

## Solutions for Financial Services

## Asset Management



Information technology is a significant driver of competitive strategy for asset management companies. In fact, 65% of CEOs at asset and wealth management firms expect technology to completely reshape or significantly impact competition. As a result, asset management companies need to leverage technology to drive differentiation.

Symphony provides solutions to address this need by enabling asset management firms to:

- Collaborate faster to benefit from market-moving news
- Reduce information overload
- Attract the next generation of talent
- Mine communications data to uncover new insights

## I INTRODUCING SYMPHONY

Symphony is the cloud-based messaging and collaboration platform that connects markets, organizations, and individuals, securely. Powered by an open and growing app ecosystem, and protected with end-to-end encryption, Symphony's communications platform increases workflow productivity while facilitating global regulatory compliance.

Read on to see how Symphony can help asset management companies gain an edge in a competitive market.

### SYMPHONY PROVIDES



Fully integrated messaging, document sharing, conferencing, bots and apps



A trusted community of users that can collaborate securely within and across companies



Apps, software integrations and bots that enrich and extend the user experience

\* As reported in PwC's 2017 worldwide survey of asset and wealth management firms:  
<https://www.pwc.com/gx/en/ceo-agenda/ceosurvey/2017/gx/industries/asset-and-wealth-management.html>

## COLLABORATE FASTER TO BENEFIT FROM MARKET-MOVING NEWS

The Symphony platform facilitates agility to deal with changing market conditions as described below.

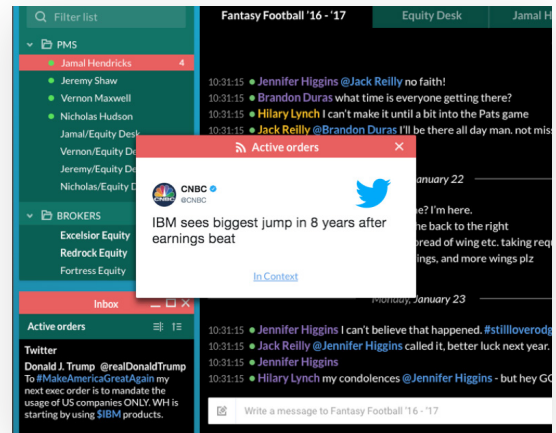
Upon receiving a prioritized alert for market-moving news on an active trade, the head of trading sends a message to the portfolio manager. The portfolio manager is attending a conference but steps out to place a video call to the head of trading. While on the call, the portfolio manager accesses the Dow Jones and FactSet\* apps via the Symphony Market, and collaborates with the head of trading in real time by sharing his screen.

At the end of the meeting, the portfolio manager sends instructions to the head of trading for settling the trade. The head of trading updates the broker, and requests that the buy-side operations team settle the trade — all via Symphony.

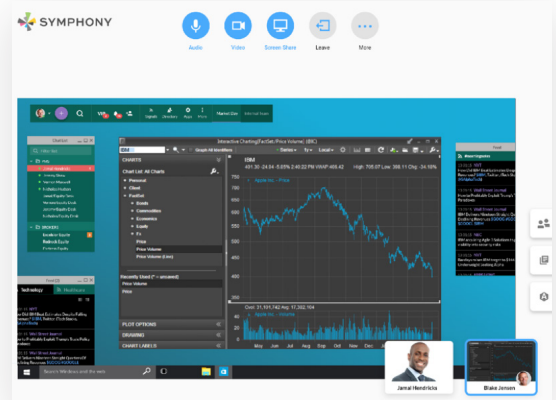
The front and back office users maintain context as they switch between messaging, document sharing, audio & video conferencing, apps and bots. As a result, the company can react faster to market-moving news.

### BENEFITS

- **Prioritized notification of market news** for active orders, enabled by integration with Twitter
- **Simplified communications** with a single platform for firm-wide and cross-company collaboration
- **Synching between desktop, browser and mobile clients in real time** for secure messaging in the office & on-the-go.



The head of trading receives a Twitter alert on an active order.



The head of trading and portfolio manager use the screensharing feature to look at a FactSet chart.

## REDUCE INFORMATION OVERLOAD

Asset managers are inundated with content and email from analysts, brokers and colleagues. Much of the material remains unread or is not precisely tailored to meet the interests of the asset managers.

Symphony helps alleviate these challenges.

### Content from analysts and brokers (external communications):

Asset management professionals use the Symphony Cross-pod Signals bot to input preferences and request relevant content from their preferred brokers and analysts. Upon receipt of choices, the bot creates specific feeds of tagged content. The feeds are made available to asset management professionals as Signals and are grouped into topics.

