

WEALTH MANAGEMENT PRACTICE

Wealth Management Practice – Citisoft Services

Citisoft has accumulated significant experience assisting firms in their drive to increase the efficiency of and control over the portfolio management process. Citisoft has assisted many firms in translating a high level strategy into specific, actionable and practical business change. Citisoft can help align delivery to strategy through the use of best practice models, quality people and technology.

System selection and implementation: Citisoft consultants have an extensive knowledge of the major vendors in wealth management for the front, middle and back office systems.

Strategic process reviews and change implementation: Citisoft can assist with the implementation process for wealth management firms, Citisoft consultants have a wide range of experience in the implementation of technical infrastructure and architecture to support a new business. We also have significant experience managing both migration to new platforms and to new business models such as the outsource of back or front office functions to a third party provider.

Programme / project management and business analysis: Citisoft has wide ranging experience managing change from the initiation stage through to successful implementation. This experience encompasses outsource transition, start-up and large migrations to a new platform and operating model.

Outsourcing: As well as managing the transition to a third party provider, Citisoft has developed tools to assist in the selection of an outsource partner, and in the assessment of the outsource decision given the unique requirements of each firm.

Client reporting in an increasingly complex environment

As clients have become increasingly knowledgeable, their expectation in relation to the quality, timeliness and personalisation of report content to their individual requirements has increased.

Sophisticated tools are now available to support the production of client reporting and associated workflows.

These tools allow collation of data from disparate sources such as data vendors, back and middle office, or portfolio risk systems. They give the informed user the facility to format reports or datasets according to specific client requirements thus allowing an element of customisation.

Citisoft is without peer as a provider of consulting services to the investment management community with regard to client reporting. Citisoft experts have:

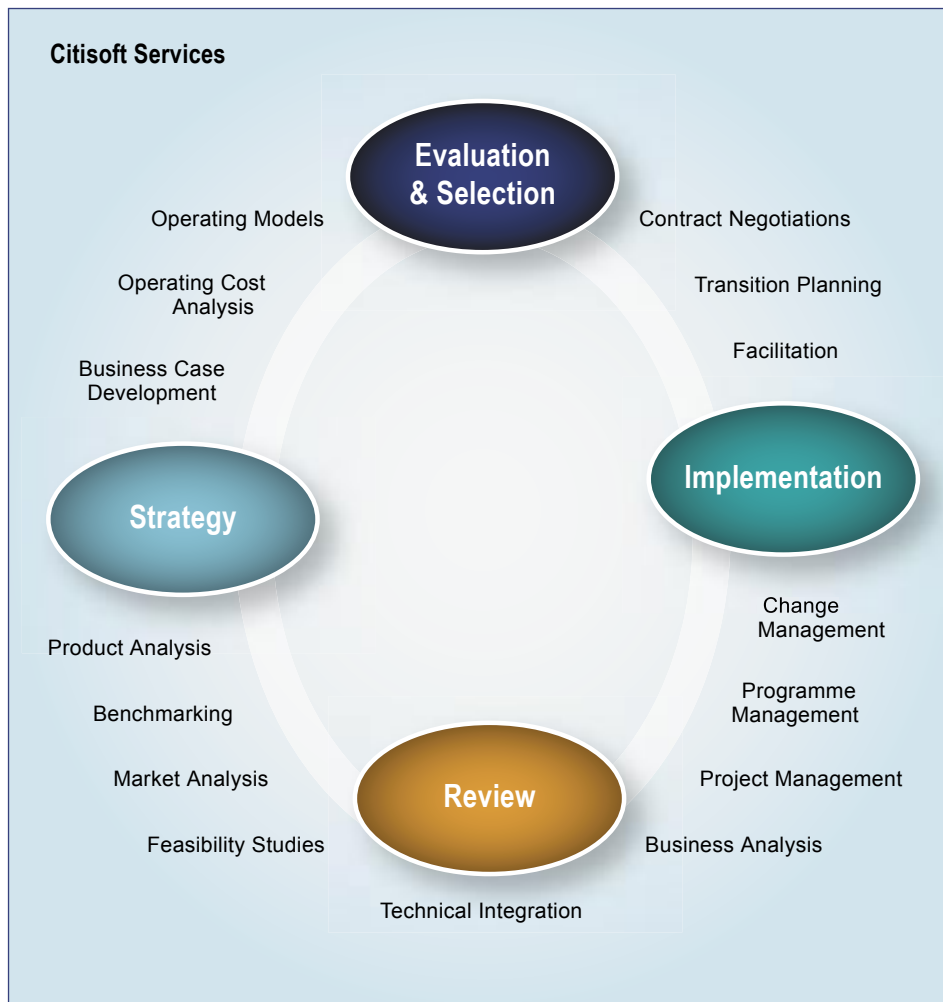
- Implemented and produced client reporting solutions for fund managers & third party administrators.
- Implemented most of the leading client reporting solutions.
- Designed and built information delivery platforms and workflow 'dashboards'.
- Completed system selection exercises of data warehouses and client reporting applications.
- Advised software companies on architectures and functionality.
- Integrated best of breed solutions using products from different vendors to deliver optimum client reporting solutions.

