

Advent Professional Services

SURROUND YOURSELF WITH SMART

Get it Right from the Start:

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SS&C Advent's Geneva® is the portfolio accounting solution of choice for global and alternative multi-asset managers around the world. Taking full advantage of Geneva's capabilities can drive measurable ROI through increased efficiency, improved accuracy, and reliable real-time data for informed decision making.

So how do you get the full value of Geneva's functionality right from the start? It starts with a well-planned and efficiently executed implementation led by SS&C Advent's Professional Services team. Following a highly disciplined process, proven in hundreds of successful implementations, our team will take the time to understand the unique requirements of your firm and make sure Geneva is meeting them from go-live.

Take a few minutes to walk through the phases of an implementation project and meet some of the people working to ensure a successful launch of Geneva every time.

DID YOU KNOW?

- The Professional Services team consists of implementation and upgrade consultants, project managers, custom engineers, and services operations professionals.
- The Professional Services team performs around 30 new client implementations on average each year.
- Most implementations are completed within a three- to nine-month time frame.
- The full implementation team can involve as many as 12 to 15 people, including Professional Services consultants, experts from the product team, Advent Managed Services and, in some cases, Advent University trainers.
- In addition to implementations, the Professional Services team handles major upgrades, platform optimization projects, and "lift-ins" from on-premise installations to the cloud.

Implementation Architecture

Defining the project scope and desired outcome

Implementation architects define the scope of the project at the outset—and what success will look like when the project is completed.

Each project starts with a planning workshop involving the SS&C Advent project team and key client stakeholders. Implementation architects lead the workshop, in which the client's business needs and operational workflows are defined and documented. Implementation architect Andre Zdrok characterizes the workshop as “a two-way-street. We are getting educated on the client's business and their current state, while at the same time introducing best practices and helping them think through how their processes could be streamlined.”

The output from the workshop is a documented project plan. “We provide the documentation, the blueprint for the project team to follow,” says Selvi Pasumalaithevan. “But we don't disappear. We are on hand throughout the project in case it runs into obstacles, and we help figure out solutions.”

Implementation architects have years and even decades of industry experience, not just with Geneva, but also with the entire ecosystem in which Geneva operates, including trading platforms, reconciliation systems, and internal and external data sources. They are frequently involved in the sales process to gain an understanding of the client's needs and explain how Geneva can meet them. Ultimately, their job is to ensure that the implementation delivers a long-term solution that is the right fit for the client's business, and that clients are getting the full value from their investment in Geneva.

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Each new project almost feels like starting a new job. Even after 15 years, I am learning new things, and that truly keeps it interesting.



SELVI PASUMALAITHEVAN
Implementation Architect

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You want the client to think of you as a trusted advisor. Sometimes previous clients will contact me years later to brainstorm or talk through a challenge. That is success as an implementation architect.



ANDRE ZDROK
Implementation Architect

Project Management

Keeping the project on track and the client informed

With the project plan in place, the project manager takes ownership of seeing it through and is the primary point of contact with the client. The project manager is responsible for establishing and tracking detailed costs, timelines and key milestones, keeping the project aligned with expectations and the lines of communication open.

“Project managers onboard new clients to our platform,” says Khodor Tajeddine, a 12-year SS&C Advent veteran and head of the Project Management team. “We take the clients from the time when they literally have nothing in our system, all the way to the point that they have migrated their legacy data, configured the system, run their testing, and go live.”

Even with meticulous planning, implementation projects are fluid by nature. Managing change on the fly is a big part of the project manager’s job—and reassuring the client that changes are to be expected, and the project will meet the desired outcomes.

During the pandemic, implementations changed significantly. Instead of spending months on-site with a client, project managers adapted quickly to remote implementation. Today, more new clients are launching Geneva in the cloud with Advent Managed Services, while many existing clients are engaging Professional Services to do a “lift-in,” migrating Geneva from on-premise to a managed services deployment.

“We rarely see clients implementing on-premise these days,” Khodor says. “That puts a bigger responsibility on us to get everything up and running properly, so the client can simply log in and start using the system.”

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Throughout the project, you see new clients starting to feel less anxious and more comfortable as they get familiar with the process. It is exciting to see. I think that is something a lot of project managers enjoy.



KHODOR TAJEDDINE
Senior Director
Project Management

Integrations

Making all the right connections

Professional Services integration specialists make sure Geneva is properly connected to all the other systems with which it exchanges data, and that data feeds into and out of Geneva are working smoothly. That includes internal connections with trading, reconciliation, or risk systems, as well as with external market data and pricing sources.

As integration consultant Josh Howe puts it, “We help the client get data into Geneva from upstream systems and extract the data they need to feed downstream systems, or to deliver formatted reporting directly to consumers of the data.”

