

“Our experience with Advent Services was so good—on time, on budget, organized, smooth, and virtually seamless. I couldn’t recommend them more.”

Erika Donalds, Chief Financial Officer, Dalton, Greiner, Hartman, Maher & Co., LLC

### Advent Services delivers “on-time, on-budget” APX implementation for DGHM

Dalton, Greiner, Hartman, Maher & Co., LLC, was a very satisfied client of Advent’s Axyx portfolio accounting and reporting solution. However, when Advent introduced the integrated portfolio and client relationship management platform, Advent Portfolio Exchange (APX), the firm saw an opportunity to streamline operations significantly. “What convinced us to go with APX was that we could pull the work of five systems together on a single platform,” says DGHM Chief Financial Officer Erika Donalds.

The firm also decided to engage Advent’s Services to oversee the conversion. “We didn’t really know what to expect,” says Senior Portfolio Administrator Karen Schnetzer, “having worked with a third-party consultant previously, we thought we could improve on the efficiency of the process by utilizing Advent Services’ expertise to ensure our success.”

“The implementation was extremely organized and we had a great experience,” Ms. Schnetzer reports. “Our project manager and our consultant were both excellent.”

The bottom line: “Our project was on time and on budget.”

“We had risks that we would not have given as much weight to. We knew exactly how to address them in the plan.”

Erika Donalds, Chief Financial Officer

### Mitigating risks: a proven project planning methodology

Advent Services adheres to a proprietary methodology that has proven successful in hundreds of Advent solution installations. At the heart of the methodology is a rigorous planning workshop in which objectives are clearly defined and roles assigned on both Advent’s and the client’s part. Risks and potential pitfalls are anticipated and contingencies developed.

“One of the best things they did in the beginning was map out the risks and how to mitigate the risks,” Ms. Donalds recounts. “We had risks that we would not have given as much weight to. For example, employee turnover seemed like a very low risk to us. But it was addressed anyway, in the planning—If we found ourselves understaffed, how would we handle that?”

“When things that we thought were a very low probability actually came up during the project, we knew exactly how to address those in the plan and stay on time and on task. I thought that was great.”

#### Profile

**Client:** Dalton, Greiner, Hartman, Maher & Co., LLC

**Location:** New York, NY, and Naples, FL

**Description:** Asset manager, 80% institutional clientele

**Investment style:** Fundamental analysis, equity, long-term investor

**AUM:** \$2 billion

#### Background

- Originally implemented Advent Axyx® in 2004
- Migrated to Advent Portfolio Exchange® (APX) in 2010
- Having worked with a third-party consultant previously, DGHM wanted to improve the efficiency of the process by utilizing Advent Services to ensure its success

#### Solution

- Advent Services for Implementation Project Management

#### Benefits

- Proprietary implementation methodology proven in hundreds of engagements
- Rigorous planning process to anticipate and mitigate risks and roadblocks
- Experienced Advent consultants and project managers with firsthand knowledge of Advent solutions
- Extensive track record of on-time, on-budget performance

## Ensuring success

A successful APX conversion is critical for a number of reasons, primarily:

- To be sure that clients do not experience any disruption in service
- To ensure that the firm's valuable data is protected
- To equip staff to start using the system immediately
- To enable the firm to start realizing the expected benefits of the solution—vastly increased operational efficiency and ROI—from the moment of “go-live”

Using Advent Services virtually ensures a successful implementation, eliminating the risks of delays, errors, cost overruns, and business disruption. Advent project managers and technical consultants are trained, experienced, and certified experts on Advent technology and implementation best practices.

“Our project was on time and on budget.”

Karen Schnetzer, Senior Portfolio Administrator

## “Better than expected”

“It went way better than I would have expected, just knowing the enormity of the task on the front end,” Ms. Schnetzer says. “With the system that Advent has in place for managing projects, it really went smoothly and was relatively easy on us.”

Ms. Donalds concurs. “if you're going to use an Advent system and you decide to convert, use Advent's Services for the conversion, absolutely. Our experience was so good—as I said, on time, on budget, organized, smooth, and virtually seamless. I couldn't recommend that more.”