

IMPLEMENTATION CASE STUDY: INTERNATIONAL ASSET MANAGEMENT

> International asset management firm seeks market leading, flexible and scalable performance, attribution and composite management solution.

BISAM successfully implements B-One to support overnight reporting requirements, the expansion of new accounts and simplified architecture that decreased complexity and Risk.

SITUATION

An international asset management firm found that its incumbent provider did not have the required functionality to match its business needs. "All-in-one" accounting systems and a wide range of dedicated performance system vendors were reviewed during a detailed RFP and vendor selection process. B-One was selected as a best-in-class, established and continually developing performance solution that could deliver the required functionality and expand with the firm's business plans and projections for growth, while still providing a simplified architecture.

PROCESS

During early phases of the relationship, and following the RFP, selection, reference, and demonstration processes, the firm's internal performance team sat down with the BISAM implementation team to run a pilot demonstration of the B-One product. The pilot allowed the firm to see their own portfolios loaded and configured in B-One's modules, which made it easier for them to see the results they would receive after implementing B-One. This hands on experience proved to be invaluable for the firm, as they were able to fully understand and concretely envision the scope of a B-One implementation and future opportunities for value added analysis. The teams also sat down for a pre-implementation project assessment which allowed for key risk areas to be discussed and agreed upon before the implementation began. With the help of the BISAM professional services team, the firm began to roll out the B-One solution in staggered stages. They started with the simplest models and moved to the most complex and intricate models, with the fixed income model being the last. This method allowed the client to develop 10 to 11 months of experience with B-One, permitting them to grow more comfortable with the structure as the models became more sophisticated.

AT-A-GLANCE

COMPANY

International Asset Manager

Challenge

Implement a scalable reporting solution to support overnight reporting and expansion of new accounts while providing a streamlined architecture.

Solution

A capable and adaptable reporting solution that delivers overnight and in-depth reports while processing large amounts of data.

Benefits

- Reports processed overnight and ready by 8 AM
- Reporting solution processes large amounts of data
- Gained knowledge of product through staggered-stage implementation
- Solution supports growth of new accounts
- Comprehensive transfer of industry knowledge

UNIQUE CHALLENGE

This particular customer had been relying on an incumbent performance system for over ten years, so there was quite a lot of historical results that they needed to port over to B-One. This was a significant part of the implementation and one that few customers had attempted before. The customer put together a strong team of technologists on their side to work closely on a data architecture plan with the BISAM implementation specialists. Together we came up with a solution to ultimately import the necessary data and classification structures, and integrate loaded results (top level, segment level and constituent level) with ongoing calculations in B-One.

PRODUCT SUCCESS

After the B-One solution was implemented, the firm was able to utilize its reporting system as it continued to augment in scale and size. The newly implemented system supported the expansion of new accounts while also providing a simplified architecture that decreased complexity and risk. The BISAM and the internal team collaborated effectively to provide constructive and creative approaches to any challenges faced throughout the implementation. The strong and experienced BISAM project managers worked with the pragmatic head of the performance team on the client side, which helped bolster a relationship of open communication, managed expectations, and efficient planning. The B-One solution allowed for the client to have its returns and attribution data processed overnight and ready before start of business the next. This was a key factor for the internal team as it allowed them to have access to their data by the time they came in for work in the morning, increasing efficiency and access to the most up

to date information. By working in tandem with the firm, the BISAM team was able to begin in the driver's seat and slowly hand the keys over to the client. The firm was able to take ownership of the implementation while still relying on the BISAM team for counselling and reinforcement when needed. The team successfully implemented all of the B-One modules including GIPS composites and is continuing to roll out the B-One portal to the firm and utilize the data extractor tool within the performance team. Overall, through their constructive collaboration, the BISAM team and the client were able to successfully carry out a performance, attribution and reporting solution that delivered overnight reporting and was able to grow with the firm in magnitude, depth, and diversity.

TIPS FROM THE CUSTOMER

When embarking on a new implementation, it is important to clearly define your requirements and deliverables for the system, and a related delivery timeline. This plan should first be agreed with internal stakeholders before being articulated to your vendor.

Make sure that you divide core requirements from "nice-to-have" deliverables, and then focus your plan to ensure delivery of core requirements within the timeline you've set, but have the building blocks in place to deliver the "nice to haves" as a post-project set of deliverables. In this way you will be able to implement the system you require in the timeframe you need.

Establish a dedicated and knowledgeable project team with complementary key skills on both the practitioner and vendor side. Work as team, communicate, collaborate, stick to the plan, be prepared for the inevitable 'bumps' and deliver the project in bite size chunks.

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