

QlikView for Investment Management

Improving performance and client relationships through informed decisions

Amid uncertain economic conditions, changing investor demographics, and a crisis of confidence in the markets, investment managers must maximize their ability to target, grow, and service clients and their portfolios. The urgent need for actionable information to help achieve these priorities compels firms to attempt complex data integration and warehouse initiatives. But lengthy and costly IT projects are hardly an option in today's marketplace. With QlikView in-memory analysis, investment firms can quickly and affordably offer visibility and analytical capability directly to business users, empowering informed decision making and action based on insight.

Industry challenges

Client acquisition and retention takes on new meaning in an increasingly skeptical investor community. With the credit crisis producing heavy losses across the financial sector, many feel a broader

data can negatively impact client relationships, investment performance, risk management, and process efficiency, reducing a firm's ability to compete on both the top and bottom lines. To create agility and optimize decision making, investment managers must overcome fragmented legacy system infrastructures, segregated lines of business, and rigid forms of information delivery. This challenge is tough enough when markets are strong, and even harder when a culture of cost reduction is pervasive. Firms must find ways to empower business users with information while at the same time, reduce spend on costly, long-term IT initiatives.

QlikView solution

With QlikView in-memory analysis, firms can quickly integrate data from all lines of business and external sources, creating comprehensive, consolidated views of clients, portfolios, transactions, and performance. And business users themselves can perform powerful, interactive analyses to answer their specific questions and create the agility they need.

Unlike traditional business intelligence, QlikView can be implemented in days. End users can be trained in minutes. Data can be analyzed across unlimited dimensions and explored in any direction against the entire data volume down to record level data such as transactions or

recession will remain for some time. The consolidation of sell-side firms will require asset managers to become more self-reliant, and the ability to manage risk and adapt to new compliance rules is as vital as ever. In fact, as the economy shifts there could be an onslaught of new compliance regulations that will replace established frameworks.

Inhibitors

The inability of business users to efficiently access, aggregate, and analyze

Testimonials from Global Financial Services Clients

"QlikView was the only solution able to provide ad-hoc analysis at high performance levels across 200 million records of customer data. Existing solutions of BO, Cognos, Hyperion and SAS were unable to meet our requirements."

"QlikView is so flexible, powerful and easy to use – views of data have not been seen this way previously."

"Salespeople are winning more business from clients directly as a result of having access to QlikView."

More than 250 financial firms, including over 50% of the global top 25* have turned to QlikView to improve performance across their organizations.

* Top 25 based on Fortune Global Banking and Securities Firms by Revenue, 2008

holdings. QlikView provides fast, visual, flexible and powerful analysis – all enabled through its in-memory associative technology.

Executives, managers, analysts, and traders rely on QlikView's unmatched flexibility and ease of use for clear visibility into their information assets, enabling:

- Improved ability for sales, financial advisors, and marketing to target and 'fit' the right investment products to the right clients
- Improved portfolio, investment performance, and transaction activity analysis
- More effective risk and exposure analysis across clients, funds, and geographies
- Improved operations and lower costs through measurable process improvements
- Improved executive insight into sales, operations, performance, and risk
- Enhanced ad-hoc analysis and response capability for regulatory and legal compliance



QlikView for Information Based Business Agility

Executive Management & Lines of Business (Equity, Fixed Income)

With QlikView, executives leverage up-to-date, balanced scorecards and dashboard KPI's to manage progress toward business targets, while QlikView's associative analysis paradigm inspires intuitive, exploratory thinking. Whether addressing new investment opportunities, performing research, or analyzing performance of business lines, QlikView offers powerful and simple analysis for end users to make better informed decisions.

Sales, Marketing, and Financial Advisors

QlikView empowers sales managers and financial advisors to easily explore and analyze clients and portfolios to uncover investment opportunities. QlikView dramatically improves enterprise up-sell and cross-sell potential by allowing each individual advisor to fine-tune targeting into their client portfolios, increasing AUM, revenue, and profitability. Marketing and product management groups also benefit from QlikView to target the 'who, what, when, and how' for investment products, bundles, and campaigns to drive maximum impact, client acquisition, and retention.

Trading

Through QlikView, new visibility into trades, transactions, and subscriptions

/ redemptions provides managers and institutional clients with improved understanding of activity. Users can explore and analyze across trading desks, brokers, and a multitude of dimensions, to reduce transaction fees and improve efficiency. In addition, QlikView helps to support fraud investigation initiatives where it's difficult to predict activity or patterns in advance.

Asset Management

Better insight into value, performance, and exposure across funds and portfolios allows managers to quickly adapt investment approaches for improved performance. QlikView provides ad-hoc analysis of funds and holdings to better understand allocations and exposures by sector, asset class, and even individual issuer or security. QlikView supports asset management at all levels, from hedge funds to mutual funds to institutional accounts, with simple and powerful analysis supporting investment decisions.

Risk Management & Compliance

Risk managers use QlikView for clear, fast, and flexible visibility into portfolios. With QlikView, up-to-date holdings can be quickly assessed against thresholds, and unrestricted investigatory analysis can be performed by business users, down to the record level, to uncover hidden exposure concentrations and answer questions that cannot be anticipated. In addition, QlikView provides a powerful ad-hoc compliance capability supporting exploratory analysis and follow up for Trade Compliance,

Basel II, the Single Euro Payments Area (SEPA), Know Your Customer (KYC), and the U.S. Patriot Act.

Operations, IT, & Back Office

With QlikView, operational managers can assess where and how to improve processes and lower operational costs, IT managers can perform analyses around systems performance and SLA's, and CFOs can simplify financial reporting and compliance with SOX, IFRS and GAAP. And because associative analysis can be conducted on any data by any dimension – for example, P&L by line of business, geography and product, administrators can apply QlikView decision support to any business function, such as HR, payroll and benefits, planning, budgeting and more.

Accelerating the competitive advantage of informed decisions

Leading financial firms worldwide use QlikView as their platform to deliver easy-to-use, fast and flexible analysis across the enterprise. With QlikView, firms seize competitive advantage by empowering their organizations with the insight and business agility to deliver innovative products, target the right clients, and proactively manage risk. The QlikView platform provides business analysis at line of business and enterprise levels without the long lead times and expense of traditional business intelligence. With QlikView, driving performance means fast and intuitive use of information to optimize decision making.

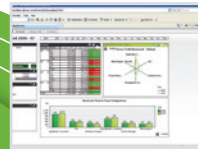
Asset Management

- Portfolio Management & Analysis
- Investment Performance & Profitability
- Investment Research
- Scenario / What-if Analysis
- AUM Analysis / NAV Interpolation



Executives & Business Lines (EQ, FI)

- Executive Dashboards
- Product Management & Performance
- Equity / Fixed Income Research
- Portfolio & Transactions Analysis
- Performance, Margins, Commissions



Risk Management & Compliance

- Risk & Exposure Analysis
 - Credit, Market, Portfolio, Operational
 - Cross-Product and Counterparty Risk
- Compliance – Traded Products, Basel II, KYC, AML, USA Patriot Act, TCF



Trading

- Trade Activity & Realization Analysis
- Cash Management
- Predictive Analysis
- Sales & Trading Performance
- Trade Life-Cycle Management



Operations, IT & Back Office

- Financial & Management Reporting
- P&L Analysis by LOB
- Fund Accounting / GL
- Business Process Efficiency
- IT Systems & SLA Management



Sales, Marketing, & Financial Advisors

- Sales & Revenue Analysis
- Customer Segmentation & Targeting
- Product Performance Analysis
- Marketing Campaign Analysis
- Online Channel Applications



Dashboard
Analysis
Reporting