

# Enabling new business opportunities



## OPPORTUNITY

The fund administration team of a leading global financial services firm focused primarily on hedge funds was looking to win the business of smaller hedge funds. They wanted to differentiate themselves from their competition by offering more value-add services to their current administration business.



## SOLUTION

We designed a commercial model that allowed our client to seamlessly connect MSCI's Barra Factor Risk Reporting to their clients' hedge funds portfolios, providing an economical way to service a key client segment.



## OUTCOME

Our client was able to position the access to Barra factors information to add value to their current suite of Fund Admin services. The unexpected outcome was that their hedge fund clients were now able to see the factor tilts they weren't aware of before, potentially turning the traditional back office into a lead generation service.

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