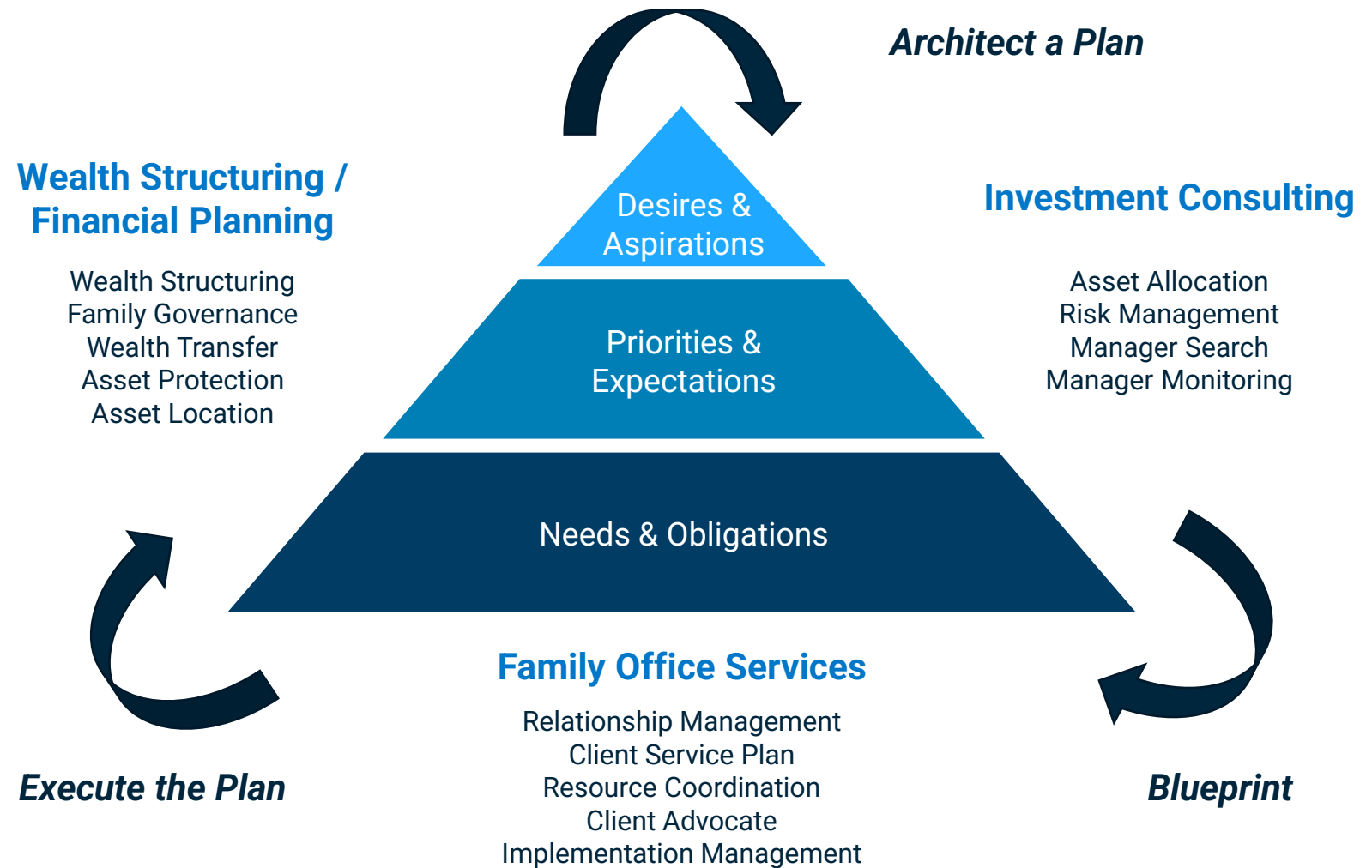
- Same problems exist at the **largest firms** in the industry
- Wasting huge amounts of time **manually gathering and processing data**
- Existing approaches create significant business **risk**

Need for
holistically
integrated
processes and
systems to
support **high
value processes**,
reduce risk and
increase
operating
leverage

The Eton Multi-Family Office covers end-to-end wealth management, from planning to execution



**Advising \$10B+
client assets**



What services are offered?



What do I do internally?



What can be automated?



