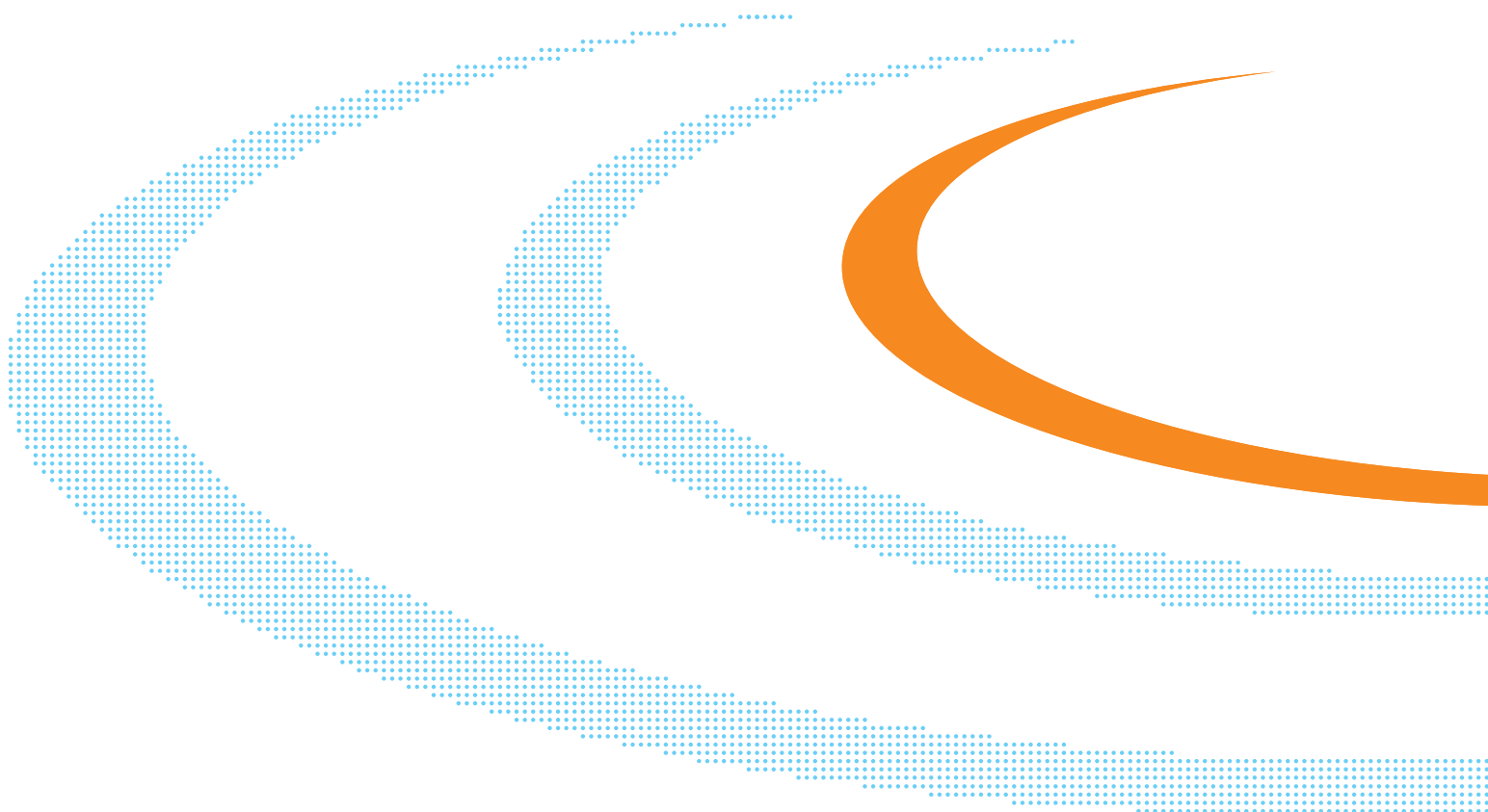


IBACAS



THE INSIDE TRACK



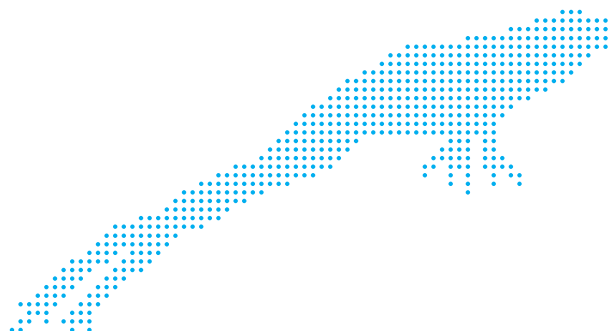
ASSET SERVICES OPTIMISATION

“Because we know Asset Services from the inside, we cross the finish line faster delivering quality along the way.”



