

# VERSION CONTROL

february 13th/2012

## INDATA® Allows Buy-Side Firms to Focus on Managing Assets Instead of Running Technology Overhead

Most analysts predict that data management will be the first priority issue for financial industry in 2012. The statement seems rather fair, taking into account the fact that data management has been a stumbling-stone for most buy-side businesses for the past years.

In the current challenging environment, investment management firms frequently face with a number of various data management risks. In addition to the

multiple OMS, compliance and portfolio management jeopardy, there are some significant operational risks associated with inaccurate and not transparent data, received from different management, accounting, performance and risk systems.

There is no doubt, that the best way to get out of this situation for buy-side firms is to look for a single cutting-edge technology, enabling to mitigate all the risks and streamline their investment processes.

**INDATA's Intelligent Portfolio Management® technology is designed to do just that!**



INDATA® is a leading industry provider of software and services for buy-side firms, including trade order management (OMS), compliance, portfolio accounting and front-to-back office.

INDATA's iPM – Intelligent Portfolio Management® technology platform allows end users to efficiently collaborate in real-time across the enterprise. The company's mission is to provide clients with cutting edge technology products and services to increase operational efficiency while reducing risk and administrative overhead.

**David J. Csiki, Managing Director of INDATA, speaks to RFPConnect Editorial about how iPM Cloud Platform helps investment firms to increase their business agility, decrease operational risk, reduce administrative overhead and improve transparency.**



**Mr. Csiki, could you name the product you wish to showcase in Version Control? What is the functionality of the product?**

The name of our major product is INDATA iPM – Intelligent Portfolio Management® Solution. The product is actually a platform and set of technologies for buy-side firms that allow end users to collaborate in real-time across the enterprise. iPM has been designed to increase end user productivity, enhance the investment process and offers real-time risk, compliance and performance

monitoring as well as integrated tools for marketing. The key differentiator of INDATA's iPM technology is that it guides users' daily workflow allowing them to operate more efficiently and make better decisions, whereas traditional legacy systems are merely "bookkeeping" packages that require end user input rather than proactively alerting users to situations and/or processes that need immediate or future attention.

iPM can be utilized in the Cloud, a concept that greatly simplifies the installation, maintenance and

**“Via iPM Cloud we are able to implement new clients at a highly accelerated pace and our current implementation turnaround times and costs are already among the most competitive in the industry”**

ongoing support of the product suite. Simply put, we make it easy for our clients to focus on using the software and services that meet their needs without worrying about monitoring and managing ancillary hardware and software.

***RFPConnect: What are the benefits of the product to its customers?***

There are some outstanding benefits that iPM's customers get:

- Private cloud solution enhances security;
- Client's data is not commingled;
- The solution allows clients to completely outsource the technology and system maintenance parts of the technology equation;
- The solution provides potential for significant cost savings and satisfies industry best practices;
- The solution delivers best of class technology for outsourcing IT infrastructure, safeguarding client information and providing full redundancy (disaster recovery)

***How long does a typical implementation of this product require?***

Typically implementations run about 1-2 months, but clients can be up and running in as little as 1-2 weeks

***Who are the main users/customers of iPM technology?***

A variety of buy-side clients including asset managers, registered investment advisors, banks and wealth management firms, pension funds and hedge funds. Assets under management range from approximately \$25 Million to over \$80 Billion across a variety of asset classes (i.e. equity, fixed income, etc.) both domestic and international.

***Could you, please, name the principal competitors to this product?***

So far iPM Cloud is a unique offering and we strongly believe it will keep the leading position in the market further.

***What exactly makes the product so unique?***

Depth and Scope of Functionality, open system architecture and Cloud Technology Platform.

***How do you position your product in the market (e.g. price, functionality, speed of implementation etc.)?***

The main advantages of the product are: Functionality, Speed of Implementation based on Cloud Platform and Cost relative to other solutions.

***How often is this product upgraded? And how upgrades are delivered to existing users?***

Continually based on industry requirements and client feedback. Cloud delivery simplifies the update process so clients are always keep on the current version.

***Please describe how users/customers usually pay for the product (i.e. the fee structure) ?***

Pricing is based on a first year software license and recurring maintenance fee depends on the number of users and the modules used.

