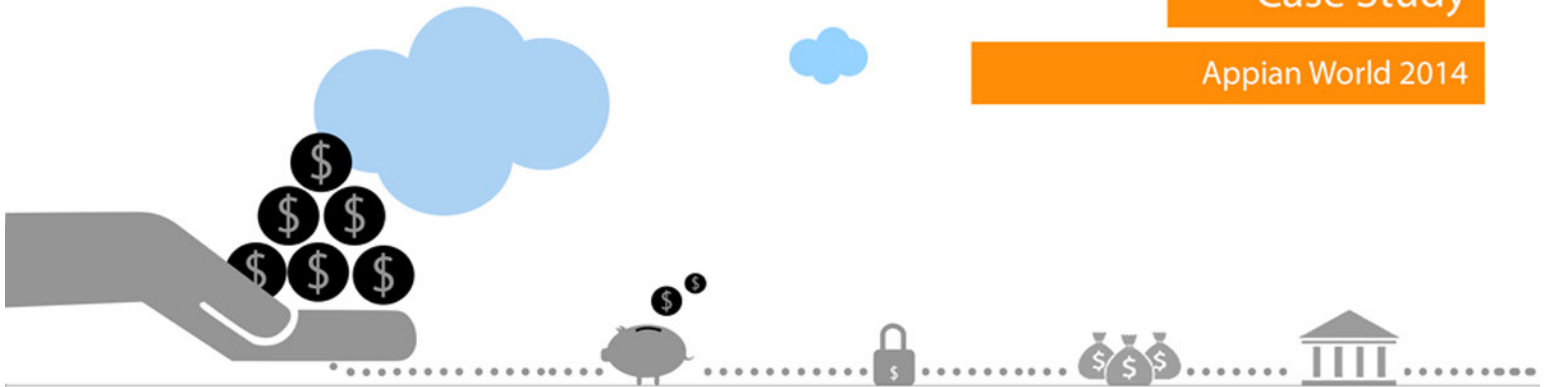


ASSET MANAGEMENT FIRM, NEW YORK

Case Study

Appian World 2014



The Business

- ♥ Customer is a global investment management firm providing asset management services to US and Non-US investors.
- ♥ The firm specializes in managing global-equity portfolios and total assets under management is over USD 40 billion.

The Need

- ♥ The company's core business involves handling funds, cash flows and confidential client information. There was a need for standardized work-flow management.
- ♥ The various business groups in the company were using paper based documents, excel spreadsheets and email to communicate, document and carry out business processes.
- ♥ The company wanted to obtain SSAE16 control certification, but did not want to rely on paper and pencil or email and spreadsheet based processes. Integrated document management system.
- ♥ Need for Mobile enabled applications.

The Past

- ♥ No way of maintaining audit trail and especially version control for business activities carried out on a regular basis.
- ♥ Activities / tasks to be performed by the business groups in the company were communicated over phone, emails or in-person.

The Preferred Vendor (Appian)

- ♥ Cloud based environment, eliminating the requirement for hardware support
- ♥ Mobile device support as a standard element of the application.
- ♥ Cost effective integrated BPM Suite with in-built document management system.
- ♥ Ease of leveraging email communication, both internally and with third party vendors.
- ♥ Rapid solution development and seamless import of existing data.

The Preferred Partner (Vuram)

- ♥ Flexible in accommodating the firms “unstructured” approach to change management. Experts in the product and very creative consultants.
- ♥ Lean development team. Shares a strong belief in the benefits of Agile methodology.

The Details

- ♥ A simple yet powerful process built to capture the various business activities performed using Appian. The data is readily available for export.
- ♥ Management process to handle investment funds and clients invested in those funds.
- ♥ On-boarding processes for Separately Managed & Commingled accounts.
- ♥ Processes to on-board brokers, and conduct periodic eligibility review.
- ♥ Vuram Team Size - 2, Engagement Duration - January 2013 till date.

The Finale

- ♥ Audit data required for SSAE16 certification can now be pulled out from the system as and when needed. Response time to auditors improved significantly and availability of audit trail data with user id and time stamps increased.
- ♥ A significant number of important investor and fund documents with real time data are now generated and stored in Appian minimizing need for external documentation.
- ♥ Automation of tasks which had earlier necessitated periodic reminders has resulted in clear & transparent communication between various business groups.
- ♥ Business, is now able to fully focus on their functions instead of having to devote time to manual, laborious and time consuming work. This has delivered significant benefits in terms of reduced costs, scalable operations and reduced operational risk.

“The combination of an open application, with a nimble and creative consultant such as Vuram proved to be a powerful one. We found Vuram’s agile approach to developing new and modifying existing processes to be very valuable. Vuram was able to contribute the most and help us implement successful projects, where we combined their systematic and flexible approach to process mapping and application development with our business needs for simple yet accurate business processes.”

————— *Head of Operations, Asset Management Firm, NY*

