

MAITLAND FUND SERVICES

INCREASING CLOCK SPEED THROUGH TECHNOLOGY

Maitland Fund Services has had quite a remarkable run since its formation in 1998. Today it is one of the leading providers of fund administration services with more than 80 institutional clients across the globe and over \$100 billion in assets under administration. As the first third-party administrator in South Africa, Maitland exploded out of the gate growing its earnings nearly eight-fold in the span of four years.

After an extensive search, Maitland implemented SunGard's Asset Arena in 2004. With its requirement for a fully integrated front-to-back solution, Maitland chose Asset Arena.

But like any substantial growth spurt, there comes a time when costs begin to outpace earnings. Maitland recognized it had a problem – it was not realizing scale- and as the volumes continued to increase, so did the risks. This not only made day to day tasks cumbersome, but also hindered its longer-term strategy of international expansion.

So the search began for a new solution. At the top of the priority list was scalability and tight front-to-back-office integration. While a local vendor solution had brought it successfully to this point, Maitland

"The advantage we gain from Asset Arena as a result of enhanced efficiency, as well as an enhanced client experience, ultimately results in reduced risk and increased margin".

*Dale Lippstreu, director,
Maitland Fund Services*



understood that in order to extend its services beyond the South African market, it needed a truly international vendor with a global reputation and in depth asset management expertise who could offer a credible and sophisticated platform with rich functionality.



Asset Arena supports a comprehensive and deep outsourcing model, helping Maitland to achieve its goal of delivering a fully enabling platform to fund managers.

After an extensive search, Maitland implemented SunGard's Asset Arena in 2004. With its requirement for a fully integrated front-to-back solution, Maitland chose Asset Arena Investment Management, a suite of front- and middle-office solutions that automate the processing of investment decisions, monitor compliance activities and streamline trading workflow; and Asset Arena Investment Accounting, a global investment accounting and reporting solution. Asset Arena supports a comprehensive and deep outsourcing model, helping Maitland to achieve its goal of delivering a fully enabling platform to fund managers.

Maitland's use of SunGard's technology helped to increase its automation and its operational efficiency, but the clear advantage was in Maitland's ability to configure the solutions in a unique way. It was the first SunGard customer worldwide to integrate its front-office with its back-office on a real-time basis. Maitland manages approximately



70,000 trades per month, processing them in real-time over its integrated platform. This availability of data has changed the way in which Maitland's clients make decisions regarding their portfolios. Rather than receive information on a batch-basis, they now have access to real-time information on trades, cash and accruals.

Post-implementation, Maitland has had an incredible run of good fortune in attracting new clients. Assets have doubled, while staff numbers have gone down. But perhaps the most impactful benefit is the substantial cost reduction Maitland has achieved.

With such a major undertaking in implementing the Asset Arena system, Maitland has certainly learned a number of lessons:

- **Use the system as designed.** You presumably choose a new system because it's better than the old system. Do not try to make the new system function exactly as the old one.
- **Develop system intimacy.** There is nothing stopping your competitor from purchasing the same system. Developing a deep

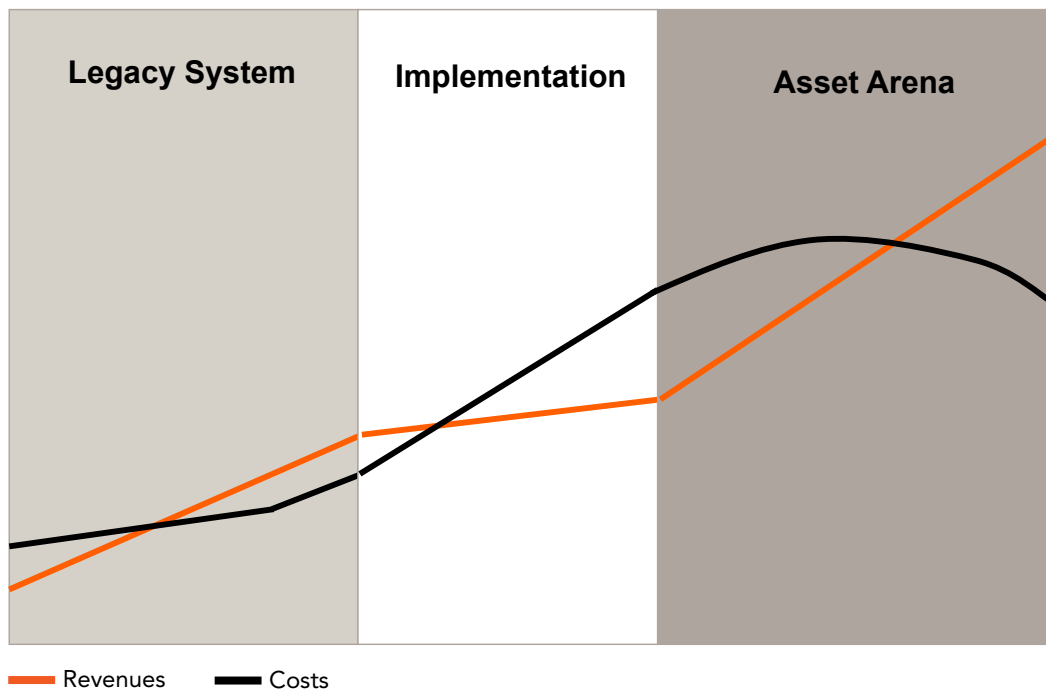


knowledge of the system and optimizing its usage is critical to differentiating yourself.

- **Choose a modular system:** The maturity of an organisation is informed by the maturity of its technology. As the components of a modular solution are renewed, renew your knowledge of the components in order to get the most out of your solutions.

So much careful consideration and effort goes into the choice of systems and, for most, that's where it ends. After deployment, organizations tend to forget about the technology and never think about how usage can be enhanced. For Maitland, it's a constant evolution – an ongoing journey of improvement. Maitland continues to find

The Results



Post-implementation – costs were reduced, while revenues sharply increased.

better ways to integrate the systems and improve efficiencies. In doing so, it has discovered that there is more time within their 24 hour operation to focus on optimizing and increasing the quality of service to clients. This is what Maitland calls "clock speed." Maitland relies heavily on technology in order to gain the capacity needed to respond to client requirements and changes in the markets. As a result, it has found that there are very direct financial consequences - in terms of revenue growth, cost reduction, and service quality.

The Maitland story is clearly one of success. It's as much about investing in technology as it is about investing in developing a thorough

understanding of the system and its capabilities. Utilizing solutions to the fullest extent possible and in ways that are unique, can help differentiate you from your competitors and can alter clock speed for your organization and your customers. This is essential in today's competitive business environment where every second counts. Using technology to enhance your value proposition can often mean the difference between competing at the top and being left behind.

For more information please visit
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