

## Challenge

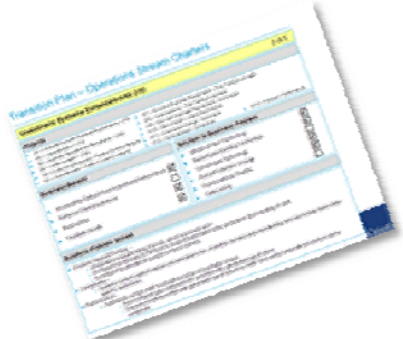
- The client, one of the world's largest independent investment management firms, struggled with a cohesive and manageable approach to data management due to acquisitions
- Decentralized data environment including over 15 distinct data types
- The lack of a centralized data management system led to inefficiencies and risks in the business' operations and client communications

## Solution

- Employed Citisoft's proven evaluation and selection methodology to target data management vendors who could support both reference data management and data warehouse requirements
- Provided industry expertise to successfully collect high-level data requirements, prepare the RFP, evaluate and score vendor capabilities, and facilitate vendor workshops

## Results

- Successfully selected the data management provider and managed the multi-stream global initiative
- Implemented a single system to process several global accounting systems' records and vendor market data, which was transmitted to the front-end trading system
- Realized considerable improvements in the data management process, mitigated sources of operational risk and realized cost efficiencies



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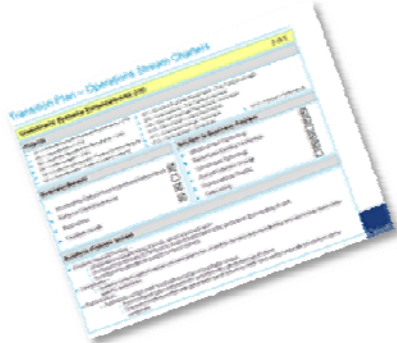
- The client, a large global investment management services provider, identified that a strategic investment was required to its technology platform to overcome existing business issues; including increased cost, constraints on revenue and increased operating risk
- Identify and implement a new platform to reduce time delays for new product introduction, enhance services, improve Advisor functionality and the capability to help develop and preserve client relationships

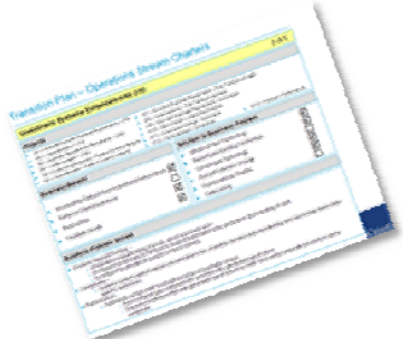
### Solution

- Conducted the initiative to find a portfolio management platform that could be leveraged across various managed asset programs
- Provided subject matter expertise along with strong program management to reevaluate the business unit's approach to supporting the critical business functions
- Developed strategic visioning, vendor evaluation and selection and proof of concept initiatives to identify qualified vendors

### Results

- Identified and detailed actionable steps to achieve scalable and cost effective growth
- Established "short list" of qualified vendors
- Conducted the evaluation and selection process that encompassed Portfolio Accounting, Trading, Performance Reporting, Reconciliation, Mutual Fund Advisor Support, Unified and Separate Account Management, Automated Portfolio Rebalancing and several other functions
- Managed a rigorous vendor Proof of Concept (POC) initiative





## Challenge

- The client identified several gaps and functional limitations in its outsourced accounting, performance measurement and custody servicing capabilities
- The limitations in the vendor's technology and services model necessitated the search for a new investment accounting and performance provider, which had experience with global, multi-currency insurance companies, more robust functionality than their current service offering, and a comparable or favorable fee structure

## Solution

- Developed and issued the RFP which focused on US GAAP, US STAT, UK and Irish GAAP, and US TAX accounting functionality as well as performance measurement and technology capabilities
- Identified a short-list of potential service providers to include in the RFP process, which included industry leaders such as State Street Bank, Northern Trust and SS&C Direct
- Evaluated and scored RFP responses, coordinated vendor workshops and validated vendor capabilities

## Results

- Identified several gaps and functional limitations in existing service providers' servicing capabilities
- Provided overall findings and cost analysis to facilitate the final service provider selection
- Assisted in further narrowing the vendor list to two finalists and conducted additional due diligence prior to selecting a finalist
- Provided guidance and industry expertise, which was valued by the client during the final selection process

# FRONT OFFICE EVALUATION AND SELECTION

## Challenge

- Our client is a registered investment advisor specializing in the management of global equities, fixed income and alternative investments, that decided to evaluate options for improving their front office technology
- The objectives of implementing a new front office system were to facilitate account and product growth, reduce operational risk, improve operational efficiency and reduce performance dispersion

## Solution

- Assisted in the development of the RFP delivery and response process to meet the client's aggressive timeline
- Developed a vendor scoring matrix and facilitated an accelerated scoring workshop where all vendor responses were reviewed and comparatively scored
- Applied qualitative and quantitative scoring methods and evaluated vendors on formal responses to the RFP, performance during onsite demos and client reference calls

## Results

- Selected two finalists from the short list of vendors
- Reviewed finalists against business requirements, reviewed proposed technical solutions and calculated the 5-Year NPV for each application
- Conducted thorough reviews of the two systems focusing on differentiating characteristics; including critical functional requirements, experience of vendors in implementation, user friendliness of system, and availability of an ASP solution

