Asset Management and Trust Companies Prof Akram Hassan SME @ PMI

https://www.linkedin.com/in/profakramhassan/

Agenda

01 AM Definitions

02 AM Framework

03 Trust Companies

04 Be Delighted

AM grew at 12% To more than \$112 trillion

The forces driving the asset management industry are shifting, unlocking new opportunities and potential for disruption.







User Story



VUCA World

Competitive market pressures are stronger than ever, and volatility is back with a bang, putting the onus on smaller and emerging asset managers **to find new ways to adapt.** As firms reassess operating models with urgency and look to differentiate their service against a backdrop of sustained pressure on fees and shifting investor product demand

Digital Transformation

In a period of volatile markets and intense competition asset managers need to be nimble. Cloud-based investment management software gives smaller and emerging asset managers **the ability to automate** burdensome data management and reporting workflows, whilst also providing a radically improved reporting experience for clients.



Asset Management

['a-,set 'ma-nij-mənt]

The practice of increasing total wealth over time by acquiring, maintaining, and trading investments that have the potential to grow in value.

AM Definitions

Asset Management

"An asset is an item, thing or entity that has potential or actual value to an organization".

ISO 55000, 2014 (3.2.1)

"Asset management is the coordinated activity of an organization to realize value from assets."

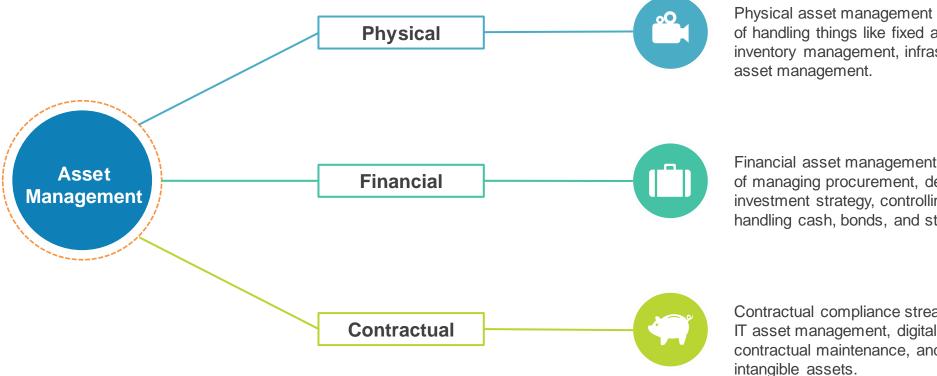
ISO 55000, 2014 (3.3.1)

Asset management is the art and science of making the right decisions and optimizing the delivery of value. A common objective is to minimize the whole life cost of assets but there may be other critical factors such as risk or business continuity to be considered objectively in this decision making.

Importance of Asset Management



Types of Asset Management

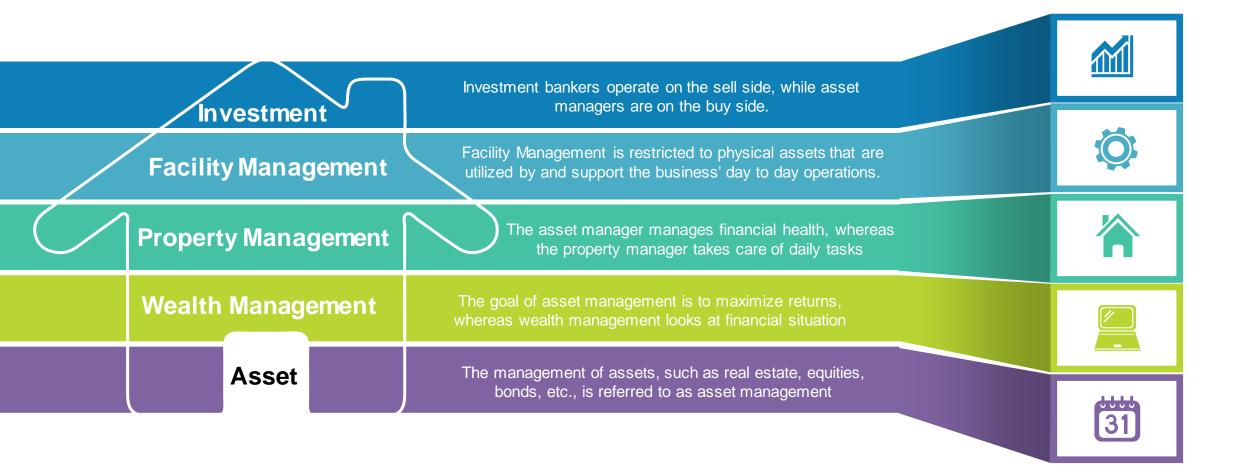


Physical asset management stands for the process of handling things like fixed asset management, inventory management, infrastructure, and public

Financial asset management refers to the process of managing procurement, developing an investment strategy, controlling budget and costs, handling cash, bonds, and stocks.

