

Web Content Management for a US-based Asset Manager

\$1.6m

annualized cost savings

45%time saved due to
efficient processes**>1500**content updates per
month**60%**decrease in turnaround
time

CLIENT CHALLENGES

- The CMO of a global [asset manager](#) wanted to improve digital content available on their multi-manager, multi-asset products to better connect with institutional investors and [financial advisors](#). The website content was outdated and inconsistent due to inadequate maintenance and a lack of process standardization. There was also a need for regular maintenance:
 - Inefficient existing web production processes meant a lot of time and resources had to be spent on content publishing and reporting
 - Large volume of content coupled with inefficient processes strained the company in terms of cost.
 - It took as much as 6 weeks for a new product to be added on to the website, resulting in competitive disadvantage
 - Slow execution of regulation-mandated web and collateral updates, such as fund manager changes and asset reallocations, posed legal risks

OUR APPROACH

- Created new web pages and functionalities, and streamlined content on individual pages
- Established consistent processes and standards across business units and regions
- Scoped out all web pages and collaterals, pertinent to regulatory updates, ahead of time. Prepared a detailed plan for change execution, quality assurance, [compliance](#) review, and publishing
- Carried out performance, holdings, manager, and other data and document updates on web pages and internal document repository
- Used dynamically updated excel reports to reflect updated data values

IMPACT DELIVERED

- Deployed a multidisciplinary team consisting domain experts from [digital marketing](#), web-based technology, and [fund marketing](#)
- Implemented an efficient [work-flow management](#) system to improve deadlines and data tracking, resulting in effective [project management](#)

- Leveraged our experience in working on similar processes with other global asset managers and implemented best practices
- Established a strong governance framework to provide strategic guidance to the engagement

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 350+ financial institutions and consulting companies through a team of over 3,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

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