WHY TODAY’S COMPLEX INVESTMENT ENVIRONMENT REQUIRES A BETTER TRANSFER AGENCY SOLUTION

As global economic conditions remain uncertain, investor demands continue to increase. Between the pervasiveness of passive strategies, increasing pressure to provide fee transparency, a changing regulatory landscape, the need to control costs, and a global shift that’s moving asset management into the digital realm, there’s no question trickle-down pressures are putting unprecedented stress on investment managers’ operations.

And while investment performance and growth are the asset manager’s responsibilities, it’s the transfer agency service provider that is accountable to provide the confidence investor records are maintained, that data is accurate and readily available at all times, and the firm’s investor and intermediary relationships are well cared for. Technology is changing the way we work, live and invest.

As the investment environment continues to evolve, asset managers need to capitalize on opportunities as soon as they arise. Behind the scenes, they need a modern transfer agency that can keep up with and even anticipate their ambitions. But legacy platforms and inflexible systems threaten to hold transfer agency services providers back.

What the modern transfer agency needs – and deserves – is a partner committed to continuous investment in services, hardware, infrastructure and technology innovation.
What a better partner brings to the table

Investments in transfer agency platforms and services must be directed toward flexible solutions that can adapt to market volatility and product evolutions. When evaluating technology and service providers, transfer agency leadership should look for these hallmarks of a better solution:

- Business process management tools that automate redundant functions, manage workflows, monitor processing activities, and generate instantaneous alerts and processes to address items that require immediate action.
- A robust technology backbone with a flexible modern architecture that can cope with multiple products and distribution strategies.
- Real-time access to data plus 24/7 processing and reporting of activity.
- Protection of sensitive data while at rest and while in transit.
- Global processing options to support the business’s expansion into new markets.
- Support for modern sophisticated, digital-friendly investor experience tools.

Global scale, specialist attention

In a time of sweeping change for the financial services industry, the transfer agency may be losing its place in the suite of fund services offered by the global banks.

But the function now has an emerging champion in the form of technology providers that offer tailored transfer agency technology and servicing options. A transfer agency partner that offers technology prowess and enterprise resources that allows asset managers and servicers to concentrate on their core competencies without trying to compete with them. At the same time, they can deliver the pricing advantages, scale and efficiencies of a large, global service provider.

With innovation an important part of its remit, an independent transfer agency solution is designed to support the ever-broadening portfolios, processing nuances and regulatory demands that are creating major operational challenges for today’s asset management industry. After all, special requirements deserve specialist attention. So, what better way to meet the needs of today’s complex investment environment than through a dedicated transfer agency managed service solution?

Learn more about how FIS® Transfer Agency Services empower transfer agent professionals to deliver the best possible service while remaining flexible as market requirements evolve.

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