IBM

Client Servicing Performance Blueprint
Enhancing customer satisfaction and service for investors

Overview

The world is getting wealthier. The number of individuals worldwide with $1 million or greater in financial assets grew six percent from 2006 to 2007 and is forecast to rise 7.7 percent annually through 2012 (Merrill Lynch World Wealth Report, 2008).

This is unquestionably good news for wealth managers. The question, however, is how to provide the service that these clients require— that is, how to retain and build client relationships. On that front, the news is not all good; in fact, it is largely bad for the industry.

Tower Group reports that "today's investors are much more sophisticated … forcing firms to improve their client/advisor relationship strategies and the quality and value of the information they deliver." In 2008, Tower Group expects client reporting and analytics to be a topten technology initiative that enables firms to improve the client experience: "Firms that operate their own wealth management platform will enhance client reporting solutions to better illustrate to clients the performance of their portfolio and the progress of their retirement plan strategy."

Figure 1

The IBM Cognos Solution
IBM Cognos Performance Blueprints are predefined data, process, and policy models that can enable organizations to accelerate software deployment and drive faster return on investment. The IBM Cognos Client Servicing Blueprint facilitates activities designed to enhance the level of customer satisfaction and service for investors. This Blueprint contains:

- Wealth Manager Dashboard (Figure 1): Gives an at-a-glance view of the advisor's book of business
- Statement Reporting: Provides high-quality, pixel-perfect client statements

- Self-service / Extranet: Enables external customers to access to information through interactive business intelligence capabilities

Our Experience with Client Servicing
Many financial institutions have used IBM Cognos solutions effectively to address client-servicing needs, including:

- Top Asset Manager: Uses IBM Cognos solutions to report and analyze fund and asset performance

Cognos software

- Top 5 Global Investment Bank: Uses IBM Cognos solutions for Global Prime Brokerage statement batch reporting and delivery
- Top 5 Global Asset Manager: Uses IBM Cognos solutions for Asset Management Client Statement reporting
- Top 10 US Hedge Fund: Uses IBM Cognos portfolio reporting on Assets Under Management (AUM) across asset classes, styles, and geographies
- Top 10 US Investment Bank: Uses Advisory Services portfolio statement client reporting
- Top 10 UK Hedge Fund (back office outsourcer): Provides performance reports and client statements for hedge fund managers
- Top 10 Global Wealth Manager: Uses selfservice channel for asset performance reporting and analysis
- Top 25 Global Investment Bank: Uses selfservice extranet for AUM and sales reporting, hedge fund reporting, and performance
- Top 10 Asset Manager: Uses IBM Cognos solutions in its extranet for asset management profitability, sales, and performance reporting
- Top 10 Investment Manager: Enables institutional clients to analyze portfolio performance versus industry benchmarks via a customized selfservice portal
- Top 10 Securities Firm: Uses treasury and security services extranet client portfolio self-service reporting
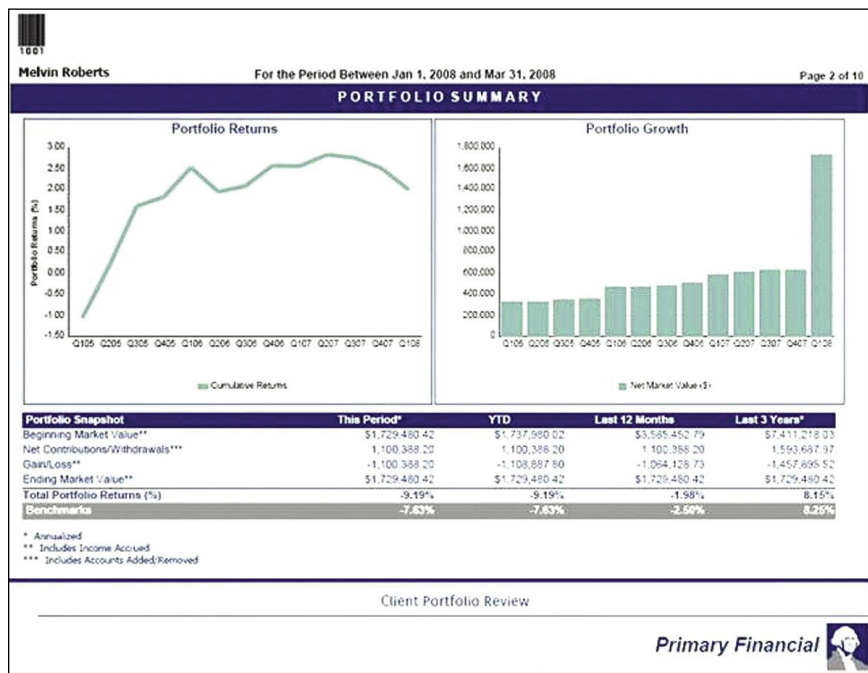

Figure 2: Statement Reporting Module

Figure3: Self-service module

Why IBM Cognos solutions

With IBM Cognos solutions, financial institutions have an integrated, best-practices solution for performance management and client servicing. Many of the leading players in financial services already choose IBM Cognos solutions, including:

- Nine of the top ten banks in Europe
- The top ten banks in the USA
- The top ten commercial banks in the world

The IBM Cognos Client Servicing Blueprint represents the lowest risk to financial services firms while providing an enterprise class, industryleading and proven clientservicing solutions.

**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.

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