

Innovation delivers product differentiation



OPPORTUNITY

One of the largest mutual fund organizations in the world based in the U.S. sought a solution to educate financial advisors about factor exposures. They required a robust infrastructure to power an easy-to-understand front-end advisor tool.



SOLUTION

We developed an application comprised of custom-defined MSCI tools that provide factor exposures and optimization for the client's front-end Factor Investing Tool.



OUTCOME

MSCI Factor applications provided the necessary technology our client needed to differentiate their products. The advisor tool enables financial advisors to customize investors' tilts toward the factors that influence portfolio performance.

To access more case studies on asset managers go to msci.com/asset-managers

 **Powering better investment decisions.**