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We work with clients in the Asset Services arena to improve the overall quality and performance of their Corporate Actions and Income event processes.



Put more simply: we sell experience.

And it is this experience that gives Ibacas the inside track. Before founding Ibacas, key senior individuals had worked in operational and change management roles within the Asset Services function of major global banks. The founding directors all have deep sector experience. And all have long standing personal experience of delivering optimisation projects for Asset Services clients.

As a result, at Ibacas, we all have an instinctive, first-hand sense of the unique challenges that our clients face. We live and breathe their processes. We understand the part that both people and technology play in their operations. We understand their challenges because we've stood in their shoes.

This inside-insight is key to our competitive advantage. It is the reason why clients from blue chip financial services organisations choose to work with Ibacas – a boutique consultancy – rather than with some of our larger competitors. We are sector specialists, and proud of it.

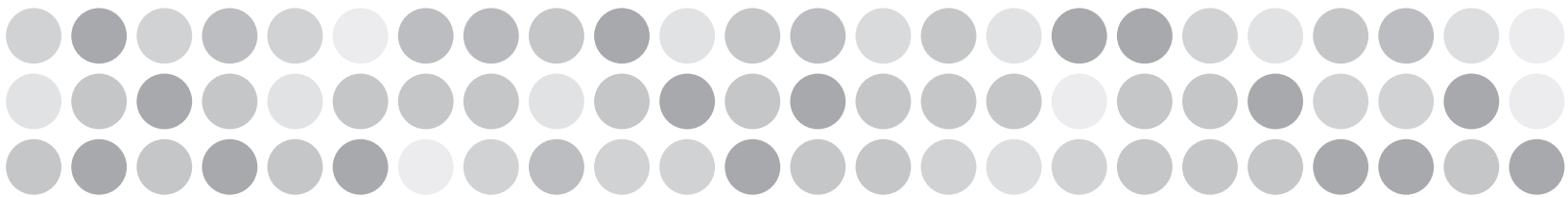
Experience delivers insight. Experience creates confidence and knowledge. But experience is also about speed and quality of delivery. We can leapfrog inexperienced generalists, stuck on the start line, educating themselves at the client's expense. Because we come from the inside, we know what it takes to deliver efficiently, effectively and – crucially – on time and to budget.

In short: we help our clients to get ahead faster.

And that is our primary competitive advantage.

Our clients have senior roles within Operations, key Business Units and IT. Typically, they are responsible for the smooth running and efficiency of the Asset Services Operation within successful financial services firms.

We work with clients from a range of organisations from Global Investment Banks to independent Fund Managers. We've worked with Global Custodians, Hedge Funds, Prime Brokers, Exchanges, Software Vendors and Market Data Providers.



The more clients we work with, the more similarity we see in the challenges that they face:

