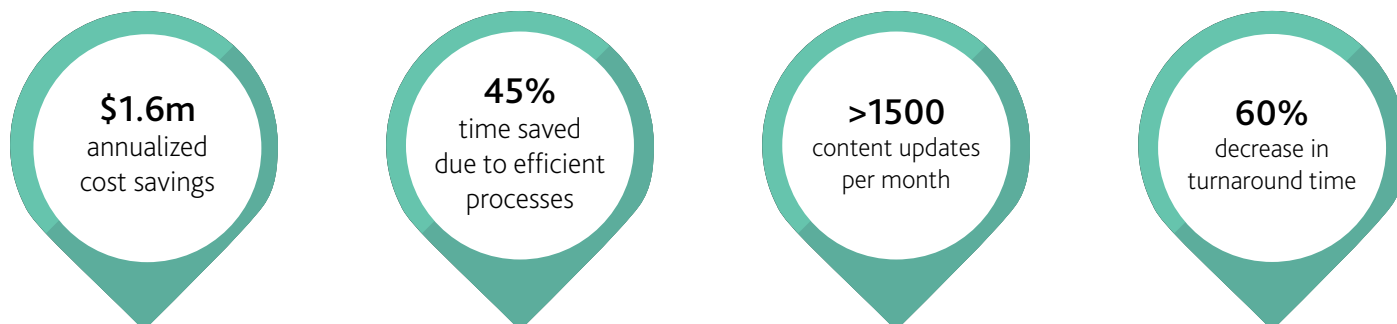


Impact Story – Web Content Management

US-based Asset Manager



Client requirement

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 The website content was outdated and inconsistent due to inadequate maintenance and a lack of process standardization.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



How we solved the problem?

- » 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



How did the client benefit?

- » 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

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Our clients include leading financial institutions, asset managers, Fortune 100 corporations, mid-tier companies, and boutique investment banks. We support over 150 institutional clients through our team of 2,600+ employees and our global delivery centres, located in close proximity to our clients.