# BI and Analytics for Asset Management

Pragmatix
Unbox Your Data

## CLIENT

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

## 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