

Case Study for Fund Manager – Facilitating Growth



Profile

Client:

Second largest asset manager in the world

Location:

Global

Description:

Offer a wide range of funds to private and institutional investors, now manage over \$1 trillion in assets

Solution

- Built reporting configuration to increase automation
- Built an efficient, reusable reporting solution
- Developed a solution to translate fact sheets into 6 different languages
- Created a document warehouse to improve workflows and improve document handling

Benefits

- The client has subsequently been able to increase the production of Factsheets to 2100 factsheets without increased manpower while still meeting all deadlines required

Company Profile

The second largest asset manager in the world, which is a privately-owned fund manager that was founded during the Great Depression of the 1930s, their organisation, combines a rich heritage of asset management expertise with a disciplined, long-term investment philosophy. These qualities have helped them provide millions of individual and institutional investors around the world with consistently superior returns over the long term.

One of the client's offerings is to offer their client base a large selection of funds for their client's investments.

Today the company is one of the world's largest investment management organizations with assets of around one trillion USD under management.

Business Challenges

The client struggled with their production 150 Fund Fact Sheets and distribution to clients and potential investors. Their reporting solution was based around reporting from an array of source systems i.e. a separate CRM system and fund administration system, and the challenge was to collect and translate the information and in a timely and consistent fashion.

The strategic reasons for changing their reporting solution were:

- Scalability and increased production of fact sheets.
- Difficulty complying with SLA's with clients and investors
- Expensive change management
- Inefficient maintenance processes
- One reporting solution to handle reporting across multiple reporting streams, market units and languages.

Directly linked to the strategic objectives above, there was a general wish from the business and IT departments to split out the data collection from the presentation layer of their Fund Fact Sheets.

The aim was to empower their marketing and business teams (rather than the IT department) to do the following:

- Running the workflows around producing and distributing the Fund Fact Sheets.
- Changing the presentation of the data in the Fact Sheets.
- Maintenance of document and data amendments.

Technical Challenges

The challenge for the client was to provide the data from multiple systems to a legacy reporting solution, where the production of data had proven to be cumbersome and expensive.

The system selection criteria was based on finding an application which used .Net technology and a system where it was possible to implement the application in a timely fashion so the legacy system could be discontinued.

In addition to the above requirements it was important to find a solution, which was running off core Microsoft SQL server technology, and a solution where the maintenance of the software and hardware was handled and hosted by the chosen vendor.

Solution

The Client went through a thorough system selection process where a number of vendors were considered, and Simcorp (Coric) was chosen.

We were engaged by the client to solve the challenges of building the configuration for processing the XML and Excel provided files from source systems so the data from these files could feed in to the agreed data model, so no manual invention was required in the data delivery for the reports, with the aim of reducing the manpower required to run the fund fact sheet production.

In order to ensure the business was going to take ownership of the presentation layer of the reports and to limit future maintenance of the reports, the building of the reports was done in a way so 80% of the report elements were reused between reports.

Another component helping the clients to extend their business opportunities was the ability for the solution to provide fact sheets translated into 6 languages (incl. Unicode languages such as Japanese).

As part of the project, the language translation was considered in each of the reports elements in the fact sheets, and also setting up a process and workflow around maintaining this translation engine, so the actual production of the fact sheets could be run with minimal effort in all 6 languages at the same time.

In relation to achieving an efficient workflow and document handling process, a document warehouse was built, so users and account managers had easy access to previously produced material.

The timeliness of the implementation was of paramount importance for the client, and we were able to assist them in going live with the production of their 150 Fund Fact Sheets on Simcorp (Coric) within 3 months of the initiation of the project. The resources used in relation to the project were 2 consultants on site and one PM.

Benefits

Based on the implementation and the robustness of the solution, the client has subsequently been able to increase the production of Factsheets to 2100 factsheets without increased manpower while still meeting all deadlines required, as well as added their annual reports on to the same platform, as well as enabling the platform to be used by their sales department to market and sale the clients services.

Contact Information

If you want to hear more about the services we can provide at Axxsys™, please don't hesitate to contact me or one of my colleagues.

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