



## Delivering Data Management and Performance Measurement to Meet Growing Demands at Natcan

Natcan Investment Management Inc. provides asset management services to institutional clients, in addition to mutual funds and private wealth portfolio management. With \$21 billion in assets under management and more than 40 investment professionals in its Montreal and Toronto offices, Natcan is considered an important portfolio management firm in Canada.

In order to continue growing and to maintain its position as a leading Canadian investment manager, Natcan understood that an investment in technology was needed to achieve their business goals. "As our business evolved and grew, so did the challenge of meeting our client servicing needs," says Charles LeBlanc, senior vice president of operations, Natcan. "Adding additional operational staff is not a scalable strategy, so we knew we needed to find a long-term solution to meet our client servicing requirements." As Natcan's client base grew, so did the need for information, including requests for more timely data, improvements in performance measurement and attribution reporting and web-based access to their portfolios. Faced with the reporting limitations of their existing systems and a heavy reliance on Excel or spreadsheet-based reporting, Natcan had some challenges producing effective internal and external reports. Natcan knew that continuing to provide clean, validated data to support these requirements, and to continue to provide their internal and external clients with excellent customer service, would become more and more difficult if improvements were not made to their processes.

### ARCHITECTING THE SOLUTION

After a detailed analysis of their business requirements and potential software vendors to meet their needs, Natcan selected Eagle Investment Systems to address their data management, performance and information delivery requirements. Eagle responded with a four-phase plan aimed at updating their systems and automating their workflow. The plan detailed goals and deliverables that provided for quick successes in each phase, including incorporating hundreds of data elements across multiple source systems on a daily basis.

#### "IT'S ALL ABOUT THE DATA": EAGLE DATA MANAGEMENT

The first step in tackling Natcan's business challenges was to address the realities of integrating and validating multiple sources to transform data into information. "Eagle did not just treat it as a data mapping exercise, they really understood and advised us on how the sources have to work together to achieve our end goals," says Charles. "Eagle worked with us by looking at reporting and downstream system requirements to ensure that we had the data we needed to meet our needs. This little bit of extra planning up front ensured that we did not have to rework any of our data integration efforts."

#### "MAKE THE DATA WORK FOR YOU": EAGLE PERFORMANCE MEASUREMENT

With a data management foundation firmly in place supplying clean, accurate and enriched information to the enterprise, Natcan was able to focus on its performance measurement initiatives. Implementing Eagle's Performance Measurement suite was Natcan's second step toward achieving its business objectives, which included GIPS compliance. Eagle Performance was designed by performance experts to work seamlessly with the data management solution by using an integrated exception-based workflow. Eagle's performance solution addressed key issues, such as handling "as of" accounting changes and reference data changes without requiring custom solutions. The implementation of other performance systems would have required significant custom interfacing outside of the application to adapt the accounting data to the calculations.

### BUSINESS CHALLENGES

- > Need to provide clean, accurate data to downstream systems
- > Need to address data silos
- > Need to achieve daily performance measurement and attribution
- > Achieving GIPS® compliance
- > Lengthy client reporting cycle and dependency on Excel analysis
- > Requirement to provide Web-based reporting to clients
- > No common infrastructure for system integration

### EAGLE SOLUTION

- > Eagle Data Management
- > Eagle Performance Suite
- > Eagle Portal

### BENEFITS

- > Streamlined data management and architecture
- > Daily Performance and Attribution
- > GIPS compliance
- > Shorter reporting cycle and standard reports
- > Enriched client Web portal experience
- > Infrastructure for growth

## "Eagle helped translate a complex strategy into achievable and measurable successes that delivered solutions to our business."

Charles LeBlanc, Senior Vice President of Operations, Natcan Investment Management

"With Eagle Performance, our portfolio managers and analysts now receive performance and attribution every day. The team now spends its time analyzing our business instead of chasing data," continues Charles.

### IMPROVE ENTERPRISE REPORTING — A SINGLE SOURCE FOR DATA ACROSS THE FIRM: INFORMATION DELIVERY

With the Data Management and Performance implementations complete, all of the complex data requirements had been consolidated and stored within the Eagle data hub. This process allowed Natcan to generate sophisticated client statements and meet internal reporting requirements across the organization using security master and index data from multiple sources, positions and transactions from accounting, and the performance and attribution results generated within Eagle Performance. Charles comments, "One of the challenges many investment organizations face is the multiple pockets of investment information. We had no way of being able to control or ensure that there was a single clean source of data across the organization. That compounded the problem of trying to efficiently support internal and client requests for timely and accurate data." The integration of all of the data sources provided Natcan with the data necessary to significantly reduce the daily, monthly and quarterly reporting cycles.

### SELF SERVICE REPORTING: EAGLE PORTAL

One of the key factors in Natcan's decision to implement the Eagle solution was the ability to distribute client statements and provide self service reporting to their clients through a web portal. Eagle Portal allowed Natcan to white label the web solution with Natcan logos and colors to create a single point of entry for all clients. Eagle Portal also allowed Natcan to provide clients with reports in their official language of choice, either French or English. "The integrated Eagle Portal was a significant value added feature of the Eagle solution. We would have been faced with creating a new website or significantly enhancing ours at great cost to achieve the functionality that the Eagle Portal offered to us out of the box. Additionally, its sophisticated and integrated user security ensures that clients only have access to the data that we want them to see," says Charles.

### @ THE CORE OF YOUR BUSINESS: EAGLE SUITE

"The Eagle Suite was vital in achieving our goal," he continues. The successful completion of each of the four implementation phases helped Natcan to establish a solution to meet their growing client services needs. The phased introduction of the new solutions also helped to evolve Natcan's IT infrastructure through a smooth transition to the new capabilities and tools. "The Eagle solution gave us the confidence that our vision for the future was achievable. Now we can face changing business challenges with the assurance that we have the tools we need to accomplish our goals."

### ABOUT EAGLE INVESTMENT SYSTEMS

Eagle Investment Systems LLC is a global provider of financial services technology, serving the world's leading financial institutions. Eagle's Web-based systems support the complex requirements of firms of any size including institutional investment managers, mutual funds, hedge funds, brokers, public funds, plan sponsors, and insurance companies. Eagle is committed to providing enterprise-wide, leading-edge technology and professional services for investment accounting, data management, performance measurement, and information delivery. Eagle's product suite is offered as an installed application or can be hosted via Eagle ACCESS<sup>SM</sup>, Eagle's application service provider.

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