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CASE STUDY · MARLUC SYNOPSIS

Shade Tree Advisors document processing with EtonAI

IMPLEMENTED 2024–2026 · FINANCIAL SERVICES AND INSURANCE · US · BAND C · CLAIMED ONLY

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Shade Tree Advisors, a US multi-family office, uses AI from its platform supplier Eton Solutions to read, rename and extract data from custodian statements, tax forms and card records. By the vendor's and the firm's account, each statement now takes about 2 minutes instead of more than 8, and about 3% of documents are sent to staff for review. No independent check was found.

ABOUT THIS SYNOPSIS

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Facts and figures are as reported by the sources listed below, which may be incomplete, self-reported or out of date. Check the original source before relying on any figure.

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NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI used: Generative AI document processing built into a family office platform: EtonGPT, later the EtonAI Document Intelligence Platform, from Eton Solutions.

Implemented: 2024–2026. Grade: band C, Process change, Claimed only.

Headline result, as reported: Custodian statement processing cut from over 8 minutes to about 2, an 80% reduction, by Eton Solutions' and Shade Tree's account

1 · The case

The facts, as reported by the 4 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Shade Tree Advisors. Multi-family office serving high-net-worth families in the United States. Headcount and assets: Not reported in the sources opened. An existing client of Eton Solutions, a family office software company created by the multi-family office Eton Advisors. Canvas block: 4. Operations and process. Also 6. Data and technology.

Business challenge

The challenge. By Simple's case study, Shade Tree processes thousands of custodian statements each month from two dozen custodians. Each needs retrieving, renaming and extraction of key details such as the client relationship, entity, month and month-end market value. End to end this could take upwards of 8 minutes per statement and often caused bottlenecks.

How it was addressed. In 2024 Shade Tree used EtonGPT, Eton Solutions' generative AI module, to automate document organisation and retention, by its chief operating officer's account. It then implemented the EtonAI Document Intelligence Platform on custodian statements, extended it to renaming 1099 and K-1 tax forms, and began using it to code client credit card transactions. Eton says EtonAI classifies documents, extracts data and codes transactions, and flags the documents that need human review. Shade Tree's Director of Operations said the firm started with high-touch, low-risk tasks to build experience and trust before expanding. [1] [2] [3] [4]

Who implemented it

Eton Solutions (Software vendor): Supplied EtonGPT, EtonAI and the AtlasFive platform, with its own AI team.
Microsoft (Model or cloud provider): Provided the Azure cloud infrastructure, by Simple's case study.
In-house (In-house): Chose the use cases and staged them, starting with low-risk tasks.

Technology (SEAM pillar E)

SEAM types: T2 Embedded AI in existing software. Deployment: Vendor SaaS. Vendors and products: Eton Solutions, Microsoft, EtonGPT, EtonAI Document Intelligence Platform, AtlasFive, Microsoft Azure.

Where it was built in: Built into Eton Solutions' AtlasFive software-as-a-service platform, which Shade Tree already used, linking data in documents with transaction data.

What changed

Before: staff retrieved, renamed and keyed data from each custodian statement by hand. After: the AI reads statements and extracts the data, and staff deal with the roughly 3% it flags, by the vendor's account. The firm says the hours saved are being reallocated to client service and financial planning. [1] [2] [3] [4]

What it cost

Not reported

What it saved

By Eton Solutions' account: statement processing time down about 80%, from 8 or more minutes to about 2; hundreds of hours a year saved on tax document renaming. Money saved or staffing changed: Not reported. [1] [2] [3] [4]

Governance and control

Documents the AI cannot complete are flagged for manual review, by the vendor's account. Eton says it holds ISO 42001 certification, and Simple's case study says Microsoft Azure provides the cloud infrastructure. Accountable owner, error checks after go-live and independent review: Not reported.

S2 · Accountable owner · Not reported
Not reported. The Director of Operations describes the rollout, but no owner of the AI process is named.

