

## Web Content Management

### 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 The website content was outdated and inconsistent due to inadequate maintenance and a lack of process standardization.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, formerly part of Moody's Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector. Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network.

We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines. These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

Acuity Knowledge Partners is assisted by Equistone Partners Europe, a leading private equity organisation that backs specialist growth businesses and management teams.