

# Financial focus



**Innovative Asset Management Solutions**

## **Our core competencies cover:**

- Portfolio reporting, back-office automation and efficiency consulting.
- Performance measurement, risk measures, attribution, and portfolio analytics.
- GIPS verification preparation and composite management.
- Investment policy and compliance monitoring.
- Specialized in custom fixed income solutions.
- Extract positions, transactions and cash data from custodian banks.
- Integration and with major portfolio accounting systems such as Advent Axys® and APX®.
- Integration with popular data services including Bloomberg Data License® and Bloomberg API®.

*“We are currently helping professional asset managers, hedge funds, and consultants streamline their operations and position them for growth.”*

Our solutions are all born from real world needs, and evolved over time through continuous collaboration with our clients and partners. We realize that all firms do things a little bit differently, and that it is impossible to fit these differences into a one size fits all solution. This is why we tend to develop our applications as a framework; allowing us to customize the details according to your requirements.

Regardless of the details, there are several underlying themes that affect everyone in our industry, and these themes are prevalent in the solutions that Cainsoft provide.

### **Cost Control and Employee Productivity**

Ask any business owner what their number one expense is, and the unanimous reply will be employee wages and benefits. So why is it that we repeatedly see high wage earning staff engaged in outdated, manual business processes such as statement reconciliation or manual portfolio reviews? Even modest productivity gains can translate into real bottom line cost savings if that employee's time is redirected into higher level activities. As the saying goes, you don't want a \$100 per hour person doing a \$10 per hour job.

### **Competing for Institutional Assets**

So, you have a great 5 year track record and you've significantly outperformed your benchmark - institutions should be lining up to solicit your services, right? Unfortunately, it involves more than just good performance. Gathering institutional assets requires the help of the consultant community, and there are barriers to entry. Is your firm profile properly marketed in consultant databases? Have your performance numbers been GIPS verified? Are you able to produce a long-term performance analysis, risk analysis, or performance attribution? Can you explain your investment decisions on a granular level? How prepared are you to respond to lengthy RFP's, is the data at your fingertips or is it a time consuming team effort?

### **Maintaining Client Relationships**

Attracting new clients is only half the battle, and retaining them is the other half. Institutions and savvy high net worth investors are demanding more from their investment advisors. Do you have the ability to "mass customize" portfolio reviews, or does an increase in clients result in increased headcount? Is quarter end reporting a stressful time at your firm?

### **Leverage Your Existing IT Investment**

Every firm that we work with has some type of IT investment already in place: networking, portfolio accounting system, market data, analytic software, research systems ... How well do these pieces talk to each other? Do you have a unified strategy in place, or simply a collection of tools? Cainsoft can help you make these systems talk to each other.

### **Employee Loss and Information Hoarding**

We were working on an onsite project a few years ago and a senior analyst was away on vacation. This person was responsible for a key piece of portfolio analysis that only he knew how to run. To complicate things his computer was protected by fingerprint access control. We can't begin to describe the panic that ensued when the firm's largest client called in requesting yesterday's analysis ... What happens if such an individual leaves your firm? Does this knowledge simply walk out the door, or have other employees been cross trained and have access to the information? Even more important, why is this analysis even being performed by hand?

These are only a few of the issues facing our clients, and is our reason for being in business ... please take a few minutes to evaluate our various solutions, and feel free to contact us if you have any further questions.

# Cainsoft solutions

## Why Cainsoft?

- Privately owned and managed since 2001.
- We are focused exclusively on the asset management industry.
- We understand the institutional marketplace and the issues confronting it.
- Our team of outstanding professionals and colleagues provide a wealth of industry experience.
- We enjoy a collaborative relationship with our clients.
- We are a Microsoft Certified Partner.

## Technical Focus

- Windows Application Development
- SQL Database Platforms
- Analytic Reporting Solutions
- Financial Data Service Integration
- Portfolio Accounting System Integration

## MARS - Institutional Asset Management Platform

The origins of MARS can be traced back to Bob Cain's employment at Merrill Lynch, where he developed a database driven portfolio review system for a large investment group at the firm. Although the technologies have changed, along with his experience level and hair color, the basic premise remains the same ... optimize employee resources, share knowledge, and create a firm asset from your technology expenditures.

Now in its fourth generation, MARS has evolved into a system that could have never been imagined back in 2001. This evolution is a direct result of continuous input from our clients, and our willingness to provide value and make the application as relevant as possible.

## StokTrib - Evaluate Skill, Not Style

Cainsoft has partnered with PPCA, Inc. to develop the next generation of their product StokTrib; a holdings-based performance attribution system for asset managers and consultants.

StokTrib is a new generation performance attribution system without the complexity and cost of its less sophisticated rivals. It is developed by leading consultants and technologists in the investment management industry and contains all of the information that you need to compete effectively in the institutional market place. It also answers the questions most frequently asked by the gatekeepers of institutional assets and customizes benchmarks allow you to evaluate "real" manager skill.

## Institutional Fixed Income

The global credit markets dwarf the equity markets by 3:1, yet why are the vast majority of software solutions so equity centric?

Cainsoft specializes in the unique challenges faced by fixed income managers. Whether it is combining data from disparate sources, constructing complex portfolio analysis, or pre-trade modeling to test for investment policy compliance; Cainsoft has the experience to help you succeed.

- Portfolio Analysis
- Customized Indexing
- Performance Attribution
- Investment Policy Monitoring
- What-If Analysis - Portfolio Level
- What-If Analysis - Security Level
- Ad-Hoc Reporting in Microsoft Excel

## GIPS Verification

Considering GIPS Verification? Already verified and on a maintenance schedule? Either way, you need to know about the GIPS Verification Extract. Firms undergoing a multi-year initial verification are faced with days if not weeks or record collection and collation - those on a standard verification schedule are still required to collect and format their figures. Let us do the heavy lifting for you.

Cainsoft has partnered with ACA Beacon Verification Services to build the GIPS Verification Extract. We develops and maintains preparation tool, which is offered exclusively to the clients of Beacon Verification Services.

For more information about Cainsoft, please visit us at [www.cainsoft.com](http://www.cainsoft.com)

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