

ADMIN FOCUS

THE ADAPTATION OF E-INVESTMENT

Eamonn Greaves, of SS&C GlobeOp, discusses the evolution of e-investing



Eamonn Greaves is managing director, head of business development at SS&C GlobeOp. Greaves has been with SS&C GlobeOp since 2001, and was previously managing director of fund accounting and operations. Greaves received his bachelor of business administration and management from Johnson and Wales University.

The investment world as we know it today looks vastly different from the world of decades past. The days of paper-based communications are long gone, with investors demanding fund administrators provide them with the most current e-investing technology. Advisers cannot rely upon outdated technology any longer, as clients, many of whom belong to the millennial generation, expect their advisers to provide them with the digital tools that allow them to instantly access details on their investments.

While these digital trends have not displaced the traditional fund investment model entirely, advisers now find themselves compelled to seek opportunities to automate processes in order to be more efficient and cost effective. Eamonn Greaves, managing director and head of business development at SS&C GlobeOp, discusses how fund administrators can pivot their customer relationship management strategies to better reflect the investor's need for expedient e-investing platforms.

HFMWeek (HFM): What are the key challenges towards building transparent customer relationships through e-investing?

Eamonn Greaves (EG): E-investing and transparency go hand in hand, as all parties who receive permission to the portal are granted full access to all of the documentation. The concept is that if we can capture information electronically, we can provide our customers and their delegates with the necessary transparency. The key challenge to achieving this, however, has been adaptation. We are

“THE PROCESS TO SUBSCRIBE INTO FUNDS HAS TRADITIONALLY BEEN PAPER-BASED AND INEFFICIENT”

seeing that new funds are adapting the e-investing process immediately, while legacy funds are a bit slower to adapt given their long-standing processes and relationships with their customers.

HFM: How has your strategy evolved to help develop stronger relationships?

EG: As much as technology and processes are important, relationships are still the cornerstone of any business. SS&C is very customer-centric, and we have various customer monitoring programmes designed to ensure we are in tune with our customers and responding to their needs. While we have always had customer monitoring programmes, over the past few years we have developed new management information systems to capture service level data and performance metrics so that we can better measure performance and, ultimately, the client experience.

HFM: In what ways do you foresee e-investing developing in the future?

EG: In many ways, the process to subscribe into funds has traditionally been paper-based and inefficient. While we implemented our e-investing platform five years ago, we continue to enhance the capabilities and make adaptations to meet current environmental requirements. For example, the Fatca process has become largely more automated because of the e-investing process, as you can reuse information captured at investor inception to fulfil Fatca reporting requirements. So, we continue to see that the benefits of e-investing and the downstream efficiencies are very beneficial. ■

