



KURTOSYS

Real growth. Realized.



**Asset managers
work together
to meet
Covid-19
challenge**

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Asset managers work together to meet Covid-19 challenge

Asset managers face unprecedented challenges due to the devastating effects of the Covid-19 outbreak. But, as with other communities and businesses around the world, they are working together to manage the social and economic impacts of the virus.

Forums are popping up everywhere to discuss the effects of the virus and how firms can protect staff and maintain operations.

Kurtosys is joining these efforts by doing everything we can to help asset managers ensure control and continuity, while also sustaining growth and efficiency. There has been no impact to our business at this time, but we are monitoring developments closely to keep our staff safe so we can help you maintain your service to customers.

A secure, reliable, cloud-based website and communications platform - available anywhere, any time - will be essential to ensure operational continuity. Kurtosys offers this and so will play a vital role in maintaining control of your business while also keeping people safe and productive at home.

Challenges

Asset managers face multiple issues resulting from the spread of Covid-19.

Stock markets have plummeted. Stresses are growing in bond markets. Some asset managers' share prices have fallen 30% or more since their February highs.

Meanwhile, regulators and central banks are doing what they can to support financial markets.



For example, UK regulator the Financial Conduct Authority (FCA) has rescheduled most planned work to allow managers to focus on responding to the crisis. However, the FCA also said it expects firms to stay ready to meet the challenges coronavirus could pose to customers and staff, particularly through their continuity plans. It expects firms to provide robust support and service to customers at this time and to be clear and transparent.

Firms' continuity plans are facing a severe test from the outbreak and from the regulator who is reviewing the contingency plans of a wide range of firms.

Meanwhile, firms must also continue to meet all regulations to protect consumers and market integrity. Kurtosys is a cloud-based platform designed to help clients minimize compliance risks. Through tools such as Kurtosys Communities, it also enables remote workers to communicate quickly and easily with customers to keep them aware of developments and maintain reputation and relationships.

Ensuring continuity

Despite their best efforts, some asset managers' disaster recovery plans may not be robust enough to deal with the multiple issues that could arise from the far-reaching effects of the Covid-19 virus. These problems might be in operations, technology, third-party risk, people concerns and financial reporting, to name a few.



Some managers' continuity plans may also not have envisioned moving operations from a few locations to hundreds, in the form of employees' homes.

A report on the effect of Covid-19 from consultant PwC says factors such as these may have escaped even the best continuity planning.

The report also highlights that asset managers rely on a network of service providers, but they may not have deep enough insight into third-party crisis management plans - for example, administrators, custody, pricing and other services.

Furthermore, cybersecurity is always a priority, but asset management firms may face extra threats and vulnerabilities with higher levels of remote access to core systems.

Kurtosys' cloud-first digital experience manager (DXM) platform meets stringent requirements for security, resilience, back-up and disaster recovery. This can help asset managers stay compliant and resilient, while also maintaining growth and efficiency, during this difficult time.

Advice on home working

One of the biggest challenges will be adapting to working from home arrangements. To help address this, PwC recommends several steps.

Hopefully, continuity plans have already ensured key personnel have the right equipment, networking capabilities and bandwidth.

To assist the transition, firms should also establish a remote access help desk and support function. You should also train department heads on best practices in leading remote teams - not just on the mechanics, but also collaboration and inclusive behaviors.

PwC recommends firms also review HR policies and risk management to ensure they still align with regulations and liabilities for newly remote employees.



Since schools have now mostly closed, you could expand childcare services for employees and create extra flexible work arrangements where applicable. Staff may be feeling anxious, so asset managers should look for measures that can reduce employee stress and communicate them clearly and concisely. To manage risk, firms should double their accuracy reviews wherever you modify normal processes. You should also risk assess new data types staff may access through remote connections.

How Kurtosys can help

Until now, most asset management professionals have worked in offices so they can meet clients and stay tightly connected to their teams. Working from home will require a significant technology-enabled change in approach and mindset.

The technology is available to achieve this transformation. For example, video conferencing and access to most of the online information staff need are standard.

