



BI and Analytics for Asset Management

NEED



Mirroring critical transactional and investor data available with the Transfer Agent on a daily basis



Establishing a framework for better analyzing sales performance, channel performance i.e. distributors



Investor Analytics including acquisition efficiency, profitability and up-sell potential

APPROACH



Comprehensive data warehouse containing all transactional and master data elements including data from fund accountants, transfer agents and CRM, among others



Sales and distributor efficiency analyzed using churn, commission paid and contribution metrics



Campaign effectiveness measured via lead to conversion life cycle analysis

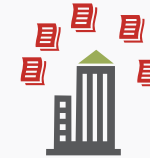


Sales incentive calculation framework combining budgets with CRM and transactional data



Investor folio level profitability analysis framework using investment management fee, commission paid and acquisition cost metrics. Investor portfolio performance metrics to aid up-sell and cross-sell.

BENEFIT



Independent access of information reduces reliance on the Transfer Agent



Understanding distributor and sales behavior vis-a-vis commissions/incentives and churning

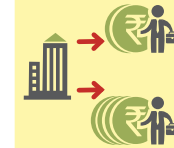


Better segmentation of investor folios resulting in more targeted marketing for cross-selling and up-selling



Automating the reporting framework including Fact Sheets, Suspicious Transactions, Regulatory Reports, etc.

IMPACT



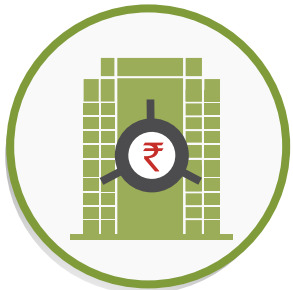
Rationalized and Optimized distributor commission structures



Better quality of customer acquisition - driven by investor demographics and Profitability Analysis



Better alignment of sales channel behavior keeping in mind overall business goals



CLIENT

A leading Asset Management Company with a large investor base and diverse asset classes