



## CASE STUDY

# Solutions for Smaller Firms



### Client Profile

BI-SAM provides a comprehensive software solution for performance, attribution, risk, and reporting for financial services. Founded in 2000, the company has rapidly expanded with its client list including many top tier asset managers in Europe and North America. Its B-One reporting platform has rapidly become an industry standard. BI-SAM is now poised to build off its success by working with a new market segment of clients who manage fewer assets. It strives to bring the same high quality and commitment to customer satisfaction to a larger clientele.

### The Project

BI-SAM engaged Fox Management Consulting (Fox MC) to complete market research studies on assessing the potential success of BI-SAM's proposed offering for smaller firms. Fox-MC will assist BI-SAM in identifying this downstream target market, understanding its needs, and determining how to best reach these prospects. BI-SAM is seeking input to tailor its internet-based SaaS B-Portal towards this new market segment. Several important issues will be addressed, including:

- Which types of asset management firms will be most interested in this new product and what are their needs?

- How are they currently meeting their performance, attribution, risk, and reporting needs?
- How can BI-SAM reach potential clients in this new market segment?

### Recommendations

Fox MC recommended a marketing plan for BI-SAM to introduce its B-Portal SaaS solution to the Tier 2, Tier 3 and Investment Consultant markets. These target markets value software solutions that are recognized as industry standards, that are easily customizable, and that provide high quality analysis. The new target markets are largely fragmented and composed of hundreds of much smaller players. Fox MC's recommended marketing strategy for these segments are centered on raising brand awareness, educating the market about the importance of quality attribution, and stimulating conversations within the industry on performance and attribution.

Fox MC's marketing plan for BI-SAM is built on four pillars: Traditional media, professional organizations, industry partnerships and social media. Each of these four pillars will allow BI-SAM to reach potential clients, raise awareness about performance and attribution solutions within the asset manager and investment consultant communities and serve as a platform to educate the entire investment community.

With broader objectives in mind, the marketing plan details specific short, medium and long-term action items BI-SAM should take to build these pillars, reach out to new markets, create a need for BI-SAM's products and acquire profitable customers.