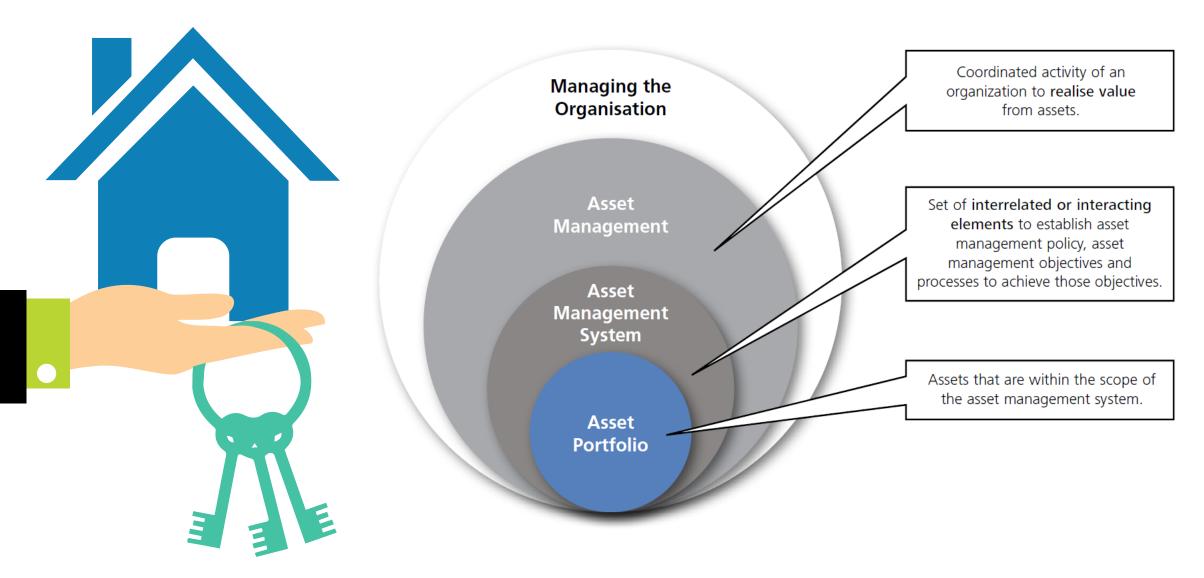
Contractual compliance streamlines processes like IT asset management, digital asset management, contractual maintenance, and management of intangible assets.

Differentiation

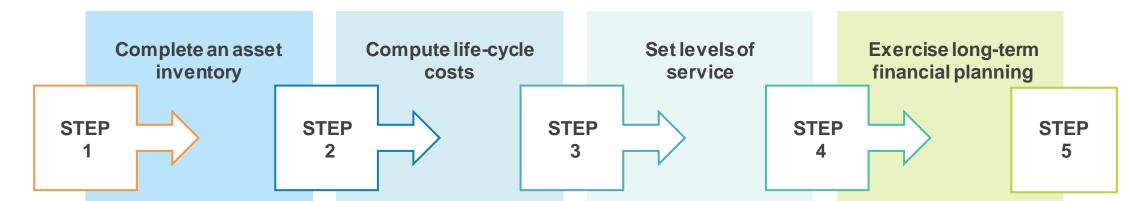


AM Framework

Asset Management Interactions



Developing a Strategic Asset Management Plan



Before anything else, an owner needs to take count of all the assets that he owns. If he is not aware of the exact number of assets in his inventory, then he won't manage them effectively. If a business owner wants his asset management plan to be precise, then he should calculate the entire lifecycle costs of each asset. Many company owners make the mistake of calculating only the initial purchase costs.

After computing the lifecycle costs, the next step is to set levels of service. Put simply, it means outlining the overall quality, capacity, and role of the different services that the assets provide. Ideally, the asset management process that a firm owner adapts should easily translate into long-term financial plans. With a good financial plan in place, the owner can then assess which objectives are feasible, and which be prioritized.

