



# Client Case Study

## NewSouth Gains from Enhanced CRM in Advent Portfolio Exchange®

### PROFILE

**Client:** NewSouth Capital Management, Inc.

**Location:** Memphis, TN

**Description:** Institutional Investment Advisor

**Cientele:** Institutional

**AUM:** \$1.1 Billion

### BACKGROUND

- Previous user of Qube for CRM functionality
- Provided product development feedback to Advent and beta-tested new features.
- Migrated from Axys to APX in 2006, then to APX 3.0 in 2009

### SOLUTION

Advent Portfolio Exchange:

- Integrated portfolio management, reporting and CRM on a single platform.
- With APX 3.0 CRM functionality now includes two-way integration with Outlook and advanced search
- Enhanced fixed-income and analytics reports included.
- Scalable enterprise platform.

### BENEFITS

- Faster, easier searching across portfolios and contacts in CRM
- Ability to attach client emails to improve firms' books and records
- View recurring tasks from either APX or Outlook
- Eliminates mouse clicks and improves workflow

Advent Portfolio Exchange® (APX) was the first investment management software solution to integrate portfolio management, reporting and client relationship management on a single platform. It enables portfolio managers, operations, and client service and marketing staff to work from consistent account data in one database.

NewSouth Capital was involved in the early testing of APX and one of the first firms to implement the solution when it was launched. In the years since, NewSouth has worked closely with the APX development team at Advent, providing input to help enhance, refine and upgrade the solution.

Andrew MacQueen CFA, Vice President and Head Trader, cites a recent example: "In an earlier version of APX, we identified some things that we felt should be included in the CRM functionality. We worked very closely with Advent to get those issues addressed. Now, we're seeing the end result of a lot of that work."

### Enhanced Client Service Functionality

Based on the experiences of NewSouth and other APX users, the CRM and client service component of APX has been enhanced significantly. "I think the refinements in the CRM functionality that have been introduced are great," Mr. MacQueen tells Advent. Those refinements include:

- **Advanced search capabilities:** "The search engine is vastly improved. It's much more powerful."
- **Easier-to-use user interface:** "I call that 'fit and finish' work—a lot of little refinements that cut the number of mouse clicks or eliminate steps here and there. All of those things are a huge benefit."
- **Two-way Microsoft Exchange synchronization and Outlook email capture:** "The integration with Outlook and Exchange appears to be very promising. We are exploring that functionality right now and are very encouraged by what we've seen so far."
- **Ability to set up recurring tasks:** "Having true recurring tasks in APX has been really nice. That's something that we've used extensively here in Outlook, where we had activities that happened every week, month or quarter with a particular portfolio or contact. It's nice to be able to move that workflow into APX."
- **Enhanced fixed-income reporting:** "Essentially the refinement is that you're seeing information in one report that you used to have to scour through two or three to put together. It's nice to have and I have had some good feedback from some of the clients that I've shared it with."

"From my perspective it got us back to being on par with Qube in a lot of respects and then went beyond Qube in many others."

*Andrew MacQueen CFA, Vice President  
NewSouth Capital Management, Inc.*

## A Unified View

Mr. MacQueen has had a chance to work with the Outlook integration and appreciates its potential. "Instead of creating tasks and meetings in Outlook that aren't really tied to anything, I can tie those to a portfolio or a contact and they become part of the books and records of the organization. On top of that, I can attach client e-mails to portfolios and contacts, and I can go back and refer to them if I need to. We are very interested in pursuing this functionality."

Mr. MacQueen expects the integration with Outlook to help him keep better track of his client contact activity. "I sort of live in Outlook for most of the day, and now that I can see those tasks on my 'to do' bar and on my mobile phone, it is nice to have a unified view of things."

**"Both the search engine and mail merge are vastly improved. APX is much more powerful."**

## Analyzing Performance

Turning from CRM to the portfolio management functionality, NewSouth has also begun taking advantage of APX's built-in performance analytics, specifically the contribution and attribution reports that help explain the impact of specific securities on overall portfolio performance relative to designated benchmarks.

"We spent most of 2008 importing all of the Russell security-level benchmark information," Mr. MacQueen explains. "We run the reports generally once a month. We use them primarily to look at our composite information and we share that with consultants we work with. Only in a few cases do we share that information with clients—we find that consultants are usually the ones to do that. But it's useful that we can generate that data, not only as an internal check but also to be able to answer questions the consultants ask in a timely manner."

**"I live in Outlook for most of the day, and the fact that recurring tasks are pushing through now and I see them on my 'to do' bar and on my mobile phone presents a nice unified view."**

## The Advent Integration Advantage

APX is part of a comprehensive suite of Advent technology solutions at NewSouth, a suite that also includes Moxy® for trade order management, Advent Partner® for servicing limited partnerships, and straight-through-processing modules such as Advent® Custodial Data and Advent Corporate Actions.®

"We are a money manager, not a systems integrator," Mr. MacQueen says. "There is a tremendous amount of value in having one organization doing the integration work for us as opposed to having to play the middle man and try to get product A to speak with product B."

As someone who has seen APX evolve from its very beginnings—and played an integral role in its evolution—Mr. MacQueen is well positioned to comment on the most recent refinements. "The functionality and what I call the 'fit and finish' of APX has gotten better and better with each version. It keeps getting more user friendly, it's becoming sleeker and it's doing more things. And that is clearly the efforts of the development team to keep refining and improving it. It's solid progress on a lot of different fronts."

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### Advent Software, Inc.

600 Townsend Street, San Francisco, CA 94103, USA  
+1 800 727 0605 +1 415 543 7696

Level 8, Two Exchange Square, 8 Connaught Place  
Central, Hong Kong  
+852 2297 2280

One Bedford Avenue, London WC1B 3AU, UK  
+44 20 7631 9240

[www.advent.com](http://www.advent.com)



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