

Fall 2017 CRM Forum

Monday September 25th & Tuesday September 26th

Hosted by Nuveen / Hyatt Regency Schaumburg – Chicago IL

MONDAY, September 25th

10:00 am – 11:30 am - Welcome & Member Only Forum Discussion

Tony Busacca - On Course Advisors

'Changes in the Asset Management Distribution Landscape' Benchmark Survey

Loren Fox -Ignites Research

Brian Re - First Investors

Joe O'Connell - AQR

We will utilize the data gathered from the CRM Forum Benchmark Survey “Changes in the Asset Management Distribution Landscape” with information provided by Ignites Research as the basis for this discussion.

CRM Forum is collaborating with Ignites Research (an affiliate of the *Ignites* news service) on this survey addressing evolving changes in retail asset management distribution.

This survey seeks to address questions arising from two overarching trends affecting the retail asset management industry:

1. Asset management firms increasingly adopt consolidated global organizational structures, which raises questions about data/CRM strategy.
2. Cost pressures and slower growth in the industry are focusing attention on how much asset managers invest in the business, and on the compensation strategy for distribution personnel. These issues affect both the data that companies analyze and companies' spending on data efforts.



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11:30 am – 12:30 pm - Member & Partner Roundtable Exchange

Moderator: Hazem Gamal – On Course Advisors

Panel Discussion: Changes in the Asset Management Distribution Landscape

CRM Forum Partner Firms will present their views on “How regulation, competition, and industry consolidation” is effecting changes in the distribution of asset management solutions and “How Asset Managers should be preparing for these”.

Nina Huang - Civicom

Beyond Data Collection: Analysis and Context Setting for Distribution Teams

Across all industries, companies are figuring out how to better consume and analyze data. We see asset managers looking to predictive models to get a better understanding of what “we think” works vs. what is working in the marketplace. Many of our clients are in the data organization phase of this type of project, pulling from various sources and engaging teams across functions and products. Demand for market data and peer benchmarks continues to grow as well. Some of the main issues being tackled are: how to serve up information that is timely and useful, understanding which metrics are strong indicators of sales effectiveness, and putting in place systems that allow strategies to be tracked and improved.

Lee Kowarski – DST/Kasina

Capitalizing on Disruption: Transforming Asset Managers for 2020

While many asset managers have benefitted from a largely constructive business environment over the past several years, the industry is on the brink of transformational change. Industry consolidation, fee compression, and new and emerging technologies are challenging current business models. To survive and thrive in uncertain markets, asset managers must close significant gaps between client needs and product features, distribution models and distributor demands, and marketing practices and client expectations.

Madelyn Martin – Advisor Atlas

Changes in the Advisory Landscape

Madelyn will discuss the changes in the numbers of advisors and fee/revenue structures among the channels, with focus on the growing channels of insurance firms and RIAs.

Bob Herrmann - Discovery Data

Market Forces Demand Leveraging Data To Rapidly Improve Distribution Effectiveness

Leveraging data is finally getting the attention it deserves in the asset management industry. A growing number of firms are demonstrating by their actions that they will not tolerate high cost distribution staff wasting time trying to reach someone who is not there, or there but not in their target market. With the competing senior executive demands for productivity and cost cuts clashing, data teams need to systematize and automate in all facets of the process.

12:30 – 1:30 pm – Member & Partner Luncheon

Hyatt Regency Hotel



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2:00 pm - 4:00 pm - Member Only Roundtable Exchange

Hyatt Regency Conference Rooms 1 & 2 & 3

Topic A: Data Management & Use

1. What has your firm done to better manage customer data?
2. If you use 3rd party providers, how do you leverage that information?
3. Do you have business rules to determine what data is most “trusted”?
4. What processes are in place for the businesses to manage, update, and maintain customer/firm data?
5. How do you source broker data for email campaigns?
6. Does your CRM have any data visualization? If so, who is the intended target user? How has it impacted the business? Who is the intended target user?
7. What are the implications for data capture, entry and stewardship?

Topic B: Shifting the Business Process to Support Customer Insights

1. How is your firm leveraging analytics solutions to provide insights from your CRM system to business leaders and individuals?
2. What technologies have you found successful – or not successful?
3. Has your firm developed specific metrics/insights?
4. What business processes need to change in order to support customer insights?
5. What firms are getting traction using Artificial Intelligence and Cognitive Computing?

Topic C: Intersection Between Institutional/Retail

1. How is your firm handling the broader support of data/analytics in this area (globally)?
2. Are you considering particular enablement solutions across two sales teams that traditionally haven’t worked together – and may have completely different infrastructures (e.g., consultant relations and intermediary national accounts/platform)?

Topic D: Wholesalers & Social Media

1. Do you have a social media platform? If so, which platforms are approved for wholesalers (LinkedIn, Twitter, Facebook, etc.)?
2. Is social media usage optional or mandatory for wholesalers at your firm? If optional, what is the rate of user adoption?
3. Do you integrate social media into your CRM? If so, in what ways?
4. What software do you use to monitor social media activity?
5. Do you have dedicated staff to support your social media program? If so, how many – and are they embedded in the business, marketing, or compliance?



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5:00 pm – 7:00 pm - Member & Partner Networking Reception

Hyatt Regency Hotel

We will depart from The Hyatt Hotel shortly before 7:00 pm and bus over to dinner.