Integration specialists get involved at the earliest stages of the project. Much of the project definition workshop is devoted to mapping out workflows across the ecosystem around Geneva. The project plan prioritizes which integrations are “day one” mission-critical, meaning they have to be working before go-live, and which can wait until “day two.”

Integration is an “agile” or iterative process, Josh explains. “That is one of the things I enjoy about it. There is a lot of interaction with the client, getting something in front of them quickly that we can test and then refine.”

In most cases, the Integration team performs all the hands-on coding to get the integration working properly. “If a client has its own IT team, we play more of a consulting role,” says integration specialist Rashmi Rao. “Our goal is to help them be as self-sufficient as possible, knowing they have support when they need it.”

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We’re helping clients design and implement workflows. Where a client may spend hours on tedious, manual work, we help to streamline and automate it. It’s very satisfying to know we make their jobs easier.



JOSH HOWE
Principal Consultant

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Even if I’ve done lots of trading integrations, they’re all very different, and I have the freedom to find the best solution. There’s always some creativity involved.



RASHMI RAO
Integration Services Consultant

Investor Accounting

Setting up Geneva for investor accounting

Geneva has an optional module that performs individual investor allocations, accounting, fee calculations and reporting. Setting it up and integrating it with the portfolio accounting function is a specialized activity within the overall implementation process. That is where the investor accounting consultant comes in.

“We work in concert with the portfolio consultants to do the work on the investor component at the same time that they install the portfolio accounting module,” explains Aaron Smolinski, the investor accounting team lead. “Early on, when the portfolio team is figuring out its requirements, we’re doing the same thing on a parallel track. Once the portfolio functionality is fully up and running, we’re ready to connect the Investor functionality and start testing it.”

The Investor Accounting team is made up of people who combine technical skills with substantial accounting knowledge. Most of them have several years of client-side experience, coming from firms that used Geneva. So they understand the client’s needs and expectations firsthand.

“The offering itself is pretty straightforward, so clients often look to us for help in figuring out ways to improve their business. They want to know what we’ve learned from working with other firms. Obviously, the technology is important, and the client expects that we will deliver it on time and it will meet their requirements. But beyond that, we can add value based on our backgrounds and our knowledge, and clients appreciate that.”

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I really enjoy the varied interaction with our team and with different clients. The most satisfying part is when we have clients that we have worked with before, then they move to a new firm and they want to implement Geneva and work with us again.



AARON SMOLINKSI
Team Lead
Geneva Investor Accounting

Advent University

Comprehensive training and confidence building

When a new client has a large number of people that need to be trained on Geneva, the Professional Services team taps into the resources and expertise of Advent University, the heart of SS&C Advent's technical training on all our solutions. Advent University (AU) has dedicated Geneva trainers who provide intensive hands-on training, sometimes on-site but more often in a live, highly interactive virtual environment.

"The training usually takes place while the implementation is in progress, and the clients are really being introduced to Geneva for the first time," says Marisa FitzPatrick, the lead client trainer for Geneva. "So even in a virtual environment, they tend to be very attentive as they're soaking it all in. We give them workbooks and exercises that are well-designed and easy to navigate, and they follow along."

In addition to in-person training during the implementation, Advent University maintains online courses, pre-defined lesson tracks and self-guided tutorials for clients who need a refresher or a deeper dive on a particular functionality. Clients can also request custom training when needed.

"Our goal is to make the clients more self-sufficient, so they don't have to reach out to their relationship managers or support as frequently," explains training manager Susan Hart. "Obviously, if they have a technical issue they can always reach out, but the training and our materials should answer any basic usage questions and save them time."

"We get emails all the time from clients telling us how valuable the training was and how much they got out of it," says Marisa. "That kind of feedback is the best indicator that we've been successful."

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It's great when people realize how much the training can improve their day-to-day work; how much time they can save by making a simple change. It's the little things like that that make it worthwhile.



SUSAN HART
Manager
Advent University

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You see people have that "aha" moment when they've learned something new. That's pretty cool to see that people are getting something out of what you're teaching them.



MARISA FITZPATRICK
Principal Trainer
Advent University



SS&C Advent's Professional Services team can help you get it right from the start with Geneva to see value from day one. Talk to your relationship manager to find out more about our process and our people.

ABOUT SS&C ADVENT

SS&C Advent, a business unit of SS&C, is helping over 4,300 investment firms in more than 50 countries—from established global institutions to small start-up practices—to grow their business and thrive. Delivering unparalleled precision and ahead-of-the-curve solutions for more than 30 years, we help our clients minimize risk, work together seamlessly, and shape the future of investment management.

For more information, visit www.advent.com or contact us at (800) 727-0605 or info@advent.com.

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