



Case Study: Providing a Front-to-Back Office Solution From Trading Through Portfolio Accounting for Broad Asset Classes

Introduction

When it spun-off from a large investment bank, the privately owned, California based investment manager needed to create its operational infrastructure and an end-to-end platform to support its business. The firm provides its services to a broad client group, including but not limited to banking organizations, private investment funds, educational endowments, large institutional clients and municipalities. At the time of its spin-off, the firm had \$2 billion assets under management. It invests in global fixed income and public equity markets—primarily in distressed securities and employs an event-driven strategy in making its investments. To manage this scale of business, the firm needed to build a complete operational infrastructure for trading, portfolio management and operational functions like accounting and reporting.

Broadridge offered a “one-stop-shop” solution, an operational platform which enabled the firm to focus on their clients and portfolios, and scale their business without hiring expensive staff.



Client Profile

A privately owned investment manager based in California. The firm provides its services to a broad client group, including but not limited to banking organizations, private investment funds, educational endowments, large institutional clients and municipalities.

Background

Due to spinning off from a large investment bank, the investment manager was accustomed to all of the capabilities and support of a top bank. Therefore, they needed to build out their entire infrastructure, including their trading, portfolio and risk management applications up to the standard at which they were used to working.

Solution

Broadridge's investment operations platform for hedge funds and investment managers, which combines trading, portfolio and risk management applications with market data, operational support and an IT infrastructure all within a single application. The application provides an order management system and production management system, all of which is accessible within a centralized data warehouse.

Benefits

- Ability to reconcile between prime brokers and hedge fund administrators
- Compliance functionality, multi-fund reporting
- Integrated with major prime brokers and fund administrators
- Access to Bloomberg data for reporting/due diligence for investors
- Lower on-going operating expenses, by leveraging the Broadridge institutional IT infrastructure and hosted services
- Reporting flexibility across asset classes

Why Broadridge?

- Exclusive focus on financial services
- Service 8 out of the top 10 banks
- A trusted, neutral partner — Broadridge does not execute, custody, finance, or serve as an administrator nor act as a data provider
- Experience across all financial services constituencies and segments
- Broadridge's vast breadth of product set allows for a tailoring of products to the client firm
- Ease of dealing with a single provider
- Highly automated solution set

The Client's Requirements

The client wanted to invest in technology and automation as opposed to investing in operational staff, therefore they needed to find an independent operational platform which would support the investment manager's trading, portfolio management, risk management, compliance, reporting and accounting. This meant that the single platform had to be a one-stop shop for all that the client might need, as it had to support the scale of the business, but without the resources of a large scale investment bank. At the solution support level, the client wanted a smooth implementation process, have access to maintenance and experienced individuals who would be able to solve any problems quickly.

Broadridge's Solution - FastStart

Broadridge worked with the investment manager to smoothly and swiftly integrate with the front office trading solution. The solution is an operational platform which enabled the firm to focus on their clients, investment and portfolio management within months of creating their own entity. It is the most complete operational platform in the market for emerging and newly-formed managers – for all asset classes. This innovative business solution was the perfect fit for the client. Broadridge's solution delivers front-to-back office workflow automation, centralized data management and full service IT infrastructure. All of which institutionalized the client's business processes and, in the future, could significantly reduce overhead and on-going operational costs. Broadridge's front office trading solution has a number of key features such as;

- Scenario analysis
- Custom reporting with analysis tools
- Real-time position and P&L tracking with integrated market data
- Seamlessly integrated reconciliation
- Reporting and fund administration information
- Mirrored "hot site" disaster recovery and business continuity infrastructure

Broadridge's client support is a key differentiator from other vendors in the global investment management industry. Our management team recognizes that mission critical applications require fast, reliable and accurate support response. Broadridge offers 24x6 technical and product support, as well as Workflow monitoring services. The support consultants have a thorough knowledge of FastStart, as well as, industry and business process to ensure they resolve issues in a timely manner.

“We were being diligent about reducing disparate vendor integration risk while we streamlined our processes; by leveraging one integrated platform, we were able to build out our infrastructure without having to become systems integrators.”

– Managing Director, Client Firm

Results

The FastStart application fulfilled all of the client's operational requirements, and offered 24/7 IT and product support and maintenance in the event of any issues.

Broadridge prides itself on a painless implementation process. This is due to the operational support and IT infrastructure we provide. The Broadridge team's involvement starts before the end of the sales cycle, and continues beyond the go live date until the client is in production. Our team worked on-site to ensure the successful implementation of FastStart to achieve the client's business objectives. As a result of the implementation process and the FastStart platform, the client experienced a faster time to market. The centralized operational control and data management allowed the client to monitor and control everything from a single application, streamlining their processes.

For more information on this case study, please contact us at +1 646 214 3777 or broadridge.com

About Broadridge

Broadridge Financial Solutions, Inc. (NYSE:BR) is the leading provider of investor communications and technology-driven solutions for broker-dealers, banks, mutual funds and corporate issuers globally.