7:00 pm – 9:00 pm - Member & Partner Networking Dinner

The Weber Grill Restaurant is the result of over 60 years of Classic Outdoor Grilling – from the people who invested the Weber Charcoal kettle grill. You'll taste the difference that decades of grilling expertise make. Our secret: a commitment to using quality ingredients, innovative recipes, honed grilling technique and Weber charcoal kettles.

TUESDAY, September 26th

7:00 am – 8:00 am - Member & Partner Networking Breakfast

Hyatt Regency Hotel

8:00 am - 9:30 am - Member & Partner Discussion by Industry Expert

Hyatt Regency Hotel

Gurinder Singh

Senior Managing Director

Head of Global Distribution Shared Services

Fostering Collaboration and Enhancing Client Experience Through Global Shared Services

Gurinder will discuss Nuveen's organizational structure and address the collaboration that is required in developing global goals and priorities while managing the challenges of data privacy.

He will also highlight the journey to a unified data platform for CRM, Marketing & Client Services while introducing the opportunities for advancing business through next – gen analytics and the importance of a data driven culture.



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10:00 am - 12:00 pm - Member Only Roundtable Exchange

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Topic A: Measuring Adoption

1. What responsibility do you have in adoption vs. the business?
2. What % increase in adoption do you consider for your annual goal -- or are you even measured by that?
3. Do you use training and/or continuous user adoption programs to maintain user engagement?

Topic B: Strategy for System Integrators

1. Do you have good measures of success?
2. Are any strategies particularly good for Asset Managers -- and on what platforms?

Topic C: Managing Advisor Contacts

1. As we provide multiple avenues to get in touch with advisors, how do you make sure that there is one centralized subscription page and that all distribution layers adhere to it?
2. Do you have one opt-out/subscription page for your website, marketing campaigns, events, Outlook emails, Seismic, etc.?

Topic D: Mobile Solutions

1. If your firm uses a CRM mobile app, which platform do you use – iOS, Android, or another platform?
2. How does your firm approach the actual design/development of your mobile solutions?
3. Are you using CRM as your main mobile tool, or are you offering a suite of apps?
4. Do you use hybrids, progress web apps, or native apps?
5. Are you using personas in your design process?

Topic E: Reporting

1. What reporting tool do you use?
2. Is it within the CRM or a separate tool for all reporting? If within the CRM, do you integrate a vendor's system into the CRM or use your own?
3. Is your reporting tool fully customized or does it have template reports?
4. How are your salespeople using their daily sales reports? Do they hunt and peck through the raw reports or do you supplement them with analysis & actionable insights?

12:00 pm - 1:00 pm - Member & Partner Luncheon

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1:00 pm - 3:00 pm - Member & Partner Roundtable Exchange

Moderator: Inderjit Chhatwal – On Course Advisors

Panel Discussion: Globalization of the Asset Management Business

CRM Forum Member & Partner Firms will present their views on “How global regulation, competition, and industry consolidation” is effecting changes in the asset management business and “How Asset Managers should be preparing for these”.

Stephanie Clarke - Broadridge Financial Solutions

Global Fund Dynamics:

- Diving into global fund dynamics: contextualizing demand for funds.
- Why net flows only tell half the story.
- Revealing active sweets pots in the march to passive investment.

Greg Piaseckyj - Sales Page

Data- Combining the Science and Art

- What are some of the pitfalls and lessons learned from the past decade in the evolution of data strategies?
- How do you successfully integrate a data culture with traditional sales strategies?
- Challenges of being a small fish (asset manager) in a big pond. How do you survive when you can't afford access to the same data as the big players?

Paul Van Sichen – Olik

Modernizing Analytics

- How will you update your IT operating model to transition to the new normal?
- Can governance be front and center throughout the self-service revolution?
- Can the complex needs of the analysts and business managers be properly addressed?
- How will you determine if you are moving on the right path?

Loren Fox - Ignites Research

Managing a Global Data/CRM Effort

Asset management firms increasingly adopt consolidated global organizational structures. What are firms doing to manage a global data/CRM strategy?



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David Halligan – MARS

Globalization and the Role and Importance of Data Aggregation, Consolidation, and Presentation

With firms having operations and varying products both within their home country and throughout the world, an increased demand and reliance on data has become a priority. The increase of data and data sources create challenges on how best to utilize in the global environment. Corporate decision makers rely and require access to those data sources. The consolidation, standardization, representation, and delivery of this information is quickly becoming one of the most important business intelligence tools used by firms today.

Tim Kresl – Principal, Strategic Insight

Global Distribution Opportunities and Pitfalls

- Consistency of reporting systems and data is critical to manage a global sales and marketing organization effectively in today's increasingly complex industry landscape.
- However, inconsistent regulations and data availability across global markets make this goal virtually impossible. What can we learn from analogous global markets that will help us to modernize distribution and marketing, while still recognizing and adapting to key market differences?

3:00 pm – 4:00 pm

Member & Partner Networking and Business Card Exchange

Hyatt Regency Hotel

Please Mark Your Calendars:

Spring 2018 CRM Forum

Monday April 23rd & Tuesday April 24th

2018 International CRM Forum

Monday 4th June & Tuesday 5th June

Fall 2018 CRM Forum

Monday 24th September & Tuesday 25th September

