

## Investment Industry Investigates Changing Landscape

### - Leading Investment Managers Reveal Top Priorities for 2009 -

**London, 19 March 2009.** At the Winter 2009 Investit Intelligence conference, investment managers set out their key concerns and the work they wish to see from Investit Intelligence, the subscription service that delivers implementable research for investment management firms and their Third Party Administrators.

The theme is efficient operation against a background of market change.

Members commissioned a wide-ranging study into the **fundamental changes** that are taking place within their industry. This study on the **Changing Landscape for Investment Managers** will be published in July 2009. Subtitled “Who wants to be a fund manager?” this will be an in-depth study of the changes to the global investment industry – previous reports have involved over fifty senior decision-makers from a wide range of firms.

The efficiency drive is covered by two further pieces of work. The first, investigating **developments in outsourcing services**, will explore the importance and growing maturity of the range of outsourcing services available. The second will create an **Operations Best Practice benchmarking service** based on Investit’s proprietary approach revealed at the conference.

“Every six months the members of our Investit Intelligence service ask us to look at particular aspects of their businesses, and we find that the topics tend to be suggested slightly ahead of the public headlines” says *Catherine Doherty, Principal of Investit Intelligence*. “We were asked to do a lot of detailed work on the management and control of derivatives when these were just coming into regular use in portfolios. More recently we have been working with our members to interpret principles-based regulation into statements of best practice, for example on **Fair Value Pricing**, and of course we have been working on the **management of counterparty risk**. We have also done a lot of work on outsourcing and the management of outsourced relationships – and here we benefit from the fact that the major investment operations outsourcers are members of the service.

“Now our clients are still concerned with these detailed issues, and they also want us to take a step back and look at the way that the overall landscape for their industry is changing. They are businessmen as well as investors and they want us to investigate and test the fundamental assumptions behind their business models.”

“People think that investment firms are all about investing” says Catherine. “But usually fewer than 25% of the employees are making investments, the rest are making sure that the deals settle and portfolio records are updated properly, measuring and analysing performance and risk, creating and selling appropriate products, reporting to and liaising with customers, and ensuring that the products and the firm itself comply with all the appropriate regulation. It’s like the classic analogy of a swan – underneath there is the unseen activity to keep it all gliding along. Investit Intelligence looks at all the internal aspects of running an investment management firm.”

Investit Intelligence was set up in 2004, at the request of ten major investment houses, to develop and share definitions of best practice on these internal activities. It has since grown to have over 25 members drawn from the UK, Europe and North America. Investit is now working to apply this depth of operational knowledge in the Middle East.

- **END** -

- **Notes to the Editor** -

**About Investit**

Investit was founded in 1998 to provide advice and research services to the investment management industry. We offer a unique range of services, from front to back office, and draw from five specialist consultancy practices: Investment, Client Management, Performance & Risk, Operations and Technology. Investit People supports our consultancy with specialist recruitment services. Investit Intelligence completes the offering with a range of market-leading benchmarking surveys and detailed research services, allowing investment managers to improve their knowledge of the market and respond positively and profitably to change. For more information, go to [www.investit.com](http://www.investit.com).

**About Investit Intelligence**

Intelligence is the leading forum for the investment management community where the key topics driving our market are researched and debated. It is a seat of learning, an invaluable network and enables our members to stay ahead of the game on investment intelligence and market trends. Investit Intelligence is an ideal tool for all people concerned with turning high-level business plans into reality.

Intelligence is a subscription based research service exclusively for the investment management industry – focused towards COOs, CTOs, business planners and programme sponsors. Our members benefit from a wide range of reports and surveys, and submit and vote on new discussion and research ideas. So our research topics are driven by, and answer the needs of, our members; our topics are relevant and useful.

For more details on Investit Intelligence contact Mark Hunter on 020 7933 9900.

[www.investit.com/research](http://www.investit.com/research)

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