S&P Global
Market Intelligence

Enterprise Data Management (EDM): Product and Account Master

Enabling firms to maintain different hierarchies for individual regions, teams and business lines while managing the complexity of a multiteam workflow

Complete, accurate and up-to-date investment product (strategy) and account (portfolio) data is essential for the proper operation of buy-side firms. However, many firms lack a central master for this information and still rely on email and spreadsheets to launch new products and manage existing ones.

The lack of a central source of the truth and integrated set-up/maintenance workflow processes creates several inefficiencies for firms looking to remain competitive in today's marketplace. The issues caused include:

– significant disconnects between systems and data users
– lack of transparency in relation to new product set-up, which affects
– product launches
– lack of accountability for key data sets

There is also a number of less obvious challenges such as:

– the time it takes marketing to respond to RFPs and the possibility of lost opportunities
– the lack of historical lookback on product changes
– the inability of sales to tie sources of funds to products and perform competitive reviews in a timely manner

EDM from Market Intelligence addresses these challenges with its product and account master solution. The solution has been designed based on commonalities gleaned from EDM client implementations as part of an iterative process and delivered back as a reusable template. EDM templates provide firms with an out-of-the-box configuration based on related client projects, and encompass the underlying schema, business exception processes, workflows, UIs and source/target integrations. The product and account master templates support standard relationships with performance data, positions, internal teams (i.e. portfolio managers) and external providers.

Most importantly, EDM's flexible data schema then allows firms to expand the template through configuration (rather than customization) to meet the unique needs of the firm. For example, firms can easily maintain different hierarchies for individual regions, teams and business lines while managing the complexity of a multi-team workflow that is unique to the firm. EDM's flexible configuration-based nature and single code base allow client configurations to be seamlessly carried over from version to version when upgrading.

Key Stats

200+
clients globally

40+
managed services clients

Customers

Administrators

Asset managers

Banks

Broker dealers

Commodity firms

Energy firms

Hedge funds

Insurance companies

Pension funds

Regulators

Vendors

Data can be entered manually from the EDM UI and sourced from external platforms while being distributed in the shape, time and format required by downstream systems. Regardless of the source, the data undergoes user-defined data quality checks before being consolidated, based on configurable business rules, to create a gold copy.

Streamlined processes

EDM's product and account master streamlines the creation and maintenance of products. It delivers complete and accurate data for sales and marketing collateral and automates the distribution of a single version of the truth to downstream systems.

Customizable workflows

Flexible UI workflows give users control of the process of creating and managing products and accounts. The workflows include manageable entitlements functionality, which allows users to control who is involved in setting up and editing the details of each product/account, as well as four-eyes approval.

Relationship management

EDM gives users the ability to link related data to products and accounts and display it through the web UI. The product and account master solution can also be linked to EDM's index, position, party and security master solutions (or with an organization's existing implementation), providing firms with a true enterprise data management solution.
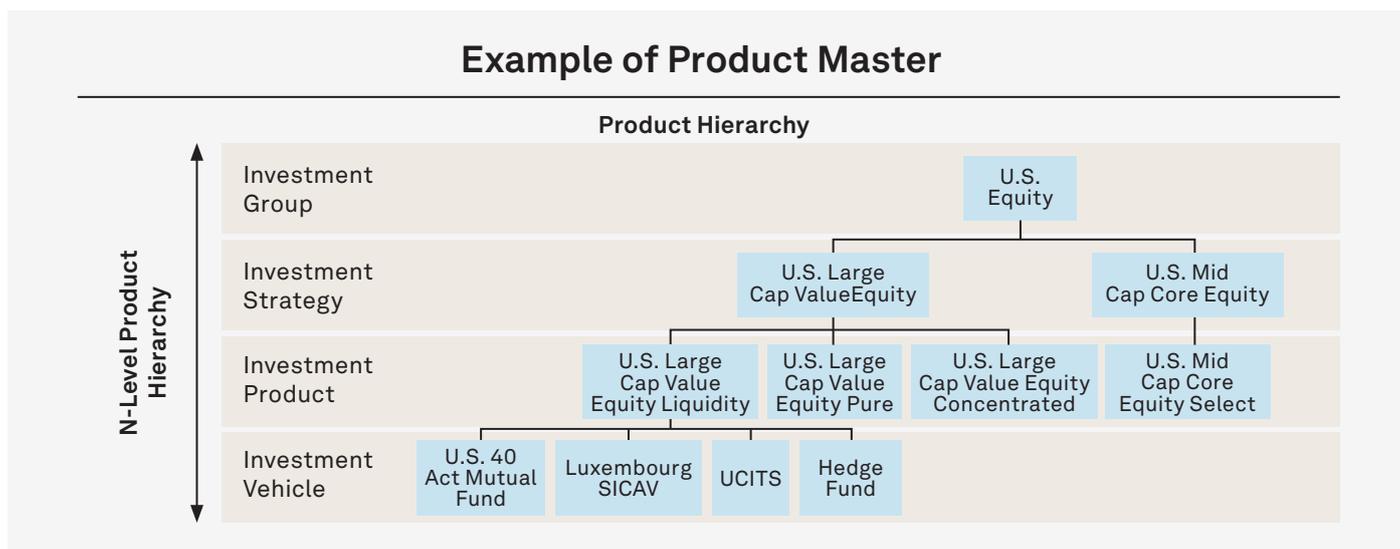
Auditability, data lineage and history

Users benefit from the ability to track data back to its raw source format and access a complete audit trail of any dimensional changes. This transparency includes visibility of historical changes along with the effective date(s) of those changes.

Consolidation and integration

EDM centralizes data and processes, reducing reliance on spreadsheets and other manual work. The EDM product and account master ensures fully cleansed, authoritative data is being distributed downstream to support reporting, collateral and other mission-critical applications. This data can be further integrated with systems, such as CRM platforms, to enable deep connections into the fund sources and sales teams.

Exception management and data quality

EDM provides exception management workflows which surface data quality issues and allow the end-user to resolve the exceptions. Trend analysis can also be performed on the platform to track the data quality over time.

Example of Product Master

Product Hierarchy

N-Level Product Hierarchy		
Investment Group		U.S. Equity
Investment Strategy	U.S. Large Cap ValueEquity	U.S. Mid Cap Core Equity
Investment Product	U.S. Large Cap Value Equity Liquidity / U.S. Large Cap Value Equity Pure / U.S. Large Cap Value Equity Concentrated	U.S. Mid Cap Core Equity Select
Investment Vehicle	U.S. 40 Act Mutual Fund / Luxembourg SICAV / UCITS / Hedge Fund	

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