

# Meeting Competitive Challenges in the Trust and Wealth Management Market

Customizable Relationship Management Services  
and Open Architecture Investments



**FundQuest**

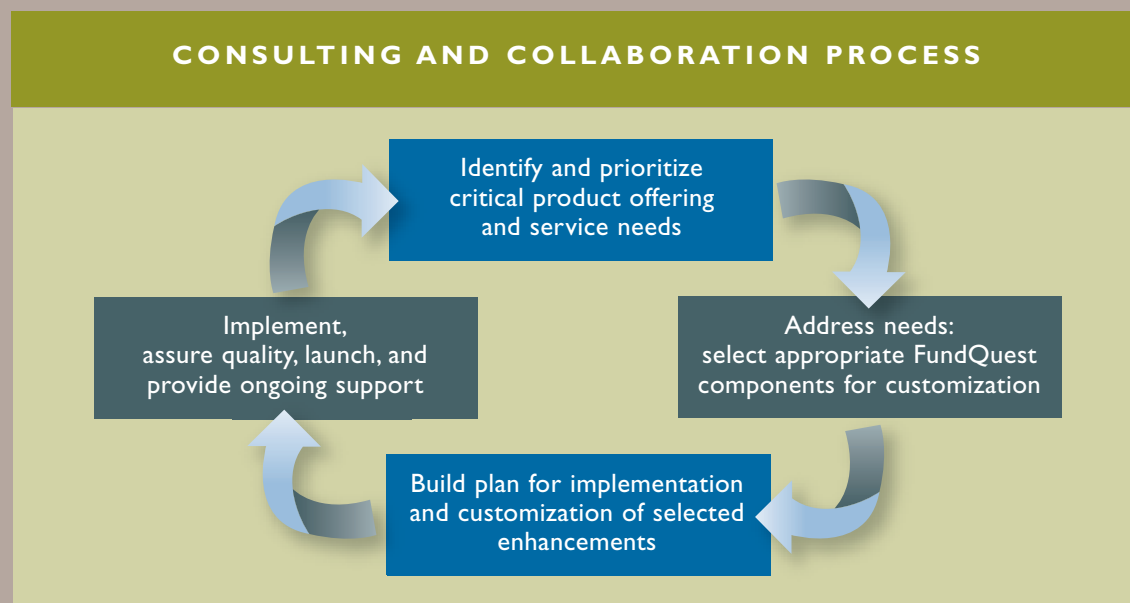
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# Helping Institutions to Compete in Today's Trust and Wealth Management Environment

Competition to manage the assets of affluent individuals continues to intensify. Clients are increasingly better informed about their options and are very focused on: breadth of investment choices, performance, consolidated portfolio reporting, and responsive one-on-one service. In this environment, many private banks and trust institutions are losing market share to wirehouses and independent advisory firms that offer a wide range of investments.

## Collaborating on the Design and Implementation of Enhancements

After reviewing alternative paths to enhance their current offerings, many institutions have realized that pre-packaged solutions are not the best route. FundQuest's approach is to consult with institutions to design customized solutions to help meet specific competitive challenges. FundQuest then leverages proven experience in implementing solutions that integrate well with an institution's current offerings and operations.



## Meeting Unique Challenges with Flexible Solutions

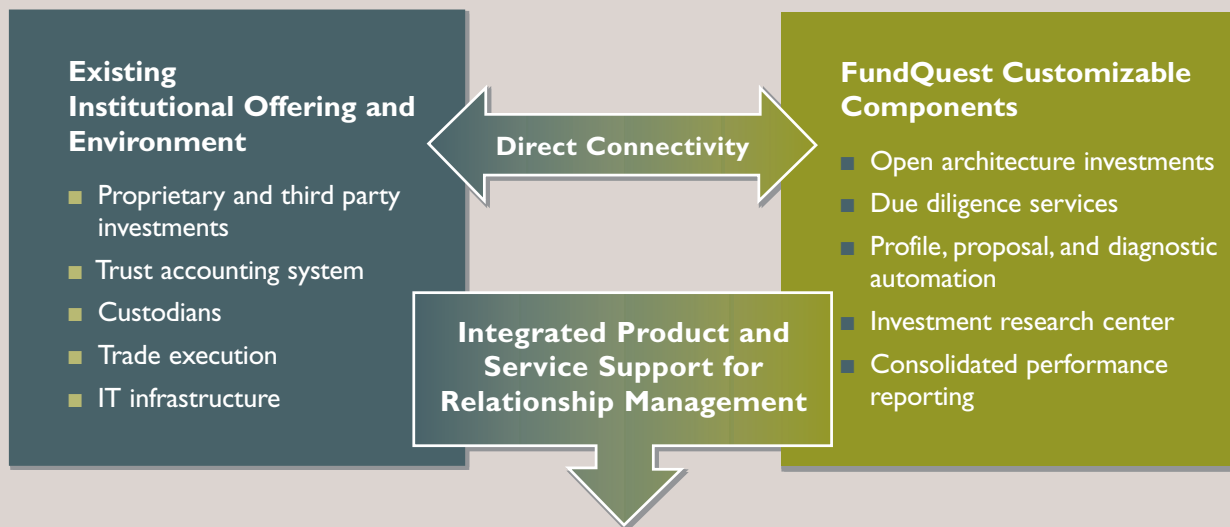
FundQuest has developed product and service components that are designed with built-in flexibility to meet an institution's specific set of challenges. While every institution's situation is unique, most face some variation of the six challenges described on the pages that follow.

