



Profitability Modeling for Asset Management

Enhance decision-making to improve your cost-to-income ratio



Facing fee compression, rising costs, and the growing popularity of passive funds, asset managers are under increasing pressure to better allocate costs as they seek to optimize profitability. To stay ahead, you must understand which desks, clients, products, regions, and channels are contributing to or dragging down your margins. To achieve this, you need a way to transparently allocate costs in line with your business reality so you can enable high-value strategic decisions, better pricing, and rapid forecasting capabilities.

Key benefits

Unify your data to improve decision-making.

Unlock a single, all-encompassing view of profitability across your business. Conduct advanced analysis in real-time and optimize allocations to win confidence from key stakeholders.

Enhance business agility. Leverage advanced “what-if” scenario modeling to simulate outcomes under varying allocation conditions so you can minimize risk and maximize profitability.

Increase scalability and see fast ROI. Designed to help asset managers move fast, Anaplan customers have implemented the profitability analysis solution in as little as 3-4 months. Furthermore, users can adjust the rules without the need for additional development work.

There’s a better way to plan

Break free from manual, error-prone spreadsheets with an enterprise-scale planning tool. With Anaplan, you can perform profitability analysis when needed and provide stakeholders with multiple self-service windows into performance. Uncover your profit drivers and pinpoint areas that require attention. Enable greater flexibility, granularity, and transparency when allocating costs and gain clear visibility into the drivers so every allocation is readily understood and justifiable.

CUSTOMER STORY



Top 10 global asset management company

A top 10 global asset management company looked to Anaplan to improve their profitability reporting and provide more flexibility, efficiency, and transparency when allocating costs.

Challenges:

- **Siloed data and disparate systems** resulted in manual data-gathering efforts and data volume limitations. Teams spent more time aggregating data than analyzing it and providing insight.
- **Reliance on manual processes** and Excel for data entry and modeling led to errors, inefficiencies and accuracy limitations. Ultimately, it was impossible to produce a holistic, dynamic and detailed view of business profitability by client, product and desk simultaneously.
- **Lack of real-time visibility into key metrics** limited their ability to quickly respond to changing market conditions and make agile, informed decisions.

Results:

Using Anaplan, they were able to:

- **Create multiple views of profitability** (desk, client, product, channel, etc.)
- **Flex assumptions to align with front-office expectations**, ensuring greater confidence in reported analysis.
- **Enhance decision-making** to improve the impact of pricing recommendations for new mandates, divestitures of existing assets and acquisition of new assets to improve growth.

Solution details

Conduct detailed profitability analysis and modeling

- Gain deeper, more granular insights without compromising on transparency, scalability or efficiency.
- Evaluate performance through multiple, simultaneous lenses so you can identify which areas are underperforming or contributing most to profitability.
- Intuitively drill down to underlying assumptions to enable better transparency and refinement.
- Produce profitability MI reports with one click.

Deliver real-time reporting with confidence

- Automatically refresh and share highly formatted reports for boardroom decision-making with minimal user input.
- Utilize integrations with Microsoft Office, Tableau, and Power BI to increase productivity and efficiency.
- Support self-service reporting and visualization with drill down into dimensionally-rich data and root assumptions, enabling stakeholders to understand and buy in to the allocations.

Use advanced “what-if” scenario modeling

- Leverage the profitability analysis outputs to model multiple scenarios in real-time, addressing strategic requests, market disruptions, and other unexpected impacts for more informed and insightful analysis.
- Enable iterative investigation of rule changes and comparison between different rule scenarios.
- Improve pricing on new business and mandates to ensure profitability.
- Continuously ingest large amounts of financial and operational data across multiple dimensions to support automated allocations.

Seamless data integration

- Integrate with any upstream or downstream system using pre-built connectors or self-service import and export, including portfolio management systems and external market data providers.
- Track audit history to monitor model changes and activity.
- Illuminate blind spots and uncover new growth opportunities by incorporating assumptions and internal and external factors.

About Anaplan

Anaplan transforms the way you see, plan, and lead your business. By dynamically connecting financial, strategic, and operational plans in real time, Anaplan gives you the power to anticipate change, address complexity, and move at market speed. Anaplan's Connected Planning platform lets you view and contextualize current performance, forecast future outcomes to fuel growth and mitigate risk, and optimize costs so you can make faster, more strategic decisions. Anaplan helps more than 2,400 market-leading customers in over 50 countries navigate their daily planning challenges with confidence.

To learn more, visit [Anaplan.com](https://www.anaplan.com)

The Anaplan platform offers

- **“What-if” scenario and multi-dimensional modeling**, powered by our patented Hyperblock® calculation engine, producing ultra-fast calculations at unprecedented scale **so you can anticipate market changes**.
- Built-in dashboards, reporting, and analytics with data visualization providing **a single source of truth** on business performance.
- **Collaborative and agile planning** across Sales, Finance, HR, Marketing, and other business units.
- Best-in-class **security and compliance** with role-based access control, user management, SSO support with SAML 2.0 compliance, and data encryption.
- **A highly extensible ecosystem** — collect and analyze data in a single location using APIs, ETL connectors, and built-in integrations with other solutions.