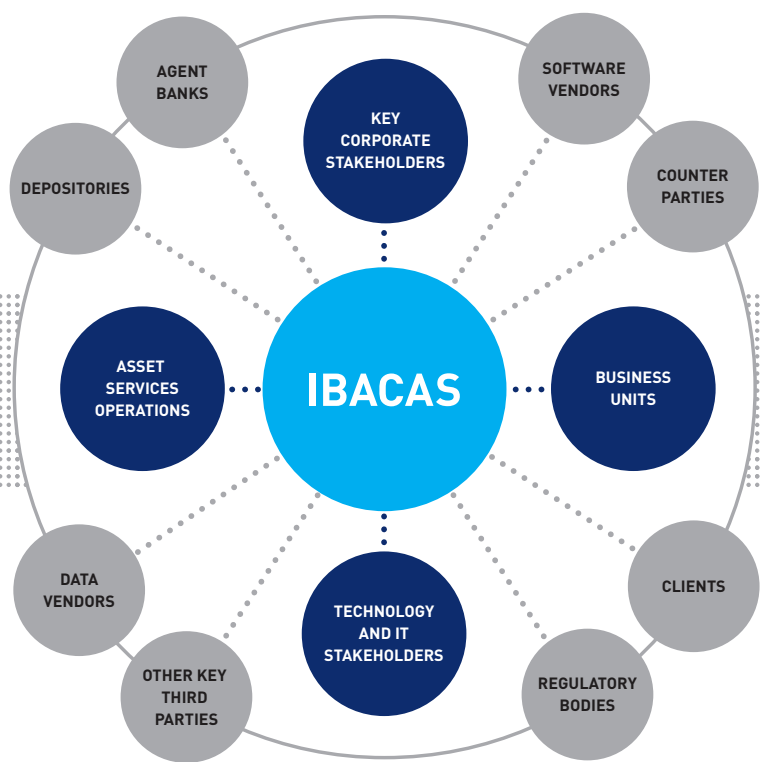
- How best to standardise and scale existing operations
- How to reduce inconsistencies, errors and exception-processing
- How to improve the quality of the service they deliver
- How best to speed up and automate operations and processes
- How to take cost out of existing operations on a cost-per-transaction basis
- How to reduce risk within their processes and overall operations
- How to ensure regulatory compliance
- How to retain key individuals

But what makes each Ibacas client unique is the culture that they operate within, combined with the particular network of processes that they have created and inherited over the years.