Data Management

Citisoft has an established track record built over 20 years in assisting businesses to develop their data strategy and in building an IT Roadmap of how to achieve their goals.

Data strategy is only the beginning. Once the goals have been defined, translating strategy into a project with achievable timescales and deliverables can be a challenge to any business.

Citisoft has significant experience in assisting clients in selecting the data management tools to achieve their objectives. Citisoft has the resources to help with all aspects in the process of turning strategy in to reality; from selection through to implementation.



Citisoft: There is no substitute for experience

The Citisoft Approach

Citisoft is a specialist consulting firm that focuses solely on investment management and broking. Our client base covers more than 75% of the top 50 global asset managers – we are the leading global supplier of business and systems consultancy to the investment management sector.

Citisoft has carried out a large number of assignments to assist wealth managers in all aspects of their business. These include front office requirements (relationship management, investment decision making, product development, trading) through to middle office (client reporting, performance measurement) and investment operations and custody. Citisoft has helped many clients to select providers of custodial and administrative services, implement insourced and outsourced operations processes, and the management of transition to new providers. Citisoft has also worked with a number of the major outsource suppliers both in defining their product and in building their business services.

Our value-based approach to client work has the following unique characteristics:

Pragmatic solutions: Citisoft offers a structured and well-researched approach; giving practical advice that will meet the client's needs at the best mix of cost and service provision.

Expertise: Citisoft consultants have up to date knowledge of the investment management process and attend product training courses, product demonstrations and conferences while not on a client site.

Fast Track: Citisoft has a comprehensive library of information and template documents to fast track the various stages of a project.

Knowledge Transfer: Expert knowledge is transferred internally and to clients (where client confidentiality allows) through regular meetings and distribution of reports.

Practical Tools: Citisoft employs real-world tools that deliver consistent results and value.

Client Focus: Citisoft delivers an insider's understanding of each client's unique business issues and objectives. Our aim is for the client's issues to become our issues.

Standards: Citisoft consultants understand what clients expect by way of service and commitment. It is only by living up to these expectations that Citisoft has gained its reputation and is able to maintain long term client relationships with the leading investment management firms worldwide.

Drivers for change in wealth management

The wealth management community is seeing an increasingly rapid pace of change to what was once considered a quiet backwater of the banking world. This change can be attributed to many factors: new entrants to the market targeting the increasing number of high net worth clients; the consolidation of incumbent businesses; increasing client demands with regard to product access, for example to absolute return products; the complexity of the periodic and ad-hoc reporting process; and regulatory change.

Citisoft can assist investment managers position their businesses to take advantage of these structural changes in the market.

Citisoft is organised around a series of centres of excellence, this approach allows industry experts and skill sets to be leveraged within a single project to identify the optimal solution.

Change driver	Citisoft Services
Outsourcing of administrative services	Well researched and pragmatic approach, advice that is clear and straightforward.
Product complexity	Citisoft consultants have expert knowledge of investment management and access to a comprehensive library of information to fast track projects.
Client expectation	Citisoft consultants understand what is expected by way of service and commitment.
Business and systems change	Citisoft, as an independent consulting firm, is able to provide detailed business understanding, analysis skills and systems knowledge that enable informed decision making.

Technology trends

The growing sophistication of clients is driving the need for more holistic client reporting, marketing and fulfilment solutions.

What happens when clients look at the sum of your communications; is the information consistent across websites, marketing materials and periodic reporting?

Research shows a firm with an exceptional reputation for communication and client relations is significantly less likely to be terminated by clients than an average communicator. With increasing competition and more demanding clients, the way in which investment managers improve both new business operations and retention rates of existing customers will be key contributors to superior corporate performance.

Reporting production software is a mature market and the 'core' offering has changed little in the last 5-10 years. What has changed is the need to connect this front-end publishing process with data and content integrity initiatives – which demands greater functionality and support from providers.

Several technology firms are beginning to 'join the dots' and provide capabilities to integrate with the internal data and content infrastructure, customise and adapt workflow, and provide an automation platform for distribution. These tools are helping firms dramatically improve retention and acquisition strategies.

Citisoft has developed a suite of services to assist firms in the development of an IT 'Roadmap'. These include business solutions and technology choices and are scalable to both the near and long term goals of the business, and the capabilities of the delivery platform.

Using these tools, Citisoft has developed an enviable track record enabling clients to translate high level strategies into achievable and practical business change.

Citisoft Services

Citisoft combines strategic analysis, planning and project management skills with expert knowledge of wealth management, family office and private banking business models.

Citisoft offers a complete range of consulting services focused on process and technology in investment management. With a client base of more than 75% of the top 50 global asset managers, Citisoft is the foremost supplier of strategic planning and implementation services to the investment management sector.