

**Firm Profile:**  
Hedge Fund Manager

**Geography:**  
US

**eVestment Client Since:**  
2012

**Subscriptions:**  
Omni Alternatives

As an alternatives investment management firm breaking into the uncharted territory of the institutional marketplace, this five billion dollar fund — specializing in credit strategies — recognized the need for marketing.

As is typical for most alternatives managers, the firm was able to win most of its business from referrals in the past. As the market has changed and the need for “stickier” investments has arisen, however, firm leadership decided additional exposure was required to raise brand awareness and get on the radar of consultants.

No longer could the firm rely on marketing done at the portfolio management level — things had to change if it wanted to make a serious play in this market. One of those changes, it determined, would be consultant and third-party database marketing using eVestment.

## CASE STUDY

### Anonymous Alternatives Investment Firm

#### A Complicated Process Simplified

When the director of client relations joined the firm, there were several different strategies offered with many data points to input, creating a recipe for complicated database updates — especially when making updates across 13 databases. The need for one streamlined platform for inputting the data was a must. Fortunately, the firm had already engaged with eVestment to begin the initial set-up process for Omni Alternatives — a full service solution for database marketing and data input.

“Previous to eVestment there was no routine practice for making database updates. So one of the benefits of this solution was going through a process to make sure there is good information out there,” said the director of client relations. Although admittedly not something she enjoys doing, the director understood that reporting to databases in this space is necessary. “Reporting data to databases is the basics. You have to get the basics right, especially if you don’t have a relationship already established,” she said.

#### Easing Formatting Concerns

Since there is no standard in the way third-party databases and consultants ask for specific data points, the time involved in formatting data, as well as the margin for error, is extraordinary. “Every single database asks for different things in different ways. For example, the eVestment database may have 150 data points, while others may have 30 or 40. It’s frustrating and nerve-racking, especially in this kind of regulatory environment where you really need to be sure everything is completely up-to-date all of the time,” said the firm’s client relations director.

With eVestment the firm was able to take advantage of a two-fold process using rules-based technology to format the data

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**Director of Client Relations**

in any format it chooses to provide, as well as employing a team of experts familiar with the industry who manage the process from start to finish — including updating narrative, qualitative details.

#### Looking Out For the Brand

Since accuracy is crucial to ensure inclusion in searches and to maintain the integrity of the brand, the eVestment team utilizes an internal quality control process in addition to allowing the firm to preview the data before the final output is generated. “eVestment looks out for us in ways that enhance our brand as well as increase the accuracy of the data that is out there. It is very obvious there is a relationship with all the right people at the databases. This provides us with leverage in case something does need to be changed quickly. I have been able to call and update a single data point with fast turnaround and good responsiveness,” remarked the director of client relations.

Overall, Omni Alternatives has proved to be a value-add for the firm, keeping it informed of deadlines, reducing errors and saving time. “We value the intelligence and the accuracy is important and appreciated, plus the team is very responsive — outstanding,” she concluded.