



## Delivering the Package

### How Eagle is capitalizing on the 'atomic explosion' in the BI industry

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It may seem like the iPad has been around forever, but this disruptive piece of technology was, in fact, launched less than three years ago. During that time it has been a catalyst for an atomic explosion of innovation in the business intelligence (BI) industry.

In adapting their technology to the iPad (as well as the myriad other devices now competing with it), BI providers have unlocked new potential in their products and made significant advances. Data is being delivered in greater volumes, response times are shortening and visuals have been revolutionized. Smart, dynamic graphics were once the preserve of boutique, specialist organizations. Now very sophisticated visualizations are fairly commonplace; almost any end user can create an animated chart on the go. As mobile device users have switched from smartphone to tablet, the extra real estate that a big screen brings has started to provide a much richer BI experience.

And it isn't just visuals that have taken a huge leap forward. Executives using mobile devices are no longer just consuming the information they access – they are entering into a real-time dialogue. They can write back to the data source, comment on and query the data as well as respond to alerts and make choices.

At Eagle Investment Systems, we have been investing considerable resources into answering the following question: how can we best make use of these advances to ensure our clients benefit from the best in information delivery?

As an organization, our core competence has always been the preparation of data; this is what we know and this is what we do best. We offer an unsurpassed data warehouse for investment managers that serves as a hub at which data can be combined, enriched and used in a consistent format for reporting. We don't consider ourselves to be in the reporting tool business; this space is occupied by a number of vendors for whom it is a sole focus, and they do it well.

In this regard, Eagle has always provided support for the broad range of reporting tools that our clients have requested. We have always been happy for our clients to choose their enterprise reporting tools and for us to provide the data. The Eagle Data Mart made this possible.

However, in the face of compelling evidence, even the agnostic can be converted into a believer. And this is what has happened at Eagle. We have come to realize that there are clear opportunities in picking a set of best of breed tools and integrating with them in the reporting area.

Within a short space of time, and in collaboration with our colleagues within BNY Mellon's outsourcing business, OnCore<sup>SM</sup>, we have sourced two extraordinary opportunities to establish vendor alliances and leverage them to significantly enhance our information delivery.

The first of these alliances is with MicroStrategy<sup>®</sup>, a leading worldwide provider of business intelligence software and a recognized frontrunner in mobile BI solutions. The second alliance is in the client reporting space, and will be unveiled in due course.

The alliance with MicroStrategy, which we announced to clients in a webcast September 6, will over time see Eagle incorporate MicroStrategy's offering into its product, producing numerous benefits. While full integration may not be technically necessary to use both products, we will help clients to extract the full value of both Eagle and MicroStrategy if they use the two products in combination.

The combination of Eagle and MicroStrategy will come in many forms over time and provide benefits of using both products. Examples will include the effective integration of user entitlements and meta data. On the Product side, it will allow for scheduling of MicroStrategy reports and delivery to the Eagle Portal as well as allow for delivery via Eagle products, mobile devices, the MicroStrategy user interface, or Microsoft Office applications. All of these options will help our clients unlock the value in their Eagle data.

Another important benefit of this combination is that our secure private cloud, Eagle ACCESS<sup>SM</sup>, will have the opportunity to build service offerings around the new third-party tools.

The MicroStrategy implementation will be a phased process. Our primary focus is Eagle ACCESS clients, for whom we will be able to take on the administration and primary support of the tool. For those clients who wish to administer their own systems, we will provide them with the right tools to do so. This is our number one priority in terms of information delivery development, and it will remain so until it is delivered. We are very excited by the benefits that this alliance – and future alliances – will bring to our clients.

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## ABOUT EAGLE INVESTMENT SYSTEMS

Eagle Investment Systems LLC enables financial Institutions to grow their assets by creating operational efficiencies and delivering award-winning solutions for data management, investment accounting, and performance measurement and attribution, supported by an unparalleled level of service. Eagle deploys its solutions via a secure private cloud, Eagle ACCESS<sup>SM</sup>, which hosts and provides on-going support of the applications and systems infrastructure, reducing complexity and risk. Eagle Investment Systems LLC is a subsidiary of BNY Mellon. Additional information is available at [www.eagleinvsys.com](http://www.eagleinvsys.com).



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