

# Debt Capital Markets (DCM)

## Asia-Focused Bank Headquartered in the UK

**5-year**  
partnership in DCM  
research

**>35%**  
time savings on weekly  
updates

**>70**  
bankers supported  
globally

**>11,500**  
projects delivered

### CLIENT CHALLENGES

- » The client is an APAC-based, mid-sized investment bank. Acuity Knowledge Partners has been supporting its DCM division since 2012, with global coverage of investment-grade, high-yield and financial institutions teams
- » The goal was to set up an offshore platform to support an onshore team of bankers globally, with the following key objectives:
  - » To allow onshore bankers to focus on value addition and client-centric revenue-generating activities
  - » To enable standardization and centralization of recurring tasks
- » The DCM relationship was based on an excellent engagement with the Corporate Finance and Coverage teams; Acuity Knowledge Partners delivered a high-quality, cost-efficient model to meet client objectives
- » A 12-member dedicated DCM team from Acuity Knowledge Partners supports client teams across APAC, EMEA and the Americas
- » Support across the deal cycle covers market updates, debt structure analysis, bond-issuance databases, credit positioning, pitchbook support, pricing updates, covenant analysis, credit memos, and investor profiles

### OUR APPROACH

- » Set up a dedicated team with specific skill sets and experience in DCM
- » Regularly expanded the team to reduce queue time and to provide support with time-sensitive analysis
- » Provided increased coverage to the client - 12+ hours in staggered shifts, for more real-time coordination
- » Provided weekend support to cover market updates/newsletters and to provide better coverage for bankers in the Middle East

### IMPACT DELIVERED

- » **Dedicated teams:** Established dedicated teams to support onsite teams at various client locations
- » **Standardization and automation:** Automated standard and repetitive tasks to improve productivity and efficiency by up to 40%
- » **Market data sources (MDS) rationalization:** Achieved cost savings by rationalizing the use of MDS
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### 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.