**CHALLENGE: Updating operational capabilities to access and incorporate new products**

Institutions rely on systems that have been developed over time for a specific set of investment offerings including proprietary investments and selected third party managers. Building new operational and system capabilities to exchange information with the managers of new external products can be labor intensive, time consuming, and expensive.

**SOLUTION:** Institutions can leverage FundQuest's existing interfaces and experience in connecting to a wide universe of third party managers. FundQuest can provide direct connectivity between FundQuest's systems and an institution's existing trust accounting systems. With these capabilities, new third party managers can be added quickly without requiring modifications to an institution's operational systems or custody arrangements.

**Integrating Customizable Enhancements into an Institution's Current Environment**



**CHALLENGE: Linking expanded open architecture investments to existing trust accounting and custody infrastructure.**

Institutions have a significant investment in proven capabilities that meet their fiduciary and operational requirements. New products and service capabilities cannot be implemented unless and until they are integrated with existing operational systems.

**SOLUTION:** FundQuest has proven expertise in building connectivity to existing trust accounting and custody environments including both internal and leading third party vendor systems. This connectivity enables institutions to continue to use current systems and to integrate existing products and operations with expanded open architecture offerings.

**CHALLENGE: Developing the capability to efficiently develop recommendations that integrate internal and external offerings**

To be competitive, wealth managers and trust officers need the capability to efficiently document client objectives and then combine investments from multiple internal and external sources into an integrated client proposal.

**SOLUTION:** FundQuest provides customized on-line proposal generation systems that can include: a client profile and objectives questionnaire, suggested portfolio recommendations, analysis of client's current portfolio versus recommendation, and comprehensive risk and return analytics. These capabilities can be combined to create and support a customized investment proposal for the client with the institution's own branding. Proposals can integrate existing internal and third party investments with open architecture selections. Institutions benefit from web-based profile and proposal tools via: faster response times, documentation to assist with compliance, and reduction in manual work to free-up more time for one-on-one client service.

**CHALLENGE: Integrating enhanced services and new products with current offerings and operations**

Many institutions recognize the advantages of broadened product and service offerings that can provide competitive and sustainable investment performance. However, it is difficult to achieve this improvement with inflexible solutions that cannot be integrated or are incompatible with an institution's existing products and operations.

**SOLUTION:** FundQuest leverages proven expertise in trust and open architecture to consult with institutions to define and prioritize business improvement objectives. Then FundQuest collaborates to identify the components of FundQuest's menu of open architecture investments and platform enhancements that are suitable to meet these objectives. Institutions can then work with FundQuest to develop a phased approach for customizing and implementing the expanded capabilities.