Should I outsource?

Our formation is like yours, with many bumps on the road



Founded in 2009

Goal: create low
risk / high
operating
leverage firm



Challenges at
creating
operational
leverage to scale
the business



Grew frustrated
with lack of
marketplace for
adequate
technology



Created our own
integrated, digital
platform

Realized we
needed scale and
created Eton
Solutions



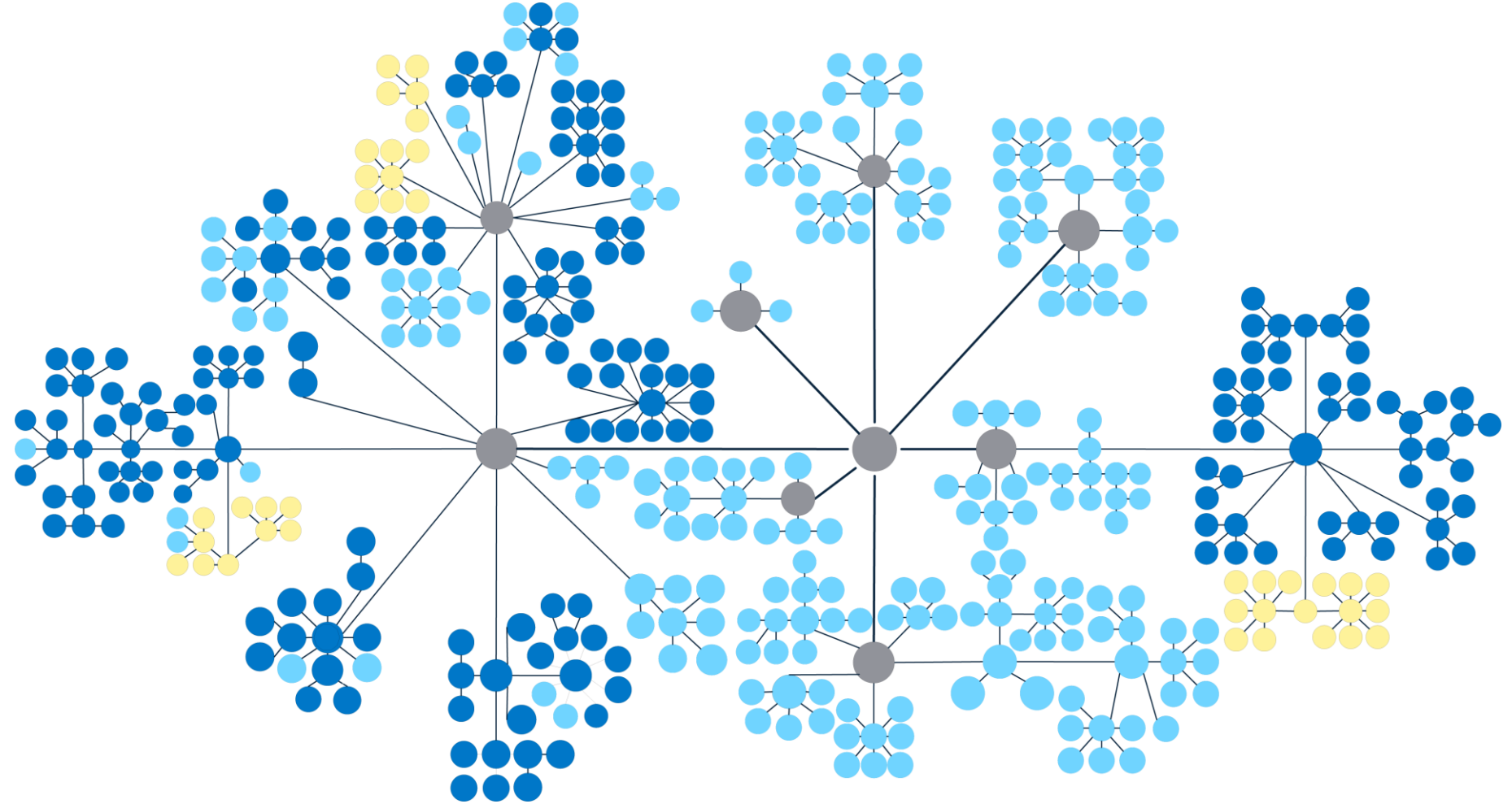
Achieved goal of
operational
leverage and risk
reduction. Grew
business with
small increase in
staff

Journey with Eton Solutions starts with **Process**...



