Client Servicing Performance Blueprint Application Brief

Overview

This application brief describes the content of an IBM Cognos Performance Blueprint built specifically for client servicing in the wealth and asset management area of financial services. IBM Cognos® Performance Blueprints are pre-defined data, process and policy models that help organizations speed their software deployments and drive faster return on investment. The *IBM Cognos Client Servicing Performance Blueprint* addresses the technological needs of client service by facilitating activities that can enhance the level of customer satisfaction and service for financial institution clients.

The aim of this *Blueprint* is to help ensure that wealth and asset managers have the best tools for providing a level of service to clients that enhances their relationships and fosters retention. What this involves is creating an environment that delivers a more streamlined, view of data to financial managers and their clients, including on-demand capabilities.

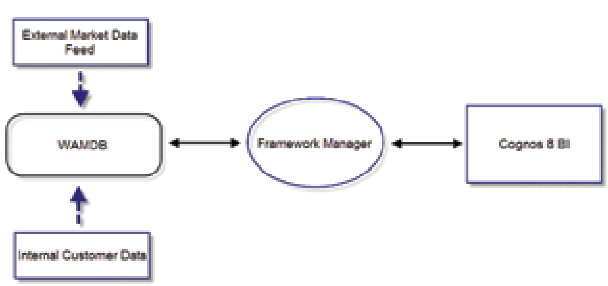
Objectives

The *Client Servicing Blueprint* achieves the following business intelligence (BI) objectives:

- Integration of external market data with internal customer data
- Database write back with the IBM Cognos 8 Business Intelligence interface
- Auditing/tracking interactivity of advisors
- Dynamic table of contents and page numbering.
- Statement interaction and navigation.
- Batch report creation/workflow (versioning, scheduling, distribution and so on.).
- Row-level data security.
- Reports available in multiple output formats.

Workflow

The architecture in the following diagram shows the high-level workflow of the Blueprint. The wealth and asset manager database (WAMDB) is a conceptual data mart that simulates the centralization of external market data (holdings, ratings and so on) with internal customer data. In addition, you can enter and update market commentary in the IBM Cognos 8 BI interface and send it back to a table in WAMDB using a stored procedure.



Wealth manager dashboard

The Wealth Manager Dashboard is a robust client servicing launching pad for wealth managers. First, they can obtain a quick answer to the most important question they have: How are my clients doing? The dashboard uses visually-appealing graphical representations and event-based alerts so they can discern in a few seconds how they are performing. In addition, wealth managers can drill into deeper detail for more specific information by clicking on the name of any client in the wealth manager's book of business. Finally, you can make other non-client information, such as news and stocks, available in the dashboard's portlets to provide easy navigation to external research resources.

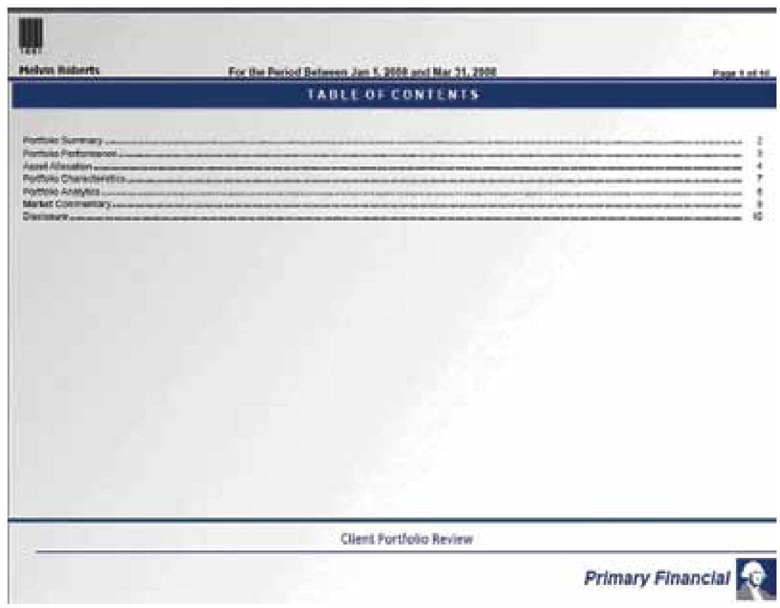
The dashboard, shown in the following illustration, renders results based on data-level security. With the exception of the external information links, the *Blueprint* populates all components only with the information the wealth manager is permitted to see. The *Blueprint* does this by integrating the authentication provider with elements in the source data. Here, wealth asset manager "Terry Hargrove" has logged in and can see a total of his assets being managed, his top accounts ranked by total portfolio and a performance-over-time trend chart for a selected client.

Clicking the needle of the Total Assets Under Management gauge chart will launch a list with details about all the wealth asset manager's current clients of the wealth asset manager:

Users can increase the list of top clients by assets from 5 to 10, 25, 50 or 100. In addition, users can click each name on the list and dynamically filter the Portfolio Summary Trend charts.

Client Portfolio Review

The Client Portfolio Review features a dynamic Table of Contents that is populated based on what you select in the Report Pages prompt. The barcode in the top left hand corner generates dynamically when the report is rendered in PDF. When it is in interactive HTML format, the barcode does not appear.

