CASE STUDY

How a Global Single Family Office Achieved a Single Source of Truth Across $450M in Multi-Custodial Assets

Organization Global Single Family Office	Location MENA region with worldwide investment footprint
Assets Under Management ~$450 million	Investment Structure Multi-bank and multi-broker portfolios, operating companies, real estate holdings, and digital assets

THE CHALLENGE

Fragmented Data, Multiple Versions of Truth

This family office managed $450 million dollars in wealth across multiple private banks, brokerage accounts, legal structures, and asset classes. Despite sophisticated banking relationships and experienced investment professionals, every investment committee meeting began with the same frustrating question: **"Which number is correct?"**

The Principal and CIO needed a consolidated view of total family wealth and risk exposure without disrupting existing banking relationships or replacing trusted advisors.

Key Pain Points Faced by the Family Office

Data Fragmentation & Reconciliation Burden

Relationship managers delivered reports in inconsistent formats, currencies, and time zones. The investment team spent multiple days each month in Excel sheets reconciling positions, FX rates, and corporate actions, with no systematic process for handling corporate actions across custodians.

Complex Ownership Structures

Tracking ownership splits across entities, trusts, and family members was manual and error-prone. The family office lacked transparency into who owned what, through which structure, making it difficult to answer basic questions about beneficial ownership and entity-level exposures.

Investment Policy Statement (IPS) Compliance

Guidelines were documented but monitoring was reactive and retrospective, with no audit trail for breach identification or remediation actions. Compliance checks happened after the fact, not in real-time, creating fiduciary risk and governance gaps.

Stakeholder Misalignment

The Principal required clear, executive-level summaries while the CIO needed institutional-grade analytics on exposure, risk, and attribution. Existing tools couldn't serve both audiences effectively from a single data foundation.

> **Result**
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> Multiple versions of the truth, slow reporting cycles, and investment professionals spending more time on data reconciliation than on investment decisions.

THE SOLUTION

Keenai Pulse as the Unified Wealth Intelligence Platform

The family office selected Keenai Pulse to serve as its centralised wealth platform, consolidating all asset classes and custodial relationships into a single, real-time view

Core Capabilities Deployed

Aggregation & Data Normalisation

Direct connectivity to all major banks and custodians enabled automated ingestion of listed and unlisted assets. Secure templates captured non-custodial assets including real estate, operating companies, loans, and digital assets, eliminating manual data entry and reconciliation burden.

Ownership Engine

Precise mapping of every position to entities, trusts, and family members provided multi-level consolidation with look-through transparency. The engine supported complex legal structures and beneficial ownership chains, making ownership attribution definitive rather than estimated.

Private Wealth Hub

A unified repository tracked public and private investments in the same framework, with real estate, operating companies, and alternative assets alongside listed securities. The private deal desk managed capital calls, distributions, and NAV updates through the full investment lifecycle.

IPS Monitoring & Governance

Digital IPS framework implemented rules-based monitoring for each mandate with daily automated checks. Soft and hard breach alerts triggered immediately, with a complete audit trail of breaches and remediation actions for board-level governance.

Intelligence Centre

Institutional-grade performance measurement and attribution enabled multi-dimensional exposure analysis across geography, sector, currency, issuer, and asset class. Drill-down capability moved from total wealth to individual positions in seconds, with customizable dashboards for different stakeholder needs.

Implementation & Adoption

Keenai Pulse was integrated with the family office's entire custodial ecosystem. Non-bank assets were captured through secure, standardised workflows that eliminated manual data entry errors.

Stakeholder Experience

For the Principal:

Concise, visual dashboards showing net worth, asset allocation, liquidity position, and concentrated risks at the consolidated group level without overwhelming detail.

For the CIO:

The Intelligence Centre provided drill-down capability from total wealth to entity-level, mandate-level, and position-level views in seconds, enabling rapid decision-making and scenario analysis.

For the Investment Team:

A single source of truth replaced multiple Excel master files. The team transitioned from reconciliation to analysis, with real-time access to positions, valuations, and ownership structures.

For Compliance & Governance:

IPS rules digitised with daily monitoring. Hard breaches triggered immediate alerts with clear workflows for resolution and documentation.

> For the first time, we could sit in a meeting and know we were all looking at the same numbers
>
> **CIO, Global Single Family Office**

Measurable Outcomes (Year One)

Operational Efficiency Gains

65% Reduction in Reporting Cycle Time

Month-end and quarterly reporting packages that previously required 8-10 working days were completed in approximately 3 working days.

90% Faster Ad Hoc Analysis

Questions such as "What is our exposure to a specific currency, sector, or issuer across all entities?" went from 2-3 hours of Excel work to under 10 minutes in Keenai Pulse.

25-30% Time Redeployment

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The CIO team redirected approximately one full analyst's worth of effort (25-30% of total reporting time) from data reconciliation to higher-value activities: investment research, manager due diligence, and governance work.

100% Same-Day IPS Breach Visibility

What was previously a manual, retrospective exercise became automated daily monitoring with immediate alerts on hard breaches and a complete audit trail of actions taken.

The Strategic Shift

Keenai Pulse became the **common language** between the Principal, CIO, finance team, external advisors, and next-generation family members.

- **Less time proving the numbers.**
- **More time discussing decisions.**

The family office moved from reactive data management to proactive portfolio governance with the clarity, confidence, and control required to steward multi-generational wealth.

Pulse

Keenai Pulse is a unified wealth intelligence platform designed for Single Family Offices, and Global Families. The platform consolidates multi-custodial portfolios, tracks complex ownership structures, monitors investment policy compliance, and delivers institutional-grade analytics all in a single, real-time command centre.