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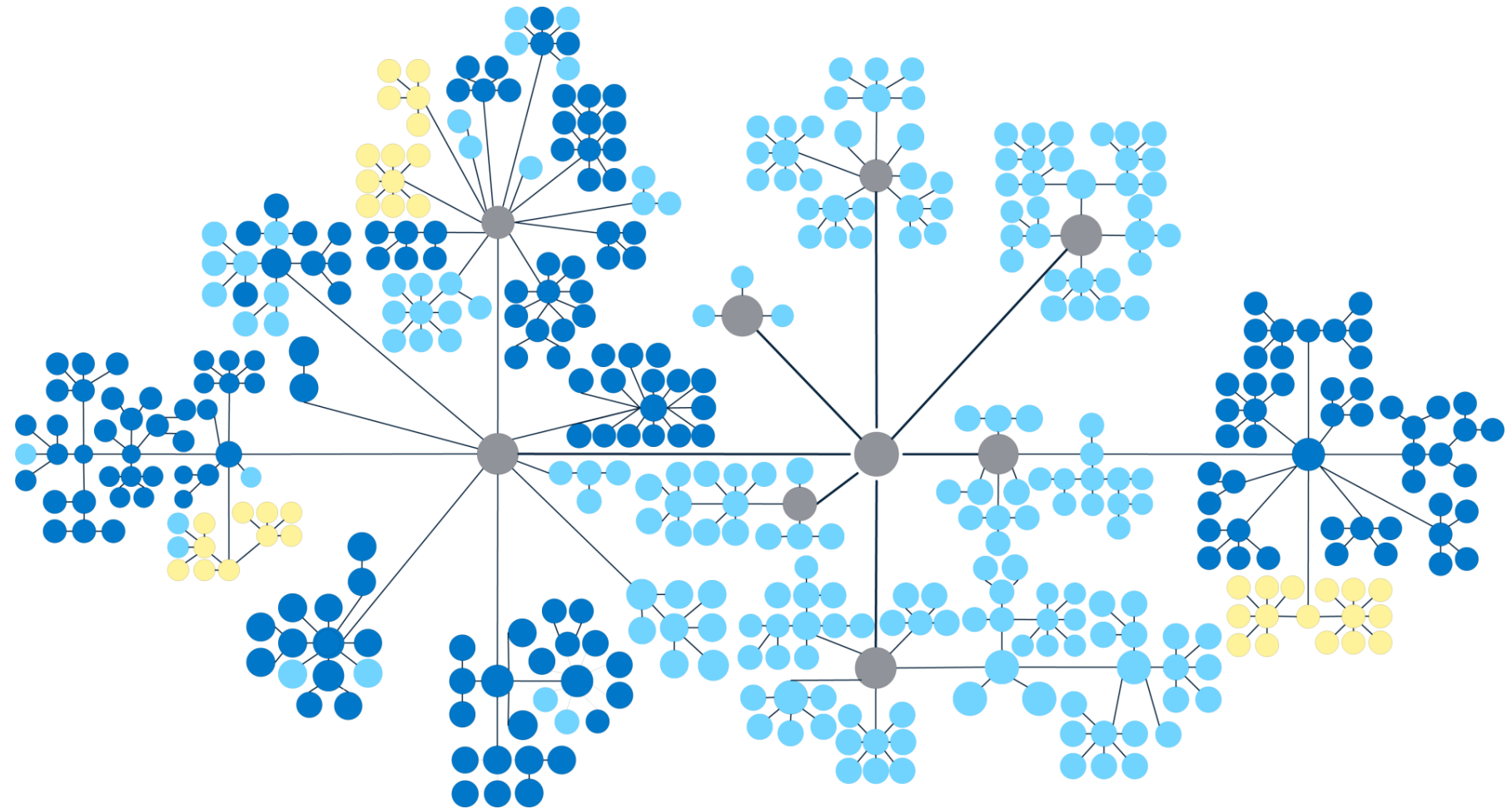
&



