



A State Street Company

CASE STUDY

Madison Investment Advisors

Growing Business More Efficiently with One Enterprise Platform



Results

Madison has been a Charles River client since 2017. They are pleased with Charles River's ability to support growth, as well as the improvement in productivity through more streamlined workflows compared to legacy processes. Charles River IMS is helping:

GROW BUSINESS WITH A SINGLE, ENTERPRISE PLATFORM THAT EASILY SCALES

Charles River's scalable platform supports multiple business lines from front through back office.

IMPROVE PRODUCTIVITY BY CONSOLIDATING DISPARATE SYSTEMS

Madison replaced multiple systems to gain process efficiency.

REDUCE RISK WITH CHARLES RIVER'S COMPREHENSIVE COMPLIANCE CAPABILITIES

Charles River's compliance is integrated across Madison's entire investment cycle.

Background

Madison Investment Advisors is a Wisconsin-based independent firm with \$16 Billion assets under management, a reputation for conservative investing and a culture rooted in integrity and service. For over 40 years Madison's highly-credentialed portfolio managers, analysts and traders have focused on high-conviction, risk-conscious investment strategies.

Madison sought to support business growth objectives by replacing multiple disparate systems across their business with a single, enterprise platform from front to back. Madison selected the Charles River Investment Management Solution (Charles River IMS) Software as a Service (SaaS).

More than 30 users across 3 locations leverage Charles River IMS to manage global equities, mutual funds, options and fixed income. Madison takes advantage of Charles River's Data Services (including Reference Data and Real-Time Data), Benchmark Service and Data Management Services. In addition, Charles River IMS interfaces with 10+ applications to support Madison workflows.

Solution

Charles River IMS replaced various systems used across Madison's investment lifecycle, including an OMS, EMS, compliance and analytics systems. By replacing these systems with a more streamlined and integrated system through Charles River IMS, Madison's portfolio managers and traders improved productivity. With Charles River, they now have integrated data, analytics and benchmarks via a single, enterprise platform. Automated procedures and workflow rules have reduced manual processes.

Madison has separately managed account, mutual fund, institutional and private client operations. Their business is dynamic, with accounts being opened daily. Charles River's flexibility and scalability enables Madison to support all lines of business and meet their business needs with a high level of performance. For example, the platform's open architecture enables Madison to maintain security classification scheme consistency between Charles River IMS and APX. In addition, Charles River helps Madison to manage risk with comprehensive compliance monitoring across the entire investment process.

Charles River IMS is an end-to-end solution to automate front- and middle-office investment management functions across asset classes on a single platform. Charles River IMS via SaaS is designed to minimize complexity, reduce technology costs, provide an easily scalable solution and helps firms support changing business needs by keeping up with software upgrades and ensuring performance and reliability.



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ABOUT CHARLES RIVER

Charles River enables sound and efficient investing across all asset classes. Investment firms in more than 30 countries use Charles River IMS to manage more than US\$25 Trillion in assets as of April 2019 in the institutional investment, wealth management and hedge fund industries. Our Software as a Service-based solution (SaaS) is designed to automate and simplify investment management on a single platform – from portfolio management and risk analytics through trading and post-trade settlement, with integrated compliance and managed data throughout. Headquartered in Burlington, Massachusetts, we support clients globally with more than 925 employees in 11 regional offices.

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