But how workers can store, access, manage and communicate that information depends on the website platform they use. The power of cloud-based platforms already has a significant impact on sales and user experiences, but it will become even more important to maintaining those service levels in the next few months. Our end-to-end DXM platform enables effective remote working and empowers firms to drive efficiency by lowering cost and risk. It does this by automating your websites and portals, documents, apps, content and data in record time.

Compliance risk

Minimizing compliance risks will be crucial at this time of disruption. Kurtosys tools allow you to run your websites, portals, and documents from a single, cloud-based content and data platform that is designed to ensure compliance while also driving effectiveness and agility in your processes.

Using a central platform also reduces information errors and discrepancies as you only need update data in one digital location.

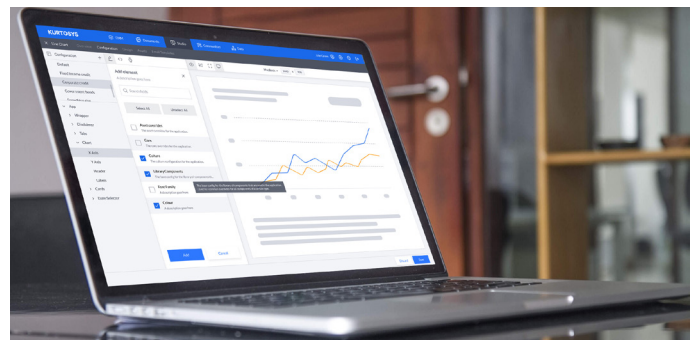
Security and resilience

Kurtosys is a cloud-first DXM approach that meets the financial services industry's stringent requirements for security, resilience, back-up and disaster recovery, which will give users peace of mind during this crisis period. We have invested millions in security, so you can focus on looking after customers.

The platform will satisfy your technology department's need for access, audits and infrastructure monitoring. It also provides serverless infrastructure that auto-scales and self-monitors constantly.

Communication

In these testing days, it will be crucial to communicate with clients in a rapid, transparent and agile way. Kurtosys Communities is a cloud-based platform that enables you to easily create secure, branded portals in minutes and store documents centrally. These portals offer a simple, fast way to provide your clients with a wealth of critical, personalized information.



Sales and marketing

To help you maintain growth, Kurtosys provides powerful sales tools and data to support your home-based sales teams.

For example, our DXM allows you to run all your sales communications and experiences from a single content and data platform, shortening sales cycles and ensuring consistency of customer experiences.

Efficiency and growth

In this challenging environment, asset managers will look to reduce costs wherever possible and reinvest savings in people and other growth-generating areas. Kurtosys' cloud-based platform will empower your workforce to create and manage your websites and other communications remotely. This will enable them to continue driving efficiency and business growth with minimal disruption while also staying safe at home.

About Kurtosys

Kurtosys empowers financial services firms to create powerful investor experiences and lasting customer relationships through efficient automation of key sales, marketing and customer service processes.

The company provides an end-to-end digital experience platform (DXP) that enables firms to create, manage, publish and optimize all their financial data, documents, websites and content in a secure, compliant environment.

As a result, it is trusted by the world's leading investment brands to mitigate their risks and reduce their costs while providing the agility to ensure they are first to market.

Kurtosys solutions include secure websites and portals, interactive data tools and apps, automated sales presentations, marketing collateral and reporting and document libraries.

Kurtosys architecture is underpinned by robust and scalable infrastructure using the latest Cloud technologies and supported by teams that understand information design, industry regulations and compliance issues and working at scale with data.

We are an ISO 27001 certified company. We have implemented a comprehensive information security management system to protect customer services including datacentre protection, business continuity, risk assessment and incident management.

Founded in 2002, Kurtosys was funded from Silicon Valley investment and operates across three global offices, employing over 200 people. The company works with some of the world's largest financial brands, including banks, wealth managers, mutual fund providers and alternative investments.

Contact Kurtosys

Whether you're a bank, private equity firm or an asset manager, looking to build a brand new website, client portal or product campaign, or whether you just need to improve your data visualization or get your marketing documents out faster – get in touch!

Visit **www.kurtosys.com** to learn more.

Visit **www.kurtosys.com/contact** to request a free demo.

The logo consists of the word "KURTOSYS" in white, uppercase, sans-serif font, centered within a solid blue rectangular box.

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