

Profile

Client: Conestoga Capital

Location: Radnor, PA

Description: Asset manager focused on US small cap, primarily institutional clients

AUM: \$1.7 billion

Background

- Advent client since 2005, with Advent Portfolio Exchange® (APX), Moxy®, Advent Revenue Center® and Advent Custodial Data®
- In 2012, began presenting to clients, prospects and consultants using Apple iPads
- Saw opportunity to strengthen presentations with access to deep-dive portfolio and client data
- Portfolio managers frequently on the road meeting companies, and need real-time access to portfolio and client data

Solution

Advent DirectSM Investor Management

- Cloud-based app that connects users with the systems and data they need through any type of mobile or local device

“We push hard to differentiate ourselves in the marketplace. Advent Direct is a differentiator.”

Duane D’Orazio, Managing Partner, Conestoga Capital

Small-cap specialist Conestoga Capital focuses primarily on institutional clients through the consultant channel, where competition is strong and differentiation is critical. Taking its name from the fabled wagons of the pioneers, Conestoga is always blazing new trails.

“About a year ago, we made the decision to use iPads in our marketing presentations,” explains Managing Partner Duane D’Orazio. “It was a great way to have multiple documents available for viewing and extremely flexible if the discussion took a different turn, rather than being bound to the material in a printed pitch book. We also thought it put the firm in a better light and made us look on top of our game.”

Not long after, Conestoga—a long-time user of Advent Portfolio Exchange® (APX) and Moxy® for trade order management—learned about Advent Direct. Still early in development at the time, Advent Direct is a cloud-based platform that allows anytime, anywhere access to data from Advent and non-Advent systems in real time, and presents it through intuitive tiles the way the user wants to see it, on any type of device.

“After going through the Advent Direct presentation, we immediately said this looks like a great fit for us,” Duane says. “We had already adopted the iPads, and now we could go a step further and present a client with up-to-date performance, holdings, transactions—whatever it may be.”

Conestoga agreed to be a development partner for the Advent Direct platform and one of the first solutions available on it,

Advent Direct Investor Management. “Anything that can make us more efficient and stand out from our competitors, we’ll definitely take to heart and come to a decision pretty quickly.”

The Investor Management solution delivers anytime, anywhere access to real-time portfolio and client data, surfaced in an easy-to-use presentation layer. It provides the firm’s client-facing professionals the information they need to converse with clients and captain relationships efficiently and effectively.

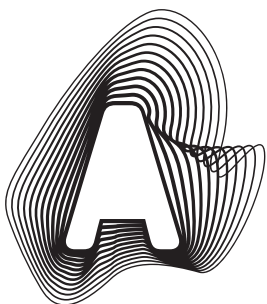
The Cloud Makes It Easy

The benefits of Advent Direct Investor Management quickly became apparent:

Fast and easy implementation: “The ease of the installation was outstanding. It took an hour or two at most. That in itself was appealing compared to going through a conversion and managing another layer of programming. The way the Advent Direct platform is built makes it extremely easy to get up and running quickly.”

Ease of access to data: “Easy and immediate access to portfolio information is the overriding benefit for us right now. The use of CRM in APX is also important. The ability to pull up contact information at the portfolio level is very efficient. When we have a meeting with a large institutional consultant, where we have several contacts, we can see the portfolios that each consultant is responsible for.”

On-the-road access: “Our investment process dictates that we visit companies and management teams, so our portfolio managers are traveling a lot. Having access



Client Story

Benefits

- › Anytime, anywhere real-time access to portfolio and client data
- › Enhanced client communication and satisfaction
- › Increased productivity in client meetings
- › More effective prospect presentations
- › Fast, accurate answers with on-the-fly drill down capabilities
- › Fast and easy implementation and upgrades with cloud architecture

"The ease of installation of Advent Direct was outstanding. It took an hour or two at most."

"Advent has allowed us to grow our business efficiently by leveraging technology instead of having to hire multiple people. We think we can grow many times over."

"Advent Direct is a game changer."

Join the Conversation



to their portfolios and up-to-date performance on the road is a great development. I've heard great feedback from my partners."

Fast, flexible search: "The search functionality is extremely intuitive and robust. From putting in a ticket for cross-referencing, we're able to quickly pull up portfolios that hold a specific security. That is very well thought out."

New Functionality, Served Up in Minutes

A key advantage of being a development partner is that Conestoga has the opportunity to help shape Advent Direct Investor Management. And a key advantage of Advent Direct's cloud architecture is the ease of adding features.

As Duane recounts, "After our marketing director used Investor Management in a client meeting, where he presented holdings and performance, he had an idea that it would be great to have a section for realized gain and loss." Advent agreed. And when the necessary functionality was ready, it was added in around 20 minutes with virtually no disruption to service.

"This is a rolling development," says Duane. "It's great to be able to pass along suggestions and then see them come to fruition rather quickly."

The roadmap for Advent Direct calls for integration with other Advent solutions, notably Moxy, as well as a number of third-party systems. Input from Conestoga is helping chart the course of Advent Direct.

The Competitive Advantage

Advent technology has enabled a firm with just 11 people to grow to \$1.7 billion in assets and be a lean competitor. "Advent has been an extremely important partner for our firm," says Duane. "It's sort of the 12th employee. We depend on the Advent team to support us and to help us run our business."

Conestoga has not been hesitant to invest in technology and reap its advantages. "Advent has allowed us to grow our business efficiently by leveraging technology instead of having to hire multiple people," says Duane. "We think we can grow many times over and continue operating on that same philosophy."

Advent Direct represents another advancement for the firm. "We push hard to differentiate ourselves from other managers in the marketplace. The expectations of consultants are very demanding. Advent Direct gives us the ability to sit down with a consultant and pull up a portfolio and show current holdings and year-to-date performance through close of last night—that's a differentiator. It shows that we're investing in technology to be a better firm."

In sum: "Advent Direct is a game changer."

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