# BI and Analytics for Asset Managers

**Pragmatix**
Unbox Your Data

## NEED

**CLIENT**

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

Mirroring critical transactional and investor data available with the transfer agent on a daily basis

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 agent 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 transfer agent

Understanding distributor and sales behavior vis-a-vis commission /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

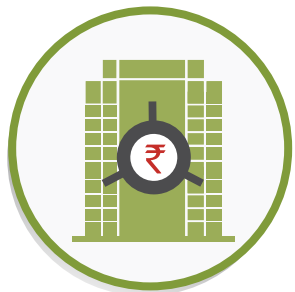Rationalizing and Optimizing distributor commission structures

Better quality of customer acquisition - driven by investor demographic and profitability analysis

Better alignment of sales channels behavior keeping in mind overall business goals

"We designed a smart data model which enables the AMC to evaluate vintage and profitability at an individual folio level. The model also helps the sales & distribution team to better analyze their commission structure and gives them a framework to continuously re-evaluate their commission structure i.e upfront vs tail rates. The analysis also helped re-segment their distributors based on the quality of business originated."

**DINESH VENKATASUBRAMANIAN**
Co-founder and Director, Pragmatix