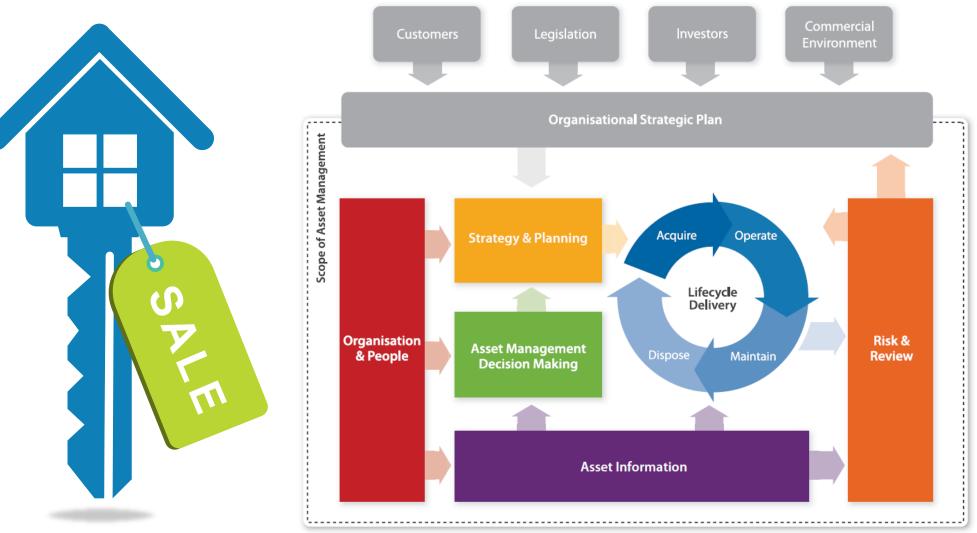
Asset Management Model

	Front	Office			Middle	Office		Back	Office
Customer Support	Product Management	Research	Portfolio Management	Order Management	Transaction Management	Investment Support	Risk Controlling	Fund Accounting	Fund Reporting
Acquisition	Product development	Macro research	Asset allocation	Equities	Trade matching	Master data management	Rating validation	Transactions processing	Mgmt. reporting
Onboarding	Product documentation	Fund research	Portfolio construction	Bonds	Execution support	Trans. data entry (M-KVG)	Risk analysis	Fund management	Client reporting
Sales management	Fund master data	Fundamental research	Portfolio implementation	Derivatives	Sales compensation	Account management	ESG risk assessment	NAV evaluation	Regulatory reporting
Contract mgmt.	Fund ratings	ESG research	Order placement		Fee control	New product process	Investment compl. check	Ann. financial statements/tax	Tax reporting
Complaint management	Marketing		Performance measurement			·	Performance attribution	Corporate actions & proxy voting	Fund reporting system
Advisory service	Product costing						attribution	Custodian alignment	2
Sales controlling			 						
SANKING HUB by zeb									
						-			

Asset Management Model (Lean)

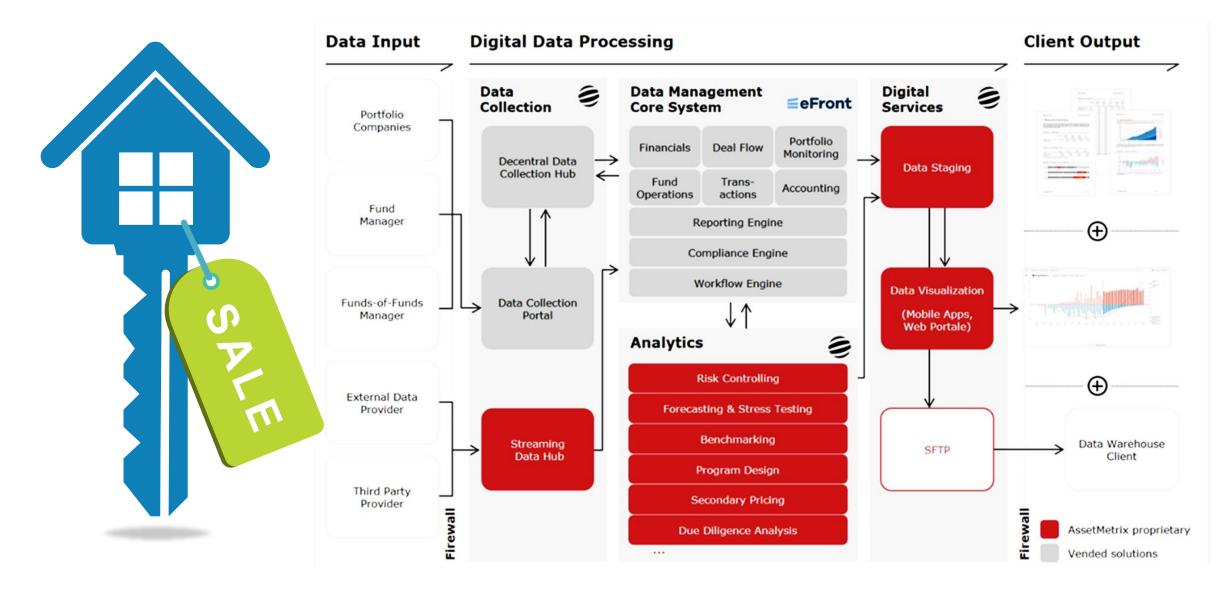
	Front O	ffice		
stomer Ipport	Product Management	Research	Portfolio Management	
	Back	Office		
Transaction	Investment	Risk Controlling	Fund Accounting	Fund
	Transaction	stomer pport Management Back	Management Research Back Office Transaction Investment Risk	Stomer pport Product Management Portfolio Management Back Office

