

Inside Reference Data

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Sentry Uses Eagle To Create 'Best Reference Data' For Analytics

Eagle Analytics enables the asset management firm to bring in reference data from multiple sources and create rules to determine what it calls “best reference data,” which is then fed into analytics calculations

Sentry Investments is reaping significant benefits from an analytics product provided by Eagle Investment Systems, a technology and services vendor, which it is using to create a composite of the best reference data available from multiple sources and calculate analytics, an executive at the Canadian asset management firm has told Inside Reference Data.

Graeme Llewellyn, Sentry's Toronto-based vice president, finance, and information officer, says the firm chose Eagle Analytics to increase efficiency and improve its security and portfolio analytics capabilities.

Llewellyn says the product enables Sentry to bring in reference data from multiple sources and create rules to determine what it calls “best reference data.” The rules Sentry uses are at the level of individual fields or components, which means the “best reference data” can be a composite of data from different sources. Llewellyn says this is important because the firm has found “there is no one service provider that has the best reference data across the board for all fixed income securities, requiring the need for multiple sources.”

Once the “best reference data” has been created, Sentry uses it and Eagle Analytics to calculate its security and portfolio analytics.

“Eagle Analytics facilitates this process through automation, improved controls and oversight, requiring significantly less manual effort, reducing the risk of errors,” says Llewellyn. “We also have the ability to bring in analytics from services providers in addition to the analytics calculated internally. And again we can set up rules for best analytics and compare the analytics calculated from different sources. Having the information

centrally stored within Eagle allows for greater oversight, improved workflows, and reporting capabilities.”

Llewellyn says his firm's confidence in the analytics is increased by the fact that its portfolio managers can review the reference data being used and assist in identifying data that requires investigation. If data is incorrect or incomplete, the firm can correct the issue and ensure the most accurate information is being used in Eagle Analytics.

Llewellyn says Eagle Analytics has also improved the firm's daily reporting. “We were also able to promote [the security and portfolio analytics] into our front office system, so that the information is readily available when the portfolio managers look up a security and review portfolios,” says Llewellyn. “We also use a product from Eagle called NxG Portal, which provides web-based access to portfolio holding information, transaction information, analytics

and a lot of other data. So again it provides multiple ways for portfolio managers and other users to access the data, and then to be able to manipulate the data and view it how they like.”

Before implementing Eagle Analytics, Sentry did a lot of its analytics work manually, using Excel macros and a Bloomberg terminal. Llewellyn says Sentry did not implement the technology in response to particular market changes, but because it wanted to take advantage of advances in the technology available.

Sentry has had a partnership with Eagle for close to two years, and uses the Eagle System for its back office portfolio management system, fund performance calculations and reporting. As a result, Llewellyn says it was a “natural fit” for Sentry to work with Eagle to improve its analytic capabilities. ■

—Nicholas Hamilton



Graeme Llewellyn
Sentry