

# CASE STUDY: GLOBAL ASSET MANAGER

How a global asset manager improved its reporting capabilities to both internal and external clients.

## SITUATION

### Inefficient Management of Performance Analytics Controls and Lack of Automated Reporting Processes

The Head of Client Services working closely with the teams responsible for delivering performance analytics and client reporting found herself struggling with the production capacities of the team and facing increased demand from new clients. The time dedicated to reporting production and ensuring effective controls over performance results was critical. This led to prioritization of a global initiative to reduce manual input and improve data quality.

### Inability to Efficiently Deliver Accurate and Transparent Performance Data to Internal Teams

Increasing demands were coming from the firm's Sales and Marketing teams, who needed access to performance data in order to answer RFPs and create promotional materials. In addition Front Office and Executive Management teams needed the ability to refine investment strategies and understand strategic positioning based on sources of performance. Without an automated delivery process, ad hoc internal requests had become very time consuming and were keeping the performance team from focusing on data quality and client services.

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## AT-A-GLANCE

### COMPANY

Global Asset Manager

### Challenge

Automate and improve client reporting, analytics data quality for improved client service; and increase internal data distribution to better engage prospects, clients and internal consumers.

### Solution

An automated, scalable solution including extensive data quality controls, and a web-based platform for efficient, digital data distribution.

### Benefits

- **Reduced delivery time:**  
15 days to 2 days
- **Optimized team:**  
1800 portfolio / team of 25 for analytics and reporting
- **65 portfolio per team member including client reporting**
- **Reduced costs:**  
3 main systems decommissioned
- **Increased reporting volume:**  
from 500 to 1200+
- **Automated reporting processes**
- **Improved efficiency of internal performance data distribution:**  
open-access in 5 days

## SOLUTION

### Automated Processes and Improved Data Quality

BISAM's B-One solution was able to automate the firm's reporting processes and deliver multilingual, multi-format and multi-frequency reporting. This enabled the firm to more efficiently take on new clients and deliver enhanced client services. On the calculation side of the project, B-One's ability to analyse multiple portfolio types, including equity, balanced and fixed income assets, helped the firm to maintain its innovative brand recognition remain at the cutting edge of technology.

### Timely Distribution of High Quality, Transparent Performance Data

The BISAM B-Portal solution significantly reduced the performance team's time spent on ad hoc reporting and manual input, and empowered the team with a flexible and secure web-based interface for easy data review and analysis across the firm's front, middle and back offices.

## BENEFITS

### Automation and Scalability of the Performance Chain

Using B-One's performance measurement and attribution functionalities, the firm was able to better adapt and implement their fixed income attribution methodologies, following a successful data management phase - a key and often complex phase in a fixed income project. The B-One platform's well-designed and scalable architecture enabled the performance team to scale easily with new mandates and ensure timely, accurate calculations.

### Delivery of Digital Client Report

More than a trend, clients now expect the digitization of the entire client experience so that they can access investment performance information online and on their own. This transformation in the industry was a key driver behind the firm's global initiative.

The BISAM B-Portal dashboard, with its dedicated reporting sections, navigation menus and flexibility of data extract and presentation graphics provided the firm's internal stakeholders with the reports they required in the formats appropriate for their functions. This increased efficiency and further strengthened the value of the performance team across the firm and with clients.

## About BISAM

BISAM is the leading provider of sophisticated digital solutions for performance, attribution, market risk, portfolio construction, GIPS composites management and reporting. Many of the world's largest asset managers use BISAM's best-in-class portfolio analytics platforms to evaluate and enhance their investment strategies and better service their clients, while maintaining high levels of security, transparency, process control and operational scale.

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Portal demo, please contact us

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