All our clients are aiming to arrive at a similar destination. But all start from a unique place, requiring a bespoke solution, designed around the specific needs of their organisation.

Making things happen in large organisations is a complex challenge. A plan is of no value unless it has support. A project is not a project until the organisation endorses it.

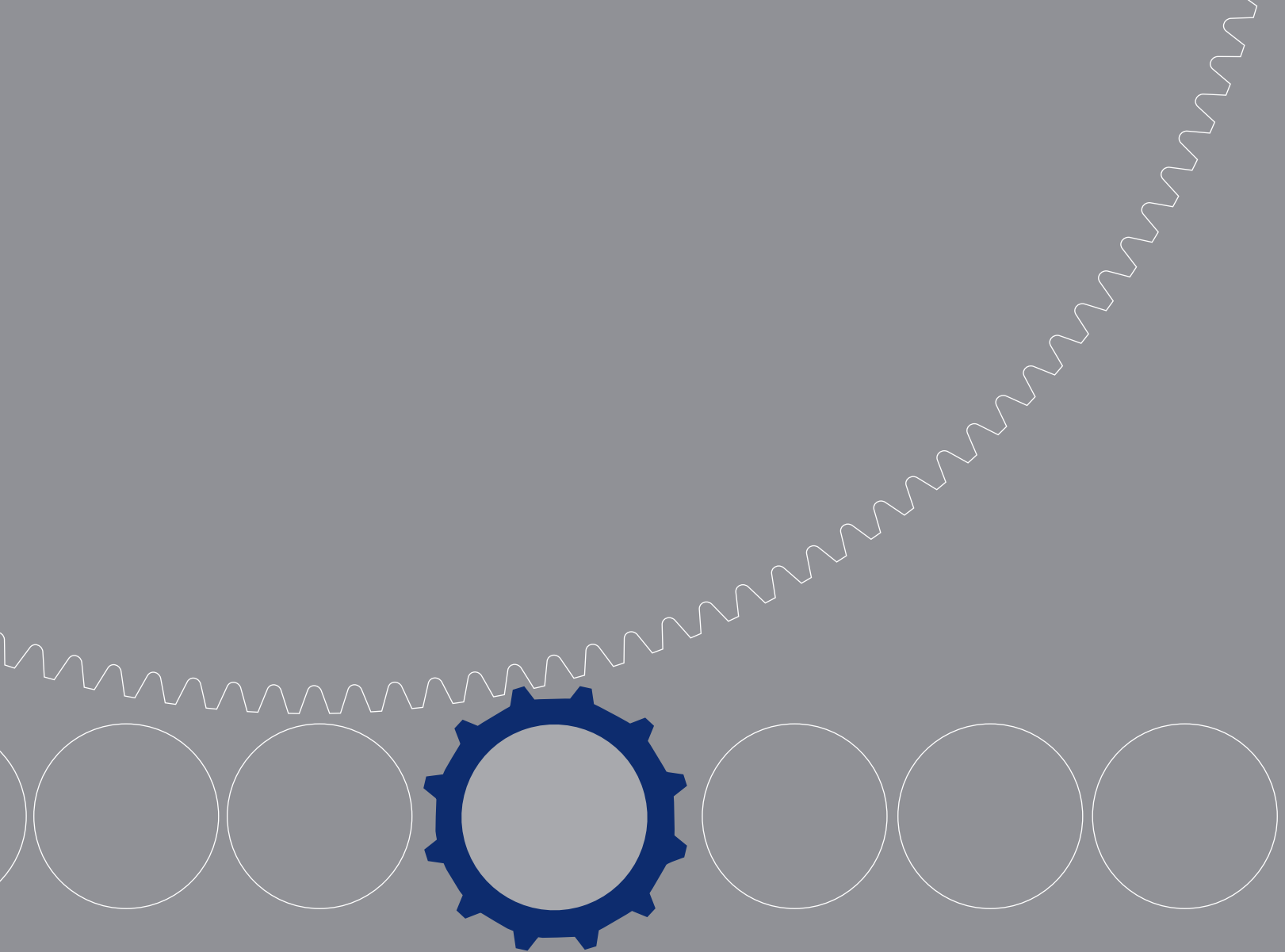
This is why we put a strong emphasis on the need to communicate and build organisational support, as well as on the need for quality delivery. We take full responsibility for the communications that surround our projects, as well as for the quality of the project as it is delivered.



