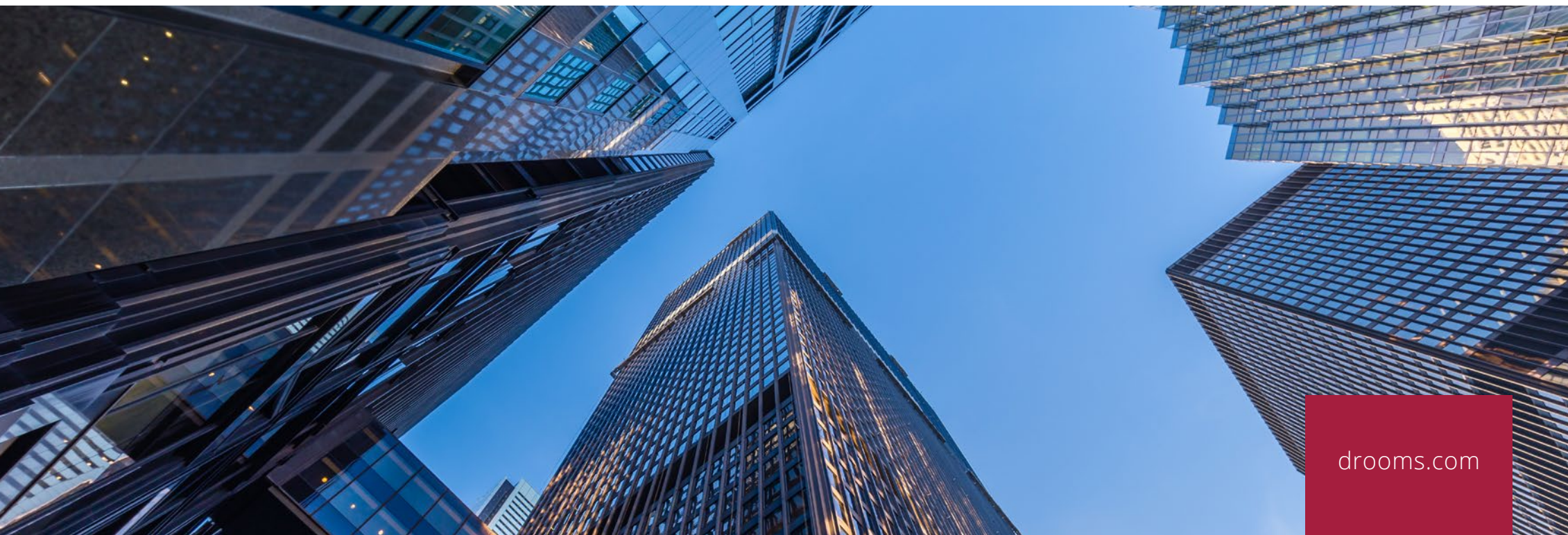


DROOMS WHITEPAPER

# Investing in growth:

## The value of portfolio optimisation to meet asset management challenges





In the face of growing industry pressure and tough competition, evidence of the positive impact brought about by structural changes in technology is driving asset managers to re-evaluate current practices in a bid to stay competitive.

Despite total assets under management (AuM) experiencing their strongest growth in a decade in 2017 thanks to a bull market, AuM grew at an average of only 6% annually in the previous five years. Increasing market volatility, pressure on margins and demands for more transparency among stakeholders are posing a threat to performance and profitability.

To stay competitive firms are needing to evolve and modernise, fast. The pursuit of high impact innovation opportunities to cut costs and meet the challenges posed by traditional portfolio management processes are top of the to-do list. Data gaps, time restrictions, varied file formats and asset categories and unique accounting systems are just some of the issues currently hindering success and stalling growth. Continued poor return on investment and/or failure to unlock full investment value due to rising expenditure, reduced outcome or delayed benefits is widespread.

