

A specialty Hong Kong-based asset manager streamlines investment management processes to meet growing requirements



KEY TAKEAWAY 1

Implementing a single platform that can support different products lowers costs and creates a more flexible solution to meet future needs.

KEY TAKEAWAY 2

Automating the labour-intensive front-to-back office investment management processes reduces operational risk and saves both time and money.

KEY TAKEAWAY 3

The growing complexity of product offerings and distribution channels is requiring firms to re-evaluate legacy applications and consider new technology and operations approaches.

FIND OUT MORE

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BUSINESS CHALLENGE

Optimas Capital Limited (“Optimas”), a specialty Hong Kong-based asset management firm, has more than \$250 million USD in assets under management. The firm manages multiple products including hedge funds, fixed income and private equity funds.

Due to the complexity of their investments, increases in regulatory pressure for transparency and client demand for new products, Optimas conducted a search for a portfolio and order management system with reporting flexibility that would improve and simplify their existing operational environment while positioning them to meet their future needs.

OUTGROWING LEGACY SYSTEMS

Optimas’s existing system was preventing accurate P&L reporting and increasing compliance risk. Furthermore, it could not efficiently manage the firm’s growing list of additional requirements, which included:

- Dynamic, multi-asset coverage with custom settlement cycles
- Flexible and customized tracking and reporting across multiple books of business
- Fundamental analysis combined with a strict risk management framework
- Ability to employ long and short approaches to invest in global public equity markets
- Consolidated OMS/PMS reporting and reconciliation reporting
- Centralized reconciliation output from third party sources

Alternative system options available in the marketplace did not support the flexibility needed to accurately track and calculate financing, corporate actions and stock borrow management.

CHOOSING A PARTNER WITH A STREAMLINED APPROACH

Optimas was focused on finding a flexible, automated system that could deliver seamless front-to-back office functionality across asset classes and distribution channels to meet current market demands in a cost-effective manner. Broadridge’s investment management solution checked all these boxes including providing the ability to support the future growth of the business.

**CASE STUDY: A SPECIALTY HONG KONG
BASED ASSET MANAGEMENT FIRM**

Specifically, Broadridge's robust hosted platform was designed to streamline labor-intensive investment management processes by minimising human touch. One example where Optimas gained immediate efficiencies was around stock borrowing. Fee handling and attributions can be clunky and inefficient, Broadridge's investment management solution provides accurate calculation and attribution to client portfolios with automated operational workflows.

**ADDITIONAL CORE BENEFITS OPTIMAS
EXPERIENCED INCLUDE:**

- Increased flexibility and control
- Increased visibility of real-time positions and P&L
- Increased transparency
- Reduced operating costs
- Reduced vendor risk

DELIVERING VALUE

The implementation of Broadridge's solution automated the labor-intensive front-to-back office investment management processes, enabling Optimas to save both time and money. As a result, valuable resources were reallocated and core business activities became the new focal point, thereby increasing efficiency and reducing the margin of error.

"Broadridge's investment management solution's comprehensive ability to handle front-to-back office processing for multiple asset classes on a single platform and the stability of its Asia-based SSAE18 certified datacentre are real differentiators and save time and costs," stated Wong.

As Optimas continues to grow, Broadridge's investment management solution will be able to support its evolving portfolio of managed accounts and products across multiple asset classes.

"With its accurate and smooth processing capability, Broadridge's investment management solution helps us address critical challenges and needs."

~Jimmy Wong, Chief Financial Officer with Optimas Capital

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