We see ourselves as translators as well as advisors. Our role is to help each stakeholder group to understand the language and the priorities of others.

Our aim is to unify the organisation behind an agreed plan and set of outcomes, presented with clearly articulated benefits.

Aligning stakeholders is key to our approach



"We are pragmatists. We know that the wheel cannot be re-invented once a week. But we don't let that stand in the way of incremental improvements that will allow the wheel to turn more smoothly and more swiftly.

Adam Stern, Managing Director, Ibacas

FROM STRATEGIC ADVICE & ANALYSIS TO DELIVERY & SUPPORT

We adapt our approach and our team to suit an individual client's organisation, and the requirements of their particular project.

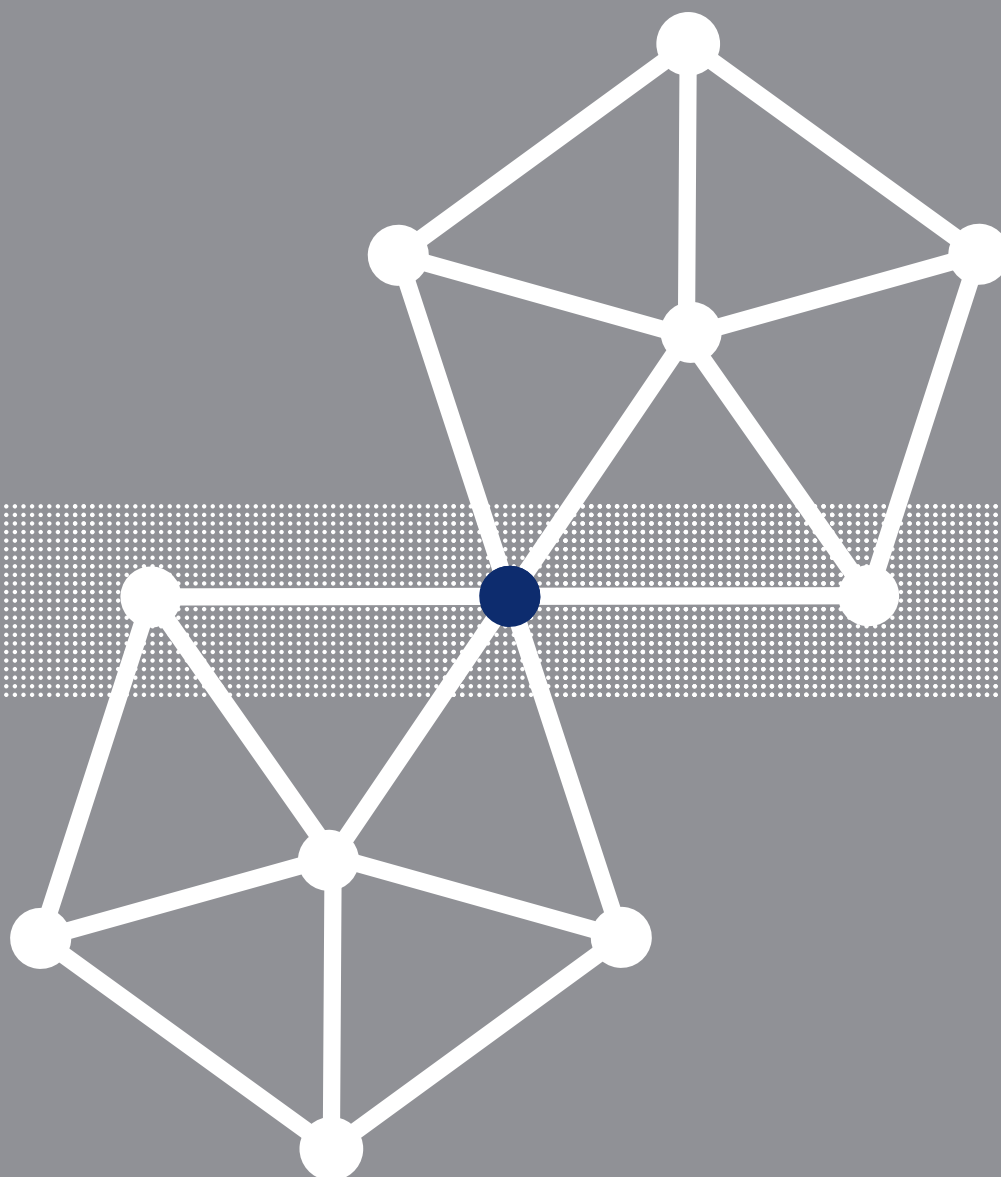
As ex-insiders, we understand how to resource individual projects appropriately and cost effectively. We know that budgets are increasingly under pressure. Part of our role is to work with clients to focus resources on projects that will optimise return on investment.