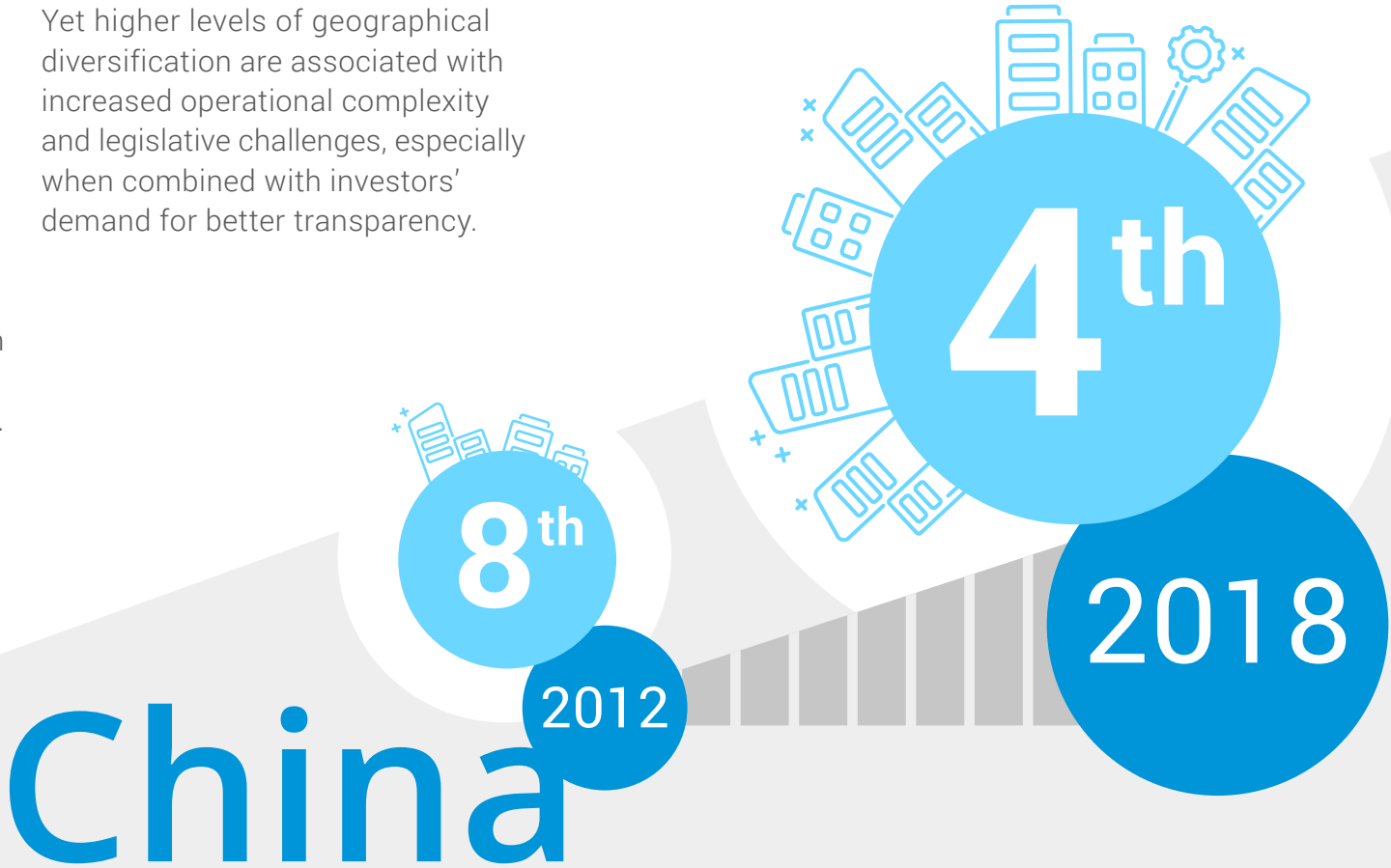




# Even bigger transitions on the horizon

As domestic markets become increasingly saturated with many firms offering similar services, **businesses are looking to foreign markets** in a bid to improve portfolio returns. Emerging markets, although not the only source of growth for asset managers, are a focus point. In eighth position in 2012, **China is now the world's fourth-largest asset management market** with \$4.2 trillion in AuM according to a study carried out by the Boston Consulting Group (BCG) in 2018. India, with more than \$500 billion AuM, witnessed a growth rate of 22% in 2017.

Yet higher levels of geographical diversification are associated with increased operational complexity and legislative challenges, especially when combined with investors' demand for better transparency.





# Leveraging digitilisation for operational efficiency

Many asset managers have, till now, escaped major disruption originating from digitalisation. But yesterday's disinterest is rapidly disappearing as businesses come to realise the power of digital to separate winners from losers.

Long-term success depends on the ability to adapt to save costs, create more client-centricity and restore investor confidence. Those who thrive adopt faster and more effective ways of working than current siloed work processes.

A consolidated approach to portfolio management involving data centralisation and shared services will be an important step in **process optimisation and simplification**. Implementing automation at scale with next generation tools will increase clarity and minimise risk by enabling better control of projects.