**CHALLENGE: Performing due diligence on an expanding set of investment product offerings**

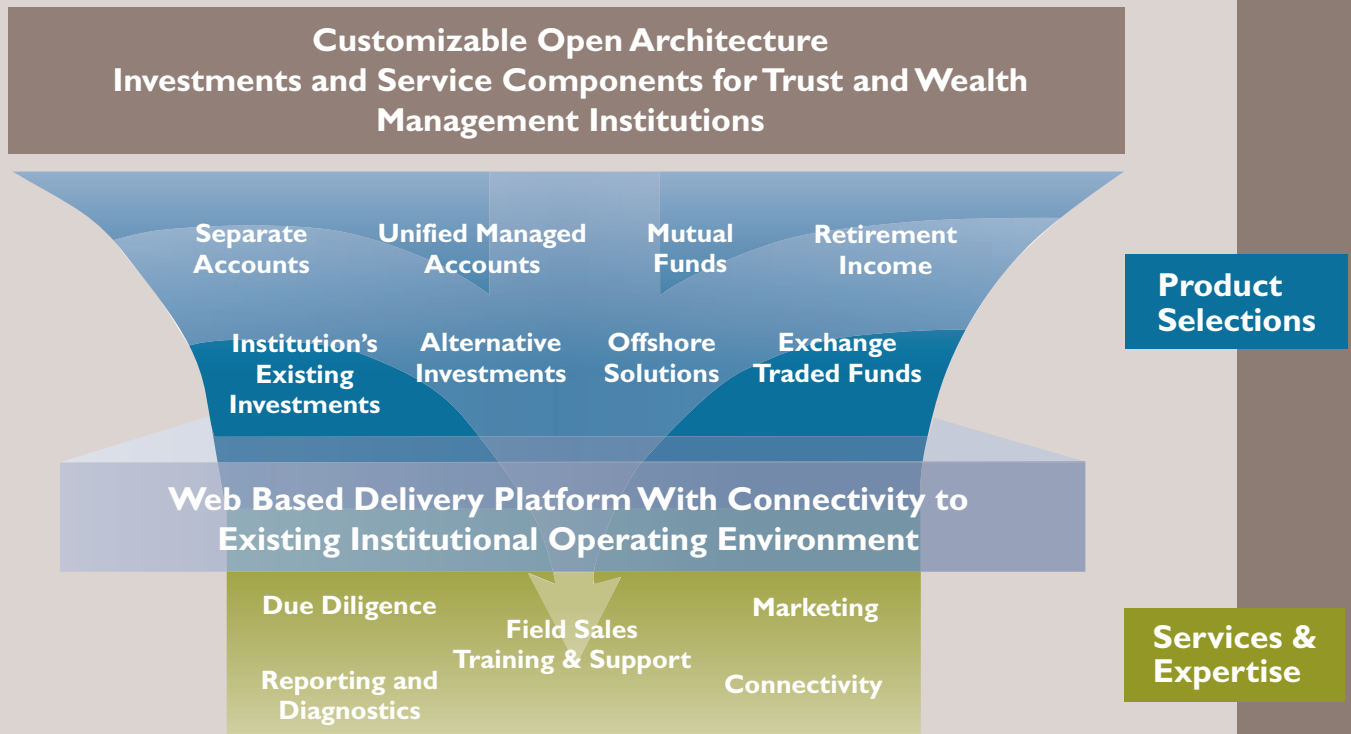
When faced with demands for due diligence across a much wider range of investment products, very few firms can afford to expand their staff of investment professionals. Limits on an institution's capacity for additional due diligence can be a barrier to adding new investment offerings.

**SOLUTION:** FundQuest can complement a client institution's existing capabilities with consistent, transparent, and objective quantitative and qualitative due diligence services. These due diligence services, refined over more than a dozen years, are delivered by FundQuest's global investment team. FundQuest assesses leading separate account manager strategies in all major asset types including boutique and niche managers. FundQuest also performs due diligence on a wide universe of mutual funds, fixed income investments, ETFs, and alternative investments, which can supplement a client institution's existing offerings.

**CHALLENGE: Production of relationship level client reporting and portfolio diagnostics**

The complexity of the interfaces to multiple internal and external asset managers can force institutions to rely on manual and/or unconsolidated performance reporting. Complexity is increased when clients have multiple accounts but still want holistic consolidated reporting for an entire relationship.

**SOLUTION:** FundQuest delivers quarterly performance reports with the option for consolidation at the client relationship level. Performance reporting can combine legacy assets and proprietary portfolios with new open architecture selections. Diagnostic reports can be used by relationship managers for portfolio review and in client meetings. Reports can show performance versus benchmarks and the correlation of performance between asset categories to assess diversification. Color asset allocation visuals and the institution's branding are standard reporting options.



# A Flexible, Innovative, Strategic Partner to Accelerate Your Business Growth

**Experience and Innovation:** Founded in 1993, FundQuest is the best partner to help advisory firms grow their business. FundQuest provides open architecture investment services and the most innovative advisor productivity tools to advisory institutions

**Best Services and Support:** FundQuest is the most flexible service provider with the best overall support services for both management and advisors

**The Choice of Leaders:** More than 110 institutions including RIAs, insurance companies, independent broker dealers, banks, and trust and wealth management firms partner with FundQuest

**Investment Management Expertise:** FundQuest's investment management team has more than 48 analysts in the combined US and European operations performing in-depth quantitative and qualitative investment due-diligence

**Retirement Income Management:** FundQuest has created the first comprehensive advisor-based platform for the integrated planning, implementation, and monitoring of income distribution

**Proven In the Field:** Institutional partners make FundQuest's web based platforms available to a national network of 49,000 financial advisors

**Operational Scale:** FundQuest has \$64 billion under management and administration in its combined US and European operations

**Financial Strength:** FundQuest is part of BNP Paribas, one of the world's largest financial services firms

Services are offered in the U.S. through FundQuest Incorporated, a Registered Investment Advisor, located at One Winthrop Square, Boston MA 02110

## For more information

Please contact FundQuest at **617.526.7386**

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Email us at **[info@fundquest.com](mailto:info@fundquest.com)**

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