Eton Solutions Impact



Impact to Eton Advisors

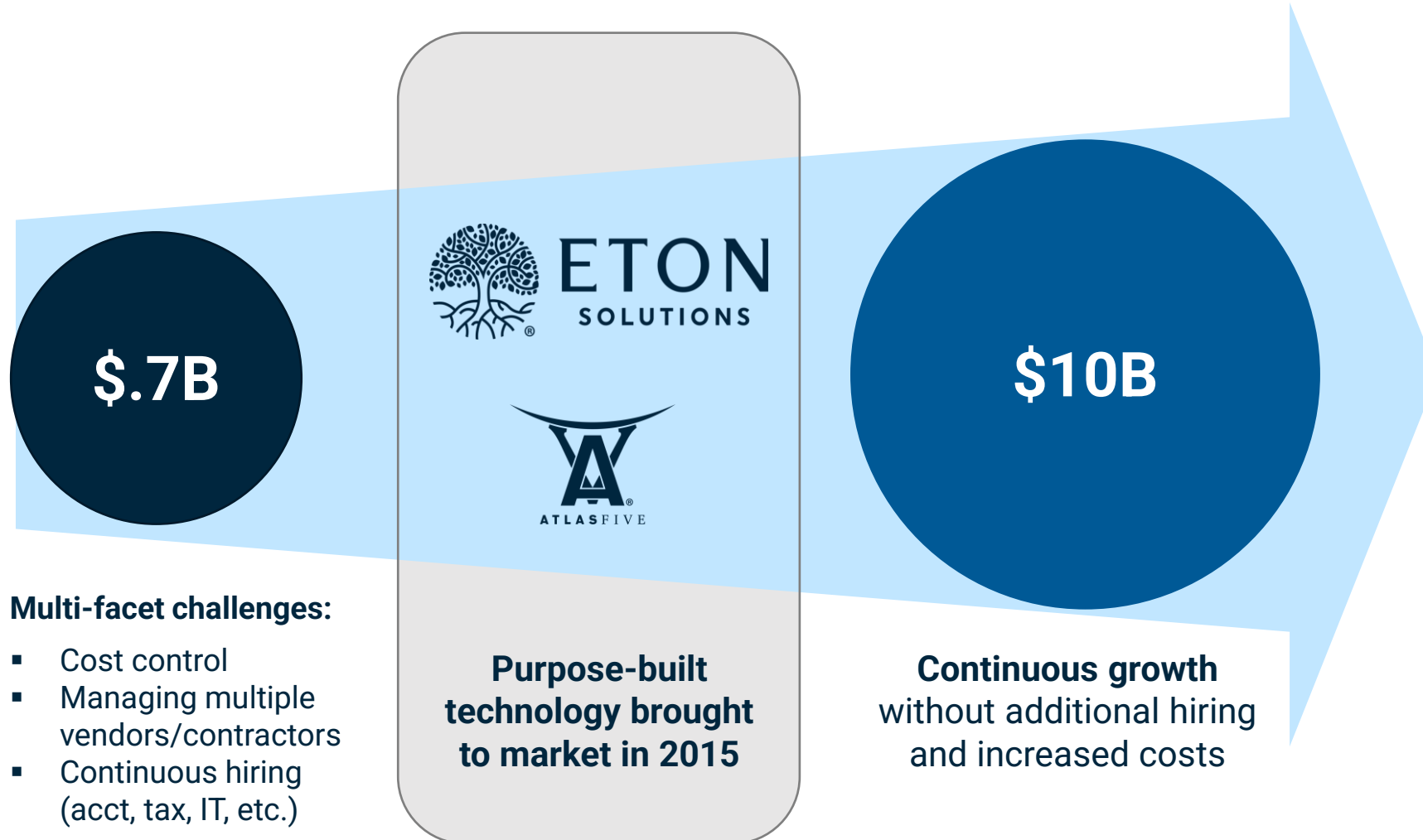


50% Reduction in Middle and Back Office Costs

Tripled Business while adding 25% to staff

Benefiting from \$40M in spending on the platform!

How digitized governance make a different? Operational efficiency and cost control gives us an advantage edge & flexibility to scale up



What are driving impact?

- **Automated workflows** and streamlined operations
- **Enhanced governance** by audit trail and processes embedded in technology
- Operational leverage to **scale without needs to increase staff**
- **Improved client experiences** with timely data, detailed/digital reports, and transparency