

Profile

Client: Cortina Asset Management

Description: Asset manager with US small cap equity focus for institutional clients

AUM: \$2.5 billion

Background

- › Firm uses full suite of Advent solutions
- › Firm follows a fundamental, bottom-up investment style requiring in-depth knowledge of companies
- › Needed a way to track and manage thousands of company meetings a year

Solution

Tamale RMS® from Advent

- › Pioneering and market-leading research management solution
- › Provides a central repository for research data in all forms, including meeting notes, company reports, emails, presentations and more
- › Data is indexed and easily searchable by a firm's own criteria

“Tamale definitely fills a need for all-sized firms beyond research aggregation. You can actually use it in ways that add value and add alpha to your portfolio.”

Lori Hoch, Principal and Chief Operating Officer, Cortina Asset Management

Tamale RMS® is Cortina's Competitive Edge

US-based Cortina Asset Management has built out its Advent software suite since opening in 2004. Starting with Axys® and Moxy®, the firm then transitioned to Advent Portfolio Exchange® and later added Advent Rules Manager and Revenue Center.

So when Advent acquired the pioneering research management solution, Tamale RMS®, it got the firm's attention. “We're a bottom-up, fundamental type of investment shop meeting with thousands of companies a year,” explains Lori Hoch, Cortina principal and COO. “We needed a way to track all of our research.”

Ms. Hoch and her colleagues did not expect at the time that Tamale would quickly become one of Cortina's most valuable technology assets. “When we first implemented Tamale, it was mainly to get research organized and have the system in place as we grow. Over time it's really evolved as we've learned that it's more than just a central repository.”

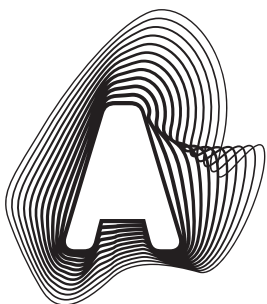
Support for Marketing and Compliance

Cortina has been able to leverage Tamale in ways the firm did not originally anticipate, including:

- › **Prospecting and marketing.** “We casually mentioned Tamale in one new business meeting and ended up spending 15 min-

utes talking about our research management process. So now we have a slide on Tamale in our pitch book. And it has gone over very well. It gives institutional clients comfort that we're not just operating out of notebooks, but have a formalized system in place to track and utilize all the data we get.”

- › **Compliance readiness.** “Regulatory compliance requires you to keep any documents that led to a portfolio recommendation. In the past, that meant everyone keeping file cabinets and storage boxes full of notes and paperwork. Now, Tamale helps us comply with the books and records requirement, and makes it so much easier to find information if the regulator were to come in or if a client has a specific question.”
- › **Client communication.** “Institutional clients are very sophisticated, and many times, they want to talk about individual securities in the portfolio. Tamale has enabled our client service and marketing people to understand our decisions and answer client questions without taking up the portfolio manager's time.”
- › **Team collaboration.** “Yesterday we had the CEO of one of the companies in our portfolio in our office, and the portfolio manager that covers the company was out. Someone else in research was able to create a tear sheet of his notes in Tamale and was fully prepared to cover that meeting.”



Client Story

Benefits

- › Demonstrates a formal due diligence process for marketing and client relations
- › Supports compliance with SEC and MiFID books-and-records requirements for decision documentation
- › Enables more effective collaboration among investment teams
- › Integrates data from Advent Portfolio Exchange® for a complete picture of portfolio holdings

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Integration with APX and Moxy

A key advantage of an all-Advent environment is that the individual systems can share data. Cortina has worked with Advent to integrate Tamale with the portfolio management and trading platforms.

"When we write a note on a company in Tamale, we want to see how many shares we own and at what price," Ms. Hoch explains. "We integrate holdings, trading and other data that is available in Moxy and APX. The portfolio managers and analysts are primarily using Tamale, so if we can pull all the data they need into Tamale instead of having to run reports, that is helpful"

Not just for "Big Shops"

As a 20-person firm serving an institutional clientele, Cortina has made optimal use of Tamale to make better-informed decisions and communicate more effectively with clients.

"I think some people get scared away from Tamale because they think it's for big shops with big research departments," Ms. Hoch concludes. "It definitely fills a need for all-sized firms beyond research aggregation. You can actually use it in ways that add value and add alpha to your portfolio."

Join the Conversation



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