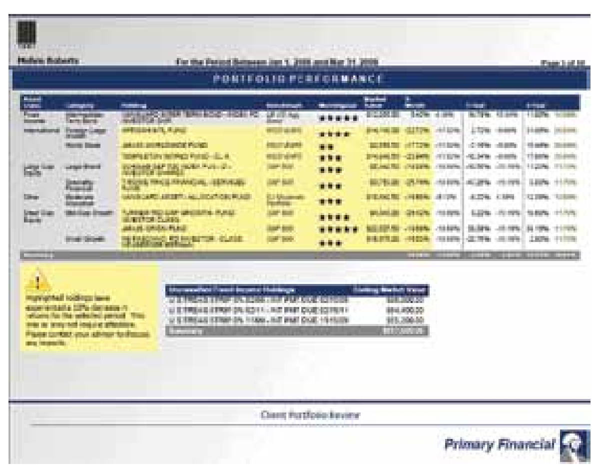


Portfolio Summary

The Portfolio Summary provides overall performance information, including portfolio returns, portfolio growth over time and benchmark comparisons.

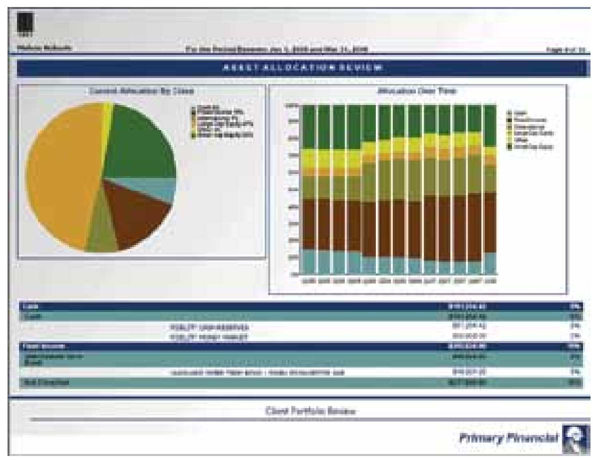
Portfolio Performance

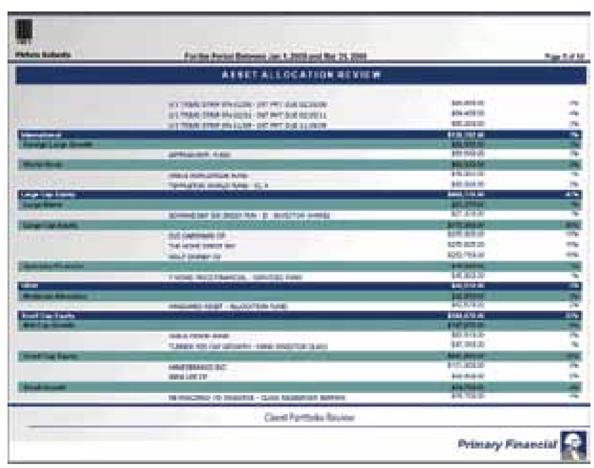
The Portfolio Performance section of the Client Portfolio Review report provides detailed information about performance, holding by holding, over time. This section also provides asset category and benchmark information, so the reader can quickly determine which holdings are over-performing and underperforming relative to their peer group. Finally, holdings are conditionally highlighted based on a threshold determined by the wealth asset manager.



Asset Allocation

The Asset Allocation page provides a client with key information about current asset allocation by security class, the asset makeup of the portfolio over time and detailed information about each specific holding.



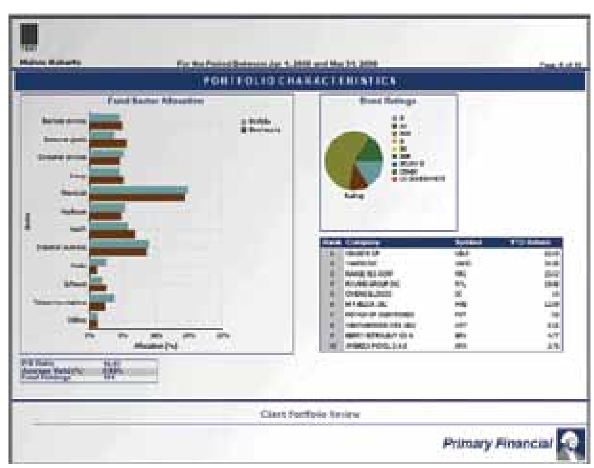


Portfolio Analytics

Portfolio Analytics displays key measures of portfolio performance, including returns, standard deviation (risk) and alpha.

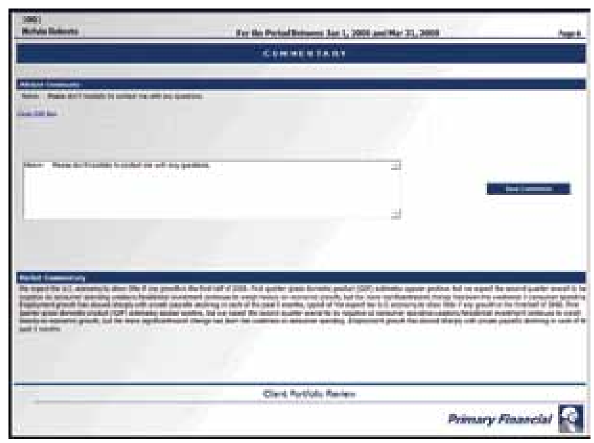
Portfolio Characteristics

The Portfolio Characteristics section of the Client Portfolio Review report shows such information as fund sector allocations, the P/E ratio for the entire portfolio, bond ratings of the portfolio and a ranking of holdings by year-to-date return.



Commentary

The Commentary page in the Client Portfolio Review report includes overall market insight, along with advisor comments so that the wealth and asset manager can create a personalized message that fits the specific needs of a client. Users can edit the Market Commentary with the Edit Market Commentary report. Each update is written to a database table so that you can track commentary history with the Market Commentary History report.



About IBM Cognos BI and Performance Management

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For more information

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