### BENEFIT

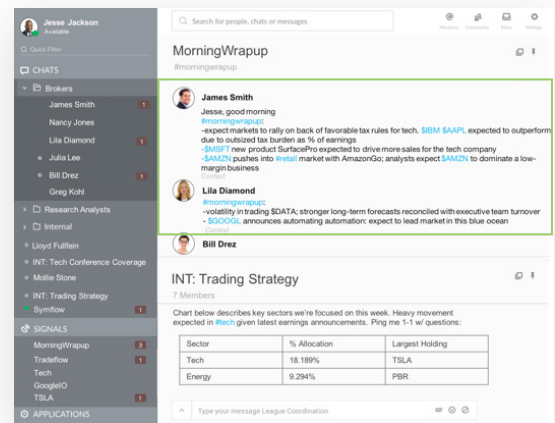
- Asset managers **get timely, relevant content**, and can engage with analysts or brokers in real time

**Content from colleagues (internal communications):**

The asset managers create topic-based chat rooms, and post updates and color into these chat rooms. Users can join and leave rooms based on their interests. The chat rooms make it easy to scan information at a glance. All the files shared on a topic are available in a single place for future reference.

**BENEFITS**

- **Automated availability** of tailored content
- **Easier consumption** of content via topic-based Signals
- **Real time sharing** of insights



The bot organizes content from Research Analysts and Brokers across various firms into topics as Signals.

**I ATTRACT THE NEXT GENERATION OF TALENT**

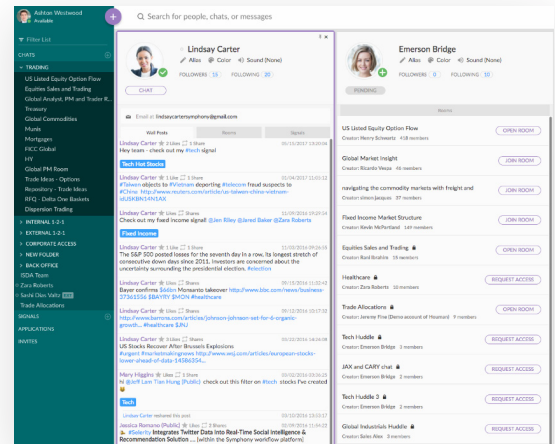
Asset management companies are looking to attract the next generation of talent in anticipation of retiring baby boomers.

Symphony provides a messaging-based collaboration solution. This promotes a social work culture that de-emphasizes corporate hierarchies in favor of cross-functional teamwork preferred by the next generation of knowledge workers.

With Symphony, employees can create, share and like wall posts, similar to the wall posts on consumer social networking platforms. This helps employees showcase their subject matter expertise which drives higher employee engagement.

**BENEFITS**

- Messaging-based collaboration tools promote social work culture **preferred by the next generation of knowledge workers**
- Sharing of expertise via wall posts helps build pride in work leading to **higher employee engagement and lower employee turnover**



Wall posts with @mentions, #hashtags and \$cashtags are visible on an employee's Symphony profile.

## I MINE COMMUNICATIONS DATA TO UNCOVER NEW INSIGHTS

Asset management companies need every advantage they can get to deliver higher returns to their clients. Mining of communications data between portfolio managers, traders and research analysts can lead to new insights for informing future trading and employee engagement strategies.

The Content Export feature enables the creation of large datasets describing communications between groups of users. Customers can perform analysis on these datasets with third-party software solutions to explore scenarios such as:


- Are there common threads for new investment opportunities or downside risks in the chat rooms used by portfolio managers and traders?
- How is the number of messages exchanged between different groups trending over time? Do downward trends need to be investigated?
- Is there a correlation between the number of messages sent and employee engagement? What are the implications for employee retention?

### BENEFITS

- **Uncover opportunities** by aggregating communications data and performing analysis to discern insights
- **Identify best practices** and compare communications trends over time for timely intervention
- **Create new metrics** for employee engagement to help attract and retain talent

### Symphony on AWS

Symphony on AWS provides an ideal solution for asset management firms of any size looking to use real-time digital collaboration to transform how work gets done, without compromising security. With end-to-end encryption and the industry's strongest administration and compliance tools, Symphony helps companies innovate with confidence. When deployed on AWS, with Amazon's ability to deliver 11 nines durability with Amazon S3, Symphony can scale easily and reliably as organizations grow. Together, Symphony and AWS provide a unique combination of innovation, security and scalability helping asset management firms transform their workforces and business processes to gain a competitive edge.



Connect your community of colleagues, partners and customers with an affordable cloud-based productivity platform that powers work in financial services and other industries that prioritize innovation and security.

For more information, please visit [symphony.com](https://symphony.com)