

Case Study:

A highly flexible
system to customise
portfolio reports



Executive Summary

Prudential provides financial services, investment advisory and reporting to wholesale clients. They offer day-to-day investment advisory, portfolio reporting, policy and strategy reviews. Their primary market is local government.

"One of the most important factors for success in our business is the ability to quickly respond to the clients' needs and foresee areas that we can add value before the clients ask. We need to demonstrate a consistent track record of success among similar organisations in the industry because local governments rely heavily on favourable feedback from peers."



"Now we are putting more focus on the investment portfolio reporting side of our business and Protecht has been instrumental in providing a highly flexible system which allows us to customise portfolio reports based on individual client needs."

This case study is the result of an interview with Erik Gates, Director of Prudential Investment Services Corp.



This is a sample of the dashboard that Prudential generates for its clients using Protecht.ALM. Does your provider do it for you?

Challenges

"Over two years ago we had a very short turnaround to provide a seamless reporting transition for carryover clients, yet we needed a system that could generate a new range of client centric reports. We specifically required a system which would allow us to design reports quickly and could be tailored to our clients' specific needs.

Our previous reporting system was too costly and inflexible. It was also not tailored for cash and term deposit investments. We knew we wanted better reports and flexibility to grow as our clients' requirements changed."

How is Protecht helping?

"While Protecht's investment reporting component was new at the time we became a client, we knew the Protecht team, and trusted their commitment to quality. To evaluate the product we had several meetings with the Protecht team, saw demonstrations of the product and compared the services with other alternatives in the market.

We finally chose Protecht.ALM because it offers a much **more flexible reporting** solution than other options in the market. To get started was very easy. Great training was provided and follow up questions/issues are dealt with promptly."

Some Challenges with the previous system:

Lack of support.

High cost.

Limited design.

Reporting systems were too rigid with little scope to design our own.

Benefits that Protecht.ALM provides us are:

The professional & knowledgeable personnel that make the system easy to navigate.

Great value for money.

Meets our detailed requirements.

Flexible reporting. We can design our own, following specific needs.

Utilisation

Titus Hui, one of the Senior Associates, is the primary user of the system within Prudential. Titus oversees the daily transactions of the clients, runs the month end reports, and designs new reports for the clients. Erik Gates, Director, uses the system to see how individual clients' portfolios are positioned versus strategic guidelines and policy limits. "All of our clients have access to the system but most of them rely on us to run the reports."

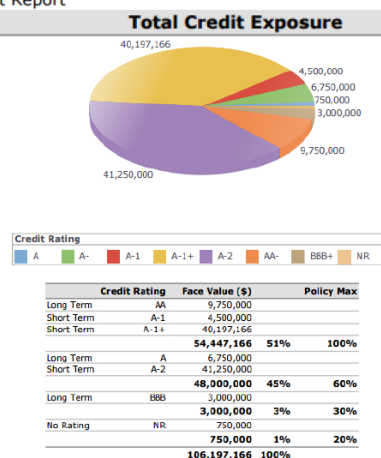
Results

"The module of the Protecht system we are using the most is the Treasury Module and our favourite feature is the dashboard reporting capability. The reporting service has provided the flexibility we were looking for, along with accurate portfolio monitoring that is a necessity in our business.

The positive experiences we have with the Protecht.ALM system is reflected in the feedback we receive from clients when they see new reports and the flexibility to produce a specific report for their own particular needs.

XYZ

Credit Limit Report



This is a sample of the Client Investment Summary.
Does your current system offer you these options?

"In addition to utilising the full range of reports for their internal financial purposes, many of our clients are using a selection of the reports to plug directly into their monthly council agendas.

We have been able to easily convert our ideas into functional reports and achieve immediate feedback. This has been instrumental in a highly competitive industry." - Erik Gates



Prudential is a leading provider of independent investment advisory and reporting services with a focus on providing its clients with the tools to achieve their good governance objectives. Prudential's services allow Council staff to concentrate on its core activities while receiving professional, efficient and independent support across all facets of their investment management responsibilities.



Protecht is an international company founded by some of the most accomplished risk professionals in the industry. Since 1999, we have delivered training, advisory and software solutions that intensify the Risk Management focus and discipline of corporations and government departments alike.

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