In addition, we understand that the solution is not always about technology or the latest software. As we seek to improve operational performance, we also scrutinise people, processes and cross- functional relationships.

It is this holistic approach that our clients value. We set out to solve a business problem rather than sell a pre-packaged solution.

We can review the entire end-to-end process and all the sub-processes within it. Alternatively, we can focus on discrete parts of the total operation, looking at those areas where the most significant benefits can be delivered swiftly.



“We look at the whole puzzle.
Not only the piece that we’ve
been engaged to optimise.”
Adam Stern, Managing Director



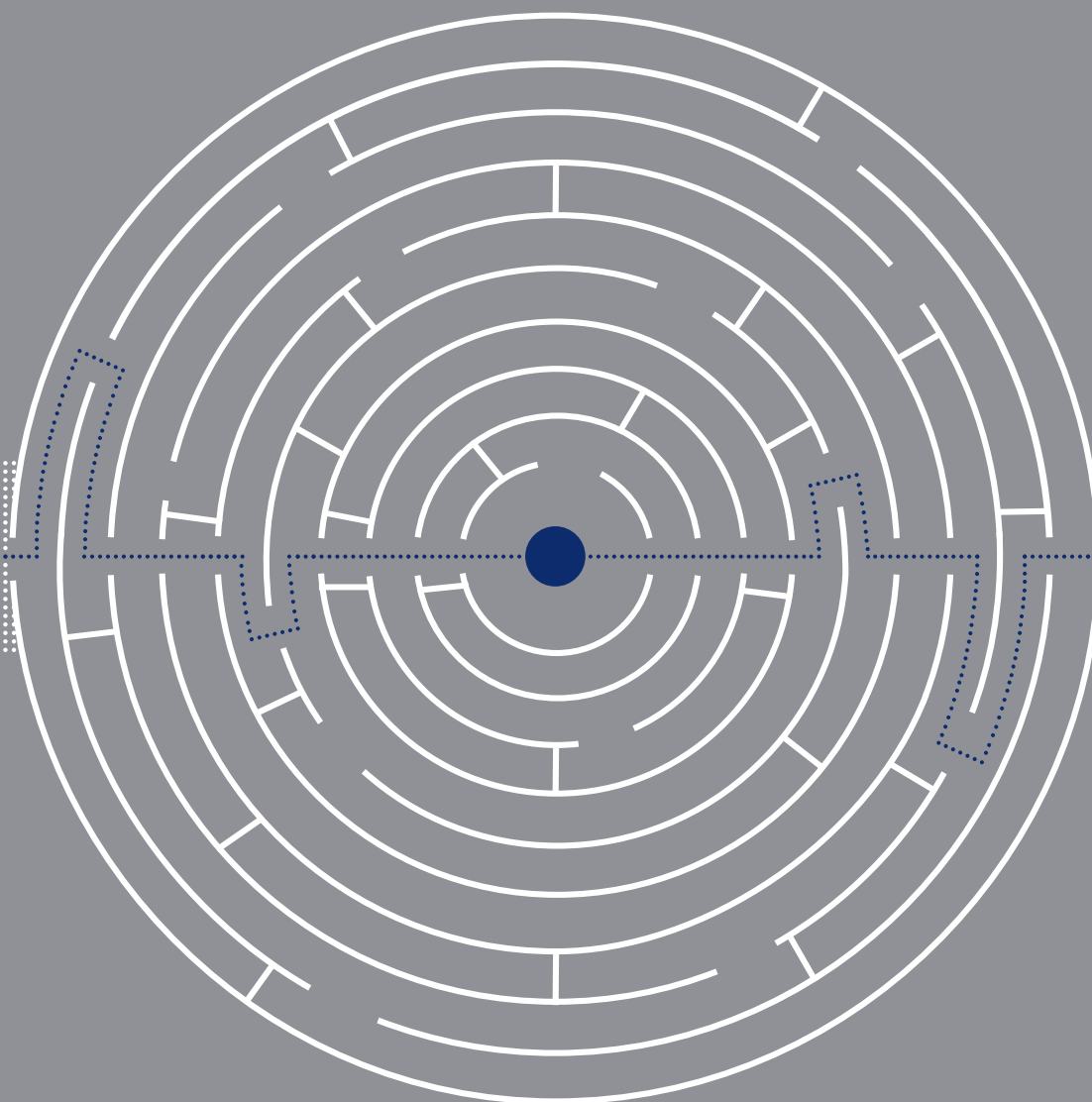
As independent practitioners, we are trusted to provide impartial advice focused on our clients' real business needs.

We are trusted because we have broad experience, in-depth market knowledge and an open minded view of what levers should be pulled to achieve a desired result.

Our approach involves looking beyond the borders of the Asset Services function. We take account of the organisation as a whole, its strategic priorities, its existing initiatives (that might impact on our work or vice-versa), its constraints and its long term ambitions.

OUR STRATEGIC ADVISORS PROVIDE:

- Market intelligence and advice regarding current best practice
- Independent advice regarding 3rd party vendors and partners
- High level advice on options for process re-engineering and improvements
- Input into business cases and articulation of business rationale
- Assistance with presentations to stakeholders
- Provision of an Actionable Strategic Plan for process improvements



“We guide our clients through complex situations to arrive at effective, deliverable solutions.”

Chris Owens, Director



Our analysts have experience of a wide range of Asset Services projects, ranging from quick system fixes, through to the re-engineering of entire processes.

This experience underpins our ability to diagnose critical issues swiftly and at a lower cost than many of our larger, less specialised competitors.

Ibacas analysts naturally take ownership of projects and full responsibility for successful delivery. We are solution focused and we place a high value on communications.

Throughout an engagement, all Ibacas personnel act as translators.

We facilitate understanding between Business Units and Asset Services operations.

We help those in Asset Services to understand technology teams working with them and vice-versa.

Our aim is to cut through organisational complexity to deliver results. We go beyond project management and delivery. We lead our clients through each engagement, acting as a guide and facilitator combined.

IBACAS ANALYSTS LIAISE WITH CLIENTS :

- Taking the Actionable Strategic Plan as a start point and exploring viable options for its execution
- Undertaking Current State Analysis, Future State Analysis and Gap Analysis, working with all implicated stakeholders
- Developing Target Operating Models
- Converting the Actionable Strategic Plan into a Recommended Achievable Project Plan
- Working with the client team, key client stakeholders and sponsors to gain internal agreement and support for this plan

“We focus on the details
that really matter to



deliver results”

Our design, delivery and testing experts live and breathe Asset Services.

