

SATUITCRM® HELPS ALIGNVEST MANAGE NEW SALES AND FORM 45-106 REPORTING



Alignvest Management Corporation is a leading Canadian alternative investment management firm that seeks to deliver exceptional risk-adjusted returns for their clients by identifying and exploiting market discontinuities and attracting the best talent to build industry leading platforms. Alignvest's clients include leading pension plans, foundations and ultra-high net worth family offices.

The Project  Alignvest needed to upgrade its CRM software to support its business growth and to assist with regulatory reporting. A key reporting challenge is related to the Canadian Form 45-106, which requires details on the investment flows of each contact. Preparation of this form required integration of the CRM with data supplied by the firm's Fund Administrator. As a fund manager, Alignvest sells its investment products both directly and through brokers, with the latter representing a larger share of their revenues. Therefore, keeping track of the transactions for each product, as well as the related third party distributors, is a critical need and one that complicates their government reporting.

“Alignvest chose SatuitCRM® because of Satuit's vertical market focus along with the firm's extensive experience with the buy-side investment industry.”

” The team manages complex client relationships such as family trusts and households, typical of the private wealth segment of the investment industry. The firm tracks all client interactions, including meetings, emails and

documents. They also need to track details on multiple accounts for each client and each client contact.

After looking at multiple products, Alignvest chose SatuitCRM® because of Satuit's vertical market focus along with the firm's extensive experience with the buy-side investment industry. The industry knowledge of the Satuit team, along with the versatile reporting capabilities of the software, and the team's experience integrating with Fund Administrators, made SatuitCRM the obvious choice for Form 45-106 reporting and tracking client interactions.

Alignvest uses a third party, Commonwealth Fund Services, for its fund administration. In order to have a complete picture of their interactions with each client, Alignvest needed to integrate the transaction data from Commonwealth with the contact data in their SatuitCRM system.

The Process  Senior management at Alignvest was heavily involved in both the selection of Satuit and the decision to integrate the fund administrator data. To get the greatest value from their new CRM system and speed its acceptance in the organization, they made the decision to integrate their transactional data at the outset of the SatuitCRM implementation process.

The integration of the fund transaction data involved working with seven different data sources: three related to direct transactions (client investments in Alignvest funds), three related to indirect transactions (investments made through brokers or reps), and one containing the contact information for the distribution partners (brokers and financial advisors).

Satuit Technologies implemented a fully automated process to download the fund data from the fund administrator and then to update the CommonWealth data within the SatuitCRM database. A critical part of integrating data from multiple sources is the quality assurance function, and multiple runs of the new integrated database were made and then checked against the original source files.

Once the new integrated SatuitCRM database was populated and was being constantly refreshed, Alignvest's management for the first time had in one system all the information needed to prepare their Form 45-106, the annual filing required by Canadian taxing authorities to report exempt distributions by investment fund issuers. The number of transactions included in this report is in the hundreds of thousands, so the time involved in preparing this report manually can be substantial for any Canadian investment firm.

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The Result  With the data now being compiled in SatuitCRM, Alignvest anticipates that the workload to prepare the 45-106 report will be reduced from hundreds of hours to just a few days. In addition, the likelihood of errors is considerably reduced and the data can be monitored throughout the year to ensure its completeness, rather than waiting until the end of the year, when all the other time pressures on financial firms multiply.

Alignvest is now able to fully automate the preparation of this report and focus more time on winning new business and serving clients.

ABOUT

SATUIT TECHNOLOGIES, INC.

Satuit Technologies, Inc. is the premier provider of cloud-based and On-Premise CRM, reporting and portal software solutions for the asset management, hedge fund, wealth management, private equity, and real estate markets. Satuit has offices in the United States and the United Kingdom, and has its data centers in Canada. Satuit Technologies is certified as a women's business enterprise by the Women's Business Enterprise National Council (WBENC).

For additional information, visit www.satuit.com.

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