

# Asset Management



Asset management firms in both the regulated and alternative spaces face an environment of increased competition and heightened scrutiny. The firms that see the greatest success are those that can meet the operational and technology challenges in the face of complex regulatory changes. The ability to satisfy clients that are both sophisticated and risk averse requires a unique blend of process, technology, risk and finance skills. CrossCountry has built a multi-disciplinary team with deep industry experience to assist clients in meeting these challenges.

# ASSET MANAGEMENT

In order to grow Assets Under Management (AUM) without increasing headcount, asset managers are laser focused on achieving scalability. Operations, Data Management and Portfolio Reporting are the three areas where the ability to scale is imperative.

## OPERATIONS

Process Improvement & Change Management

Business Integration & Synergy Assessment

Portfolio & Fund Accounting

Risk & Regulatory Driven Change

Custom Applications & Management



## DATA MANAGEMENT

Data Governance Strategy

Internal Controls Procedure

Security Master File Maintenance

Investor CRM Data Management

Implementations & Migrations



## PORTFOLIO REPORTING

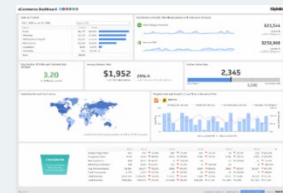
Portfolio Manager Reporting

KPI Dashboards

Real-Time Portfolio Analytics Tools

Client Reporting

Performance Measurement & Benchmark Analysis



# HOW CAN WE HELP?

Asset Managers are increasingly challenged to develop and maintain a more complex operating model than ever before, our experts can help you:

**Review operational processes** within separate business functions to identify gaps vs. leading industry practices.



**Identify strategic advantage points** to apply technological enhancements allowing your infrastructure to scale.



**Analyze and assess data quality** and completeness across the operating model.



**Deploy technology** (business intelligence, reporting dashboards, automation) to consolidate previously siloed data.

## CASE STUDY: Highly Diversified Global Investment Manager

### BUSINESS PROBLEM

Lack of consistent accounting/reporting processes across various teams and data management issues that required immediate attention due to pending acquisition by global conglomerate holding company.

### SOLUTION

- Performed gap analysis of existing business processes
- Supported the client in streamlining their accounting process through a single platform
- Assisted with migration of an acquired hedge fund from technical and process standpoint
- Aided in divesting non-alternatives business and helped drive transformation project to develop a highly scalable alternatives business
- Developed a custom application that manages all aspects of the client's credit trading business from the portfolio management side
- Supported migration of Customer Relationship Management (CRM) data to fund administrator
- Established data governance framework and scorecard for critical data elements identification
- Created custom application to manage investor and CRM data

### BUSINESS OUTCOME

Helped the client migrate portions of the business to fund administrator while simultaneously achieving operational efficiencies, improving data quality and data management practices.

# Contact Us



**Bruce Klein**  
*Partner*

bklein@crosscountry-consulting.com  
646.232.3980



**David Minto**  
*Associate Director*

dminto@crosscountry-consulting.com  
201.275.3852



CrossCountry Consulting is the trusted partner and expert advisor to leading organizations. We help our clients transform their finance, accounting, human capital management, risk, operations and technology in order to effectively prepare them for complex change, optimized performance and accelerated business growth.