Asset Management System



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Asset Management System





T R U S T Companies

What Is a Trust Company?

A trust company is an entity that acts as agent, or trustee on behalf of a person or business for the purpose of administration, management, and the eventual transfer of assets to a beneficial party.

What Trust Companies Offer?



Trust companies offer asset-management services, such as bill pay, check writing, and other features.

Some trust companies can build financial plans for their clients for additional fees, depending on the level of service needed.



Who want to engage the services of a Trust company?

A trust may require the client to have a net worth of at least \$500,000.

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Trust companies provide a wide array of services, ranging from trust and investment administration to comprehensive wealth management services, such as tax preparation, tax advice, and financial planning services. For consumers seeking a 'one-stopshop' approach to the management of their financial affairs, trust companies may offer the perfect solution..

Be Delighted



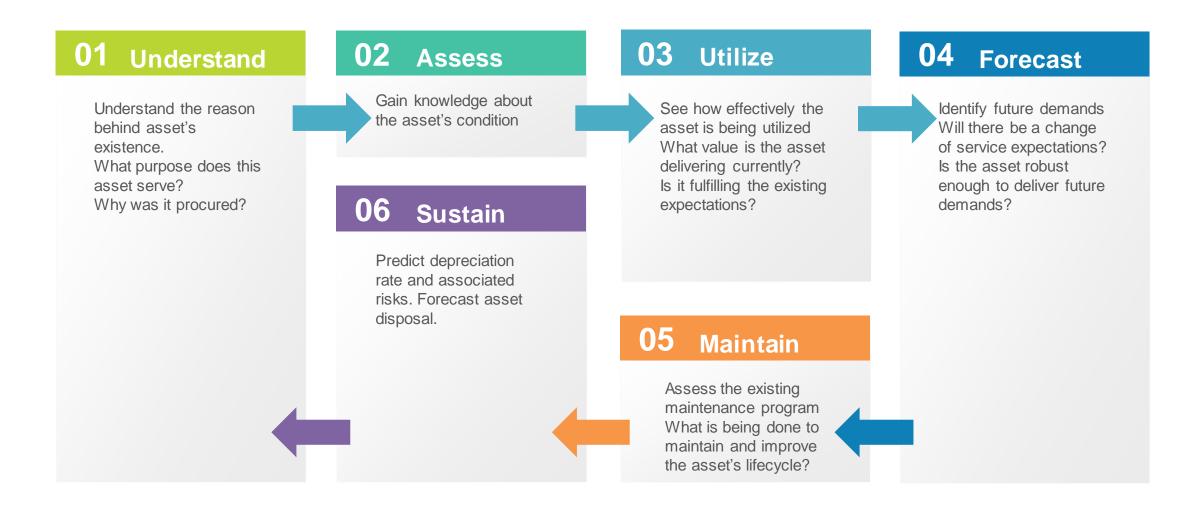
Rethinking Data Strategies

Asset managers' ability to comply with their regulatory reporting obligations is increasingly tied to their ability to consolidate and aggregate data across multiple systems.

A heightened focus on risk

Strong risk governance frameworks providing daily automated monitoring of regulatory and fund risk profile limits, with alerts to notify managers of any breaches, are essential for maintaining fund integrity.

Bring asset management into the future



Future Asset Manager



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THANK YOU

Prof Akram Hassan SME @ PMI