As a result, we understand how best to elicit the key business requirements that are critical to a particular project.

Given our experience within the domain, our analysts don't start from a blank sheet of paper. We have an extensive understanding of the core business and functional requirements that are key to Asset Services Optimisation Projects, which gives our clients a head start at this crucial stage.

In addition, we have a particular strength in functional and user acceptance testing.

Our experience allows us to prioritise resources intelligently, investing in the testing operations that matter most and employing lower-cost techniques when appropriate - without compromising overall quality.

As technical teams or other external delivery experts join projects, we work hard to share our understanding of the big picture. This ensures that everybody working with us fully understands where their work-stream interacts with the project as a whole.

OUR DESIGN & DELIVERY PROFESSIONALS:

- Build on the Recommended Project Plan and take responsibility for the complete project lifecycle and its successful execution
- Create fully specified Business and Functional Requirements Documentation
- Deliver rigorous and detailed Process Flow diagrams
- Define an intelligent and appropriate Testing Strategy and Plan
- Take full responsibility for a smooth hand-over of the redesigned process or system
- Deliver related training documentation
- Manage migration as part of deployment

Some clients retain us to provide specific services on an ongoing basis.

The services we provide vary from client to client and are designed around the needs of the individual organisation. For some organisations, we act as a strategic sounding board. For others, we offer more tactical and operational assistance.

“Our services are **designed to dovetail around our clients’** long term requirements”

ONGOING SUPPORT SERVICES INCLUDE:

- Regular market intelligence reviews, covering issues such as the impact of new regulations and new industry standards
- Facilitation of workshops
- Tactical queue management and prioritisation
- Training
- Undertaking user surveys or research projects

In addition, we offer one-off or ad hoc services to clients requiring a specific solution to a specific challenge.

Once we have a working relationship with an individual client, we are often asked to plug a gap in the in-house team, or to deal with an urgent matter where our skill-set is of value.

The range of services provided is highly varied as we assist at all stages of a project's lifecycle.

“We plug the gaps that our clients can't easily plug in-house”

AD HOC SERVICES INCLUDE:

- Assisting with the development & presentation of a business case
- Assisting with selection of 3rd party vendors or long-term IT partners
- Auditing the existing operational state for future review and upgrade
- Functional & user acceptance testing – strategy, scripting and execution
- Data mapping exercises

There are many reasons why clients choose Ibacas.

But above all, we can think like clients when we need to, whilst remaining detached enough to offer valuable impartial advice.

Our advice always considers the impact of a possible course of action in terms of four key dimensions, summarised by the acronym **C.A.R.E.**

THE FOUR DIMENSIONS OF ASSET SERVICES OPTIMISATION

CLIENT SERVICE

In what ways will the project deliver genuine improvements to the client (end user) experience?

ARCHITECTURE

How will the project ensure that the underlying technology is improved and fit for purpose?

RISK

How will the project impact risk? How will risk be controlled throughout the process - in line with the risk policies of the client's organisation?

EFFICIENCY

How will the project deliver operational efficiencies and cost benefits? How will these be measured?

By looking at a potential project from these four angles – in advance – we ensure that the likely benefits and risks are well understood, before a decision to proceed is made. This approach also ensures that, where practical, such benefits can be quantified and measured. Our clients appreciate the rigour of this holistic approach.

Some of the feedback we have had over the years includes:



AN ENDURING FOCUS ON IMPROVED PERFORMANCE

OUR MISSION

In 2002, Ibacas was set up with a deceptively simple mission. That founding mission remains unchanged today.

We still live or die by results.

Today, we assist clients as they strive to improve service standards and optimise processes.

We help institutions to comply with regulatory requirements. We work with senior managers seeking to retain talented staff and to reduce operating costs, whilst also managing risk.

We listen, we collaborate and we recommend.

But, most importantly, we stay involved and help to deliver the improved performance we've promised. Because we started on the inside, we can still think like insiders when we need to. Because we are now on the outside, we can deliver impartial, high-value advice and solutions.

We are Ibacas, the Asset Services Consultancy with the inside track.

If you have a business challenge that requires experience and a commitment to results, please get in touch.

E. info@ibacas.com



OUR MISSION To help clients to improve performance
within their Asset Services Operations.



IBACAS

THE ASSET SERVICES CONSULTANCY WITH THE INSIDE TRACK

