

Solution: IBM Hybrid Cloud

Industry: Banking

BUSINESS AUTOMATION FOR FUND ADMINISTRATION

ENHANCES SERVICES AND REDUCES RISK WITH STANDARDIZED, EFFICIENT FUND ADMINISTRATION WORKFLOWS

For an investment bank with Trillions of dollars in assets under management, effective collaboration is key to managing risk and meeting key deadlines.

To enhance efficiency and help ensure compliance across its global fund management activities, leading IBM Partner Insight 2 Value worked with one of the worlds largest investment companies to implement their Fund Administration solution which uses the IBM® Business Automation Workflow solution to support a standardized, integrated global operating model

BUSINESS CHALLENGE

To deliver first class services to the customers Fund Services Investor Relations Industry which was hampered by a complex and distributed operating model

TRANSFORMATION

Working with IBM Business Partner Insight 2 Value Ltd., the fund administrator created an integrated global operating model for hedge fund services through deploying [IBM Business Automation Workflow](#) software.

RESULTS

Enhanced global collaboration	Shortened turnaround times	Increased transparency
boosting operational efficiency	to enable faster client onboarding	across hedge fund services to help reduce client risks

BUSINESS CHALLENGE STORY

IMAGINING A SMARTER WAY OF WORKING

One of the world’s largest investment banks, was always looking for innovative ways to enhance the quality of its services in a heavily regulated and time critical industry.

The customers Executive Director of Alternatives Transformation, begins:



“Delivering top class hedge fund services is one of our key goals. Because we operate in a time-sensitive and heavily regulated space, it is extremely important that all our global teams can work together in a coordinated and controlled way.”

A Vice President of the Corporate and Investment Bank, continues:

“In the past, each of our hedge fund administration teams relied on different processes to drive their day-to-day activities, supported by location specific systems. Because we didn’t have one global workflow to manage trades and the associated correspondence, it was difficult to identify where each work item was in the lifecycle at any given time. As a result, our teams had less efficient means of retrieving requisite information.”

To solve the challenges, the customer decided to deploy a global operating model to support investor relations hedge fund management across the organization.

TRANSFORMATION STORY

SHAPING INTEGRATED, STANDARDIZED WORKFLOWS

Working with Insight 2 Value, the fund administrator consolidated investor relations management systems into a central hub, supported by the IBM Business Automation hybrid cloud platform.

The customer's Vice President, Technology, explains:

“IBM Business Automation Workflow stood apart from the other solutions we evaluated, as it offered us the most flexibility to adapt workflows to our specific operational requirements. It was also very straightforward to integrate the IBM solution with third-party applications, which gave us confidence that Business Automation Workflow could support our business for years to come.”

Expert consultants from Insight 2 Value provide support and expertise throughout the implementation and helped customize the solution to the bank's requirements. To eliminate manual processes and reduce the risk of human error, the Business Partner built digital templates for key forms and checklists using decision-tree logic to facilitate a user's process steps.

Insight 2 Value also helped the bank integrate Business Automation Workflow software with the customer's existing share registration system, thus enabling it to manage its end-to-end processes using only two systems.

With a customised application configuration tool created by Insight 2 Value, their customer can now make future configuration changes independently. Insight 2 Value also built tailored dashboards to help senior decision-makers track the progress of every work item across the hedge fund services systems and deliver visibility of key performance indicators (KPIs) such as timeliness and resource allocation.

RESULTS STORY

DELIVERING HIGH-QUALITY SERVICES

By enabling its global teams to work together more effectively, the Fund Administrator is boosting the efficiency and transparency of its core investor relations workflows — helping it deliver controlled, high-quality services.

“Thanks to IBM Business Automation Workflow, we’ve greatly improved visibility across our hedge fund administration workflows. For example, managers can track the status of each work item as it moves between different teams, see when teams have interacted with a task, and when two or more teams are working on a



task in parallel. This improved transparency makes it easier for us to prepare detailed regulatory reports, which in turn reduces the time and resources we need to assign to an audit.”

With dashboards from Insight 2 Value, the customer can gain timely insights into KPIs such as “average time taken to complete” at the touch of a button. This information helps the company ensure it is always meeting its quality-of-service objectives.

“Adopting integrated, automated business workflows has helped us to improve our efficiency and accelerate key processes, contributing to a more responsive, higher-quality experience.”

Insight 2 Value’s head of sales, Tony Doyle confirmed:

“We believe in establishing long term partnerships with our customers and this was the case from day one with this fund administrator and the whole project team working toward the shared goal of a successful business outcome. We look forward to delivering more automation projects with them on the IBM Digital Business platform.”

ABOUT THE CUSTOMER

I2V’s customer is a global leader in financial services, offering solutions to the world's most important corporations, governments and institutions in more than 100 countries. The firm and its foundation give hundreds of millions annually to non-profit organizations around the world. The company also leads volunteer service activities for employees in local communities by utilising its many resources, including those that stem from access to capital, economies of scale, global reach and expertise.

ABOUT INSIGHT 2 VALUE LTD.

Insight 2 Value are an IBM Business Partner that provides workflow and enterprise content management solutions to large and small organizations in the UK and Europe. The company works to ensure that their fixed price solutions deliver significant, measurable benefits and are available at exceptional value