A1 · Safe use · Claimed
Simple's case study says Eton had designed a way to keep sensitive client data confidential and proprietary; Shade Tree's Director of Operations says Eton safeguards its information. [1] [2]

A2 · Human in the loop · Claimed
Documents the AI cannot complete, about 3%, are flagged for manual review, by the vendor's account. [1] [2]

A3 · Monitoring and assurance · Claimed
Accuracy of 97% on statements and over 90% on tax form renaming is reported by the vendor; how it is measured is not reported. [1] [2]

A4 · Vendor AI · Claimed
Shade Tree's Director of Operations says Eton's compliance standards and its safeguarding of the firm's information gave the firm the confidence to adopt AI; no independent vendor review is reported. [1]

A5 · Agent controls · Not reported
No agents described.

A6 · Standards and regulation · Claimed
Eton says it is one of a handful of organisations to hold ISO 42001 certification; no regulator involvement is reported. [1]

What worked, what did not, what is unproven

WORKED

- Faster processing of custodian statements, by the vendor's and the firm's account.
- Exceptions routed to staff for review, by the vendor's account.
- A staged start on low-risk tasks, then tax forms and card coding, by the Director of Operations' account.

DID NOT

- Not reported. The sources describe no problems or abandoned uses.

UNPROVEN

- Whether the time saved shows up in cost, capacity or client outcomes.
- How accuracy is measured, and how errors in the documents not flagged are caught.
- Whether the 80% figure holds across all custodians and document types.

Timeline

Sept 2024 Eton Solutions launches EtonGPT; Shade Tree's chief operating officer says automating document organisation and retention cut human involvement by 50% [3]

Nov 2025 Simple publishes a case study: statements processed in under 2 minutes, tax form renaming automated, card coding in progress [2]

Mar 2026 Eton Solutions release reports an 80% cut in statement processing time and hundreds of hours saved a year [1]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: Not applicable. Grade: C, Process change. Proof: Claimed only. Level of change: Process change.

Process change (Level 2, band C): a recurring back-office process redesigned so AI does the first pass and staff handle exceptions. No change to roles, structure or headcount is reported.

Shade Tree changed how a recurring back-office process runs: AI does the first pass on statements and tax forms, and staff handle the documents it flags. That is a process change. The figures are the vendor's and the firm's own, no baseline method is published, and no change in cost or staffing is reported; the firm says the time saved goes to client service and financial planning.

The SEAM view and lessons learnt

The reported gain comes from moving a high-volume, rules-heavy task to AI that does the first pass, inside a platform the firm already used. The AI's part rests only on the vendor's and the firm's own before-and-after figures; no independent check or cost data was found. Before copying the approach, a leadership team should ask how errors are caught in the documents the AI does not flag, and what the platform costs against the hours saved.

1. Start with high-volume, low-risk documents.
2. Send uncertain items to a named person and measure accuracy over time.
3. Track where the saved hours go, not just how many.

Evidence

Score 1 of 4. Self-reported: figures from the vendor's release and a vendor case study, with quotes from Shade Tree's chief operating officer and Director of Operations; no independent measurement.

Evaluation method. Self-reported before-and-after timings per document, from the vendor and the client; baseline, sample and measurement method not published.

Sources disagree. Eton's March 2026 release says credit card transactions are now categorised automatically; Simple's November 2025 case study described credit card coding as in progress. Simple gives over 90% accuracy for tax document renaming, where the release gives 97% for document processing. The release says statements take about 2 minutes instead of 8 or more; Simple says under 2 minutes instead of over 8.

Status. Ongoing: in use and extended to more tasks, by the vendor's account in March 2026.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/shade-tree-advisors-etonai-document-processing

[1] Eton Solutions: Shade Tree Advisors introduces AI to its multi-family office operations (March 2026)
https://eton-solutions.com/news/shade-tree-advisors-introduces-ai-to-its-multi-family-office-operations/

[2] Simple: Shade Tree Advisors' AI journey with Eton Solutions (case study, November 2025)
https://andsimple.co/case-studies/eton-solutions-shade-tree-advisors-ai-journey

[3] WealthBriefing: Eton Solutions launches AI solution for family offices (September 2024)
https://www.wealthbriefing.com/html/printarticle.php?id=202236

[4] Family Wealth Report: Software-as-a-service and AI, a potent mix for family offices (September 2025)
https://www.familywealthreport.com/printarticle.php?id=203998

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