

Case Study - Client Reporting

Client Reporting Optimisation - System Selection & Enterprise-wide Implementation



Profile

Client:

One of the world's largest investment management organisations with assets of around one trillion USD under management.

Location:

Worldwide

Description:

The company offers a wide range of investments to corporations, governments, pensions and non-profit organisations.

Business Challenges

- Difficulties with distribution of Fund Fact Sheets to clients and potential investors.
- Many operational challenges with disparate reporting systems.
- Desire to empower marketing and business teams, rather than IT.
- Required one solution for multiple teams and multi lingual capabilities.

Company Profile

A privately owned global asset manager with assets under management of almost 2 trillion USD. The organisation specialises in providing investment funds for a range of investors from pension funds through to high net worth individuals world-wide. The firm employs more than 7,500 staff based in a global network of offices.

The firm offer equity, fixed-income and balanced investment portfolios through separately managed accounts and pooled funds to corporations, governments, pension and retirement plans, and non-profit organizations

Business Challenges

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

A strategic decision was made to change the organisations reporting solution for the following reasons:

- Scalability; to increase 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 was a general wish from the business and IT departments to split 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 work-flows around producing and distributing the Fund Fact Sheets;
- Changing the presentation of the data in the Fact Sheets;
- Maintenance of document and data amendments.

Solution

- Completed a full system selection process for a reporting solution
- Configured a highly sophisticated Client Reporting solution
- Significant reduction in manual intervention
- Ability to translate the fact sheets into 6 languages
- Document warehouse developed to allow teams easy access to content

Benefits

- Robust centralised Reporting framework allowing increased production of Fact Sheets
- Competitive and future proof business reporting framework with minimal manual intervention
- Validated platform so Sales Department can market and sell their client services

Technical Landscape

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 latest 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 ran 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 engaged Axxsys™ to complete a thorough system selection process where a number of the leading vendors were considered. Detailed business and technical requirements from all stakeholders were documented and used to identify the most appropriate solution for the business.

Axxsys™ were then engaged 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 into the agreed data model. The goal was to remove manual invention in the data delivery for the reports, thus reducing the manpower required to run the fund fact sheet production.

In order to ensure the business was to take ownership of the presentation layer of the reports, the building of the reports were developed with 80% of the report elements able to be reused.

Another component which helps creating 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 translations were considered in each of the reports elements in the fact sheets. By setting up a process and workflow around maintaining the translation engine the 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 work-flow 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. Axxsys were able to support live production of the Fund Fact Sheets within three months of the initiation of the project. The resources used in relation to the project were two consultants on site and one project manager.

Benefits

Based on the implementation and the robustness of the solution, the client has subsequently been able to significantly increase the production of Fact sheets without increasing manpower while still meeting all deadlines required.

In addition they have added their annual reports to the same platform, as well as enabling the platform to be used by their sales department to market and sell clients services.

Contact Information

If you want to hear more about the services we can provide at Axxsys™, please don't hesitate to contact us.

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