# Managing your portfolio with Drooms

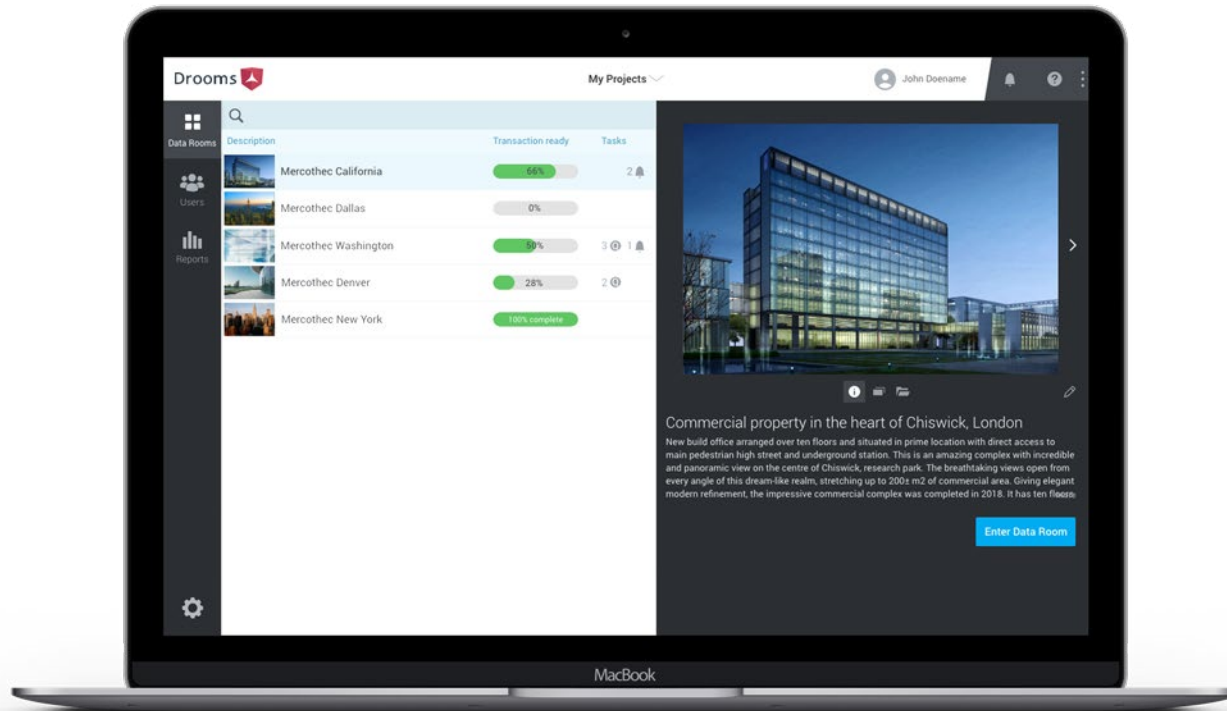
The independent digitalisation expert is now launching its **new and improved PORTFOLIO data room**. The enhanced product offering allows for the intelligent and secure portfolio management of multiple assets throughout their hold phase.

Based on its long-standing experience in asset portfolio management, **Drooms' AI-powered and purpose-built VDR** makes a data room per asset available within a single platform, keeping your portfolio up to date and transaction ready even when dealing with hundreds of thousands of documents per asset.

Providing a clear, unified and structural approach, the master data room is designed in **single tiles per asset** each coming with its own description, gallery of images and location map allowing for increased scalability. Asset, page or volume-based billing, separate and secure access granting to each asset at user group level and quick and easy copying of granular index permissions to other groups and between assets are designed for further ease of use.

To alleviate the pressures on asset managers Drooms has been assisting the likes of UBS's real estate investment management business with asset portfolio management for over a decade.





With standard features like **auto-allocation**, documents and data are automatically sorted into the right index points. The **platform's advanced search function**, available across data rooms, facilitates further automation reducing the amount of manual work required.

To avoid the risk of missing out on favourable sales opportunities, the ability to react quickly to continual changes in the market is required.

With the **"transaction flag" functionality**, relevant documents can now be marked for readiness and a Drooms NXG transaction data room can be opened reducing the time at which assets are brought to market by making divestment quick and easy.

Get informed: Download our latest whitepaper and checklists

[Learn more](#)