***What are the most important industry-wide trends affecting the market for iPM technology?***

The most important trends are:

- the need for enterprise wide integration;
- the need for data management tools;
- the need for compliance and risk management capabilities;
- the ability to demonstrate transparency of the investment management process.

***What is the marketing strategy of INDATA for iPM technology (i.e. by what means are you seeking to distribute the product and enlarge its market share)?***

Targeted marketing approach to intended audience for the product looking for state-of-the-art solution and strong client references.

**“As far as we can see, iPM Cloud is completely unique. Unlike other hosted or SaaS solutions available today, client data is not commingled offering investment management firms an added level of security and portability”**

## History of Success

### WCM INVESTMENT MANAGEMENT UPGRADES TO INDATA iPM FOR GROWING INSTITUTIONAL BUSINESS

January 10, 2012 – WCM Investment Management, based in Laguna Beach, CA, is live with INDATA's iPM – Intelligent Portfolio Management platform. The INDATA iPM system contains the best of class functionality demanded by sophisticated institutional investors. iPM contains a built in risk management engine that assesses data on a real-time basis and alerts designated end users before issues become problems. iPM Compliance provides comprehensive pre, post and real-time compliance. It also offers a full API for customizing compliance rules that may be required to bring on business with the ability to show these rules in action to consultants and prospects.

### THOMAS PARTNERS LIVE WITH INDATA iPM FRONT OFFICE SOLUTION

July 12, 2011 - ThomasPartners, Inc. based in Wellesley, MA is live with the INDATA iPM Front Office. After due diligence on a number of OMS/EMS vendors, ThomasPartners selected INDATA based on its flexible workflow, customization capabilities and interface with the firm's current back office system, PortfolioCenter®, from Schwab.

—At ThomasPartners we are exclusively focused on the construction of growth-oriented investment portfolios that generate significant current dividend income streams in our portfolio management approach. One of the advantages of INDATA over other systems was the ability to integrate our proprietary analytics into their modeling and trading tools, — commented William P. McMahon Jr., President/CIO.

### INDATA LAUNCHES iPM CLOUD

June 7, 2011 – INDATA announced the release of INDATA iPM Cloud, a secure, private cloud-based solution for investment management firms.

iPM Cloud offers the full security benefits of a dedicated hosted environment but with the flexibility of a SaaS Model (Software as a Service). With iPM Cloud, each INDATA client has a private environment with hardware security and physical infrastructure security built in. All hardware, software and ongoing maintenance costs including high availability DR (Disaster Recovery) are included. In addition, with INDATA's proprietary model, data and infrastructure delivered via iPM can be accessed from anywhere and can rapidly scale with each clients ongoing needs.

## Events on the Edge

### **TradeTech France 2012**

*Feb 13, 2012/ Hôtel Pullman Paris Tour Eiffel, France*

TradeTech France is a boutique conference exclusively for the electronic trading community of the Francophone nations bringing speakers from across Europe to Paris. At a time when global regulatory change is set to revolutionise market structure in Europe this event, held in French and English languages, offers the buy side a unique opportunity to come together and assess how these sweeping changes, such as MiFID II, will impact their industry and trading system choices.

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### **HIFREQ TRADE 2012**

*February 29, 8:30am – 6:00pm / Marriott Hotel Grosvenor Square, London, W1K 6JP, UK*

HIFREQ TRADE 2012 will be the third annual event dedicated to the High Frequency Trading world that is currently witnessing the turbulent developments and in its third year, we aim to discuss the latest strategies in this increasingly crowded trading environment that is witnessing the toughest competition ever, which force the practitioners to analyze and optimize the solutions that will help them to sustain the ongoing battle of technology and super smart algorithms that are more complex and diverse than they have ever been.

*Contact: www.hifreqtrade.com*

### **TradeTech Australia 2012**

*Mar 13, 2012 / The Menzies Sydney Hotel*

The 4th Annual TradeTech Australia is a break with tradition and brings together the value chain of investment and trading including Investment Strategists, Heads of Trading, and Heads of Trading Technology from brokerages, investment banks, super funds, hedge funds, prop trading firms and exchanges to discuss the latest investment and trading technology strategies. The event is all in one day with 3 streams dedicated to different investment professionals.

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