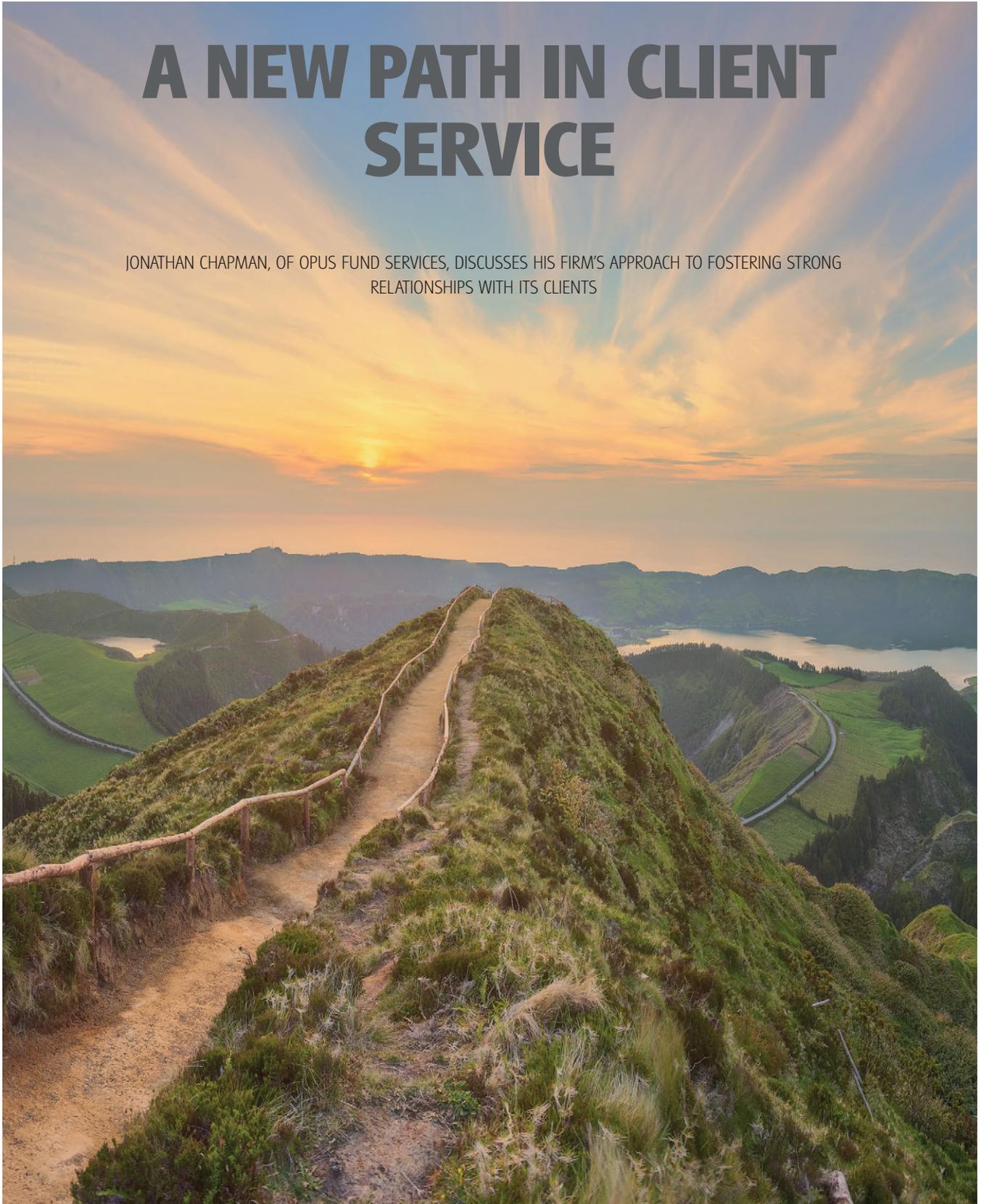


A NEW PATH IN CLIENT SERVICE

JONATHAN CHAPMAN, OF OPUS FUND SERVICES, DISCUSSES HIS FIRM'S APPROACH TO FOSTERING STRONG RELATIONSHIPS WITH ITS CLIENTS



Hedge fund managers face many important decisions and a single mistake can cause disruption affecting growth, operational stability and investor retention over the life of the fund.

Choosing the right service providers, be it prime broker, legal counsel, auditor, or fund administrator can seem like a daunting task. However, these partnerships are crucial and aligning yourself with the right firms can increase your ability to focus on delivering results for investors.

We at Opus are well-known for scaling our business through technology and process, not headcount. We do, however, have one key exception to this rule: we firmly believe that client service cannot be automated. This is where people, not machines, are a key differentiator.

The success of Opus hinges on strong client relationships. Exceptional client service constitutes one of our core values. We always aim to be a trusted partner of our clients, rather than merely just another vendor to be managed. One of the ways we have differentiated ourselves from the competition is through strong relationships. Our client service is one of the reasons so many fund managers continue to work with us.

We start new relationships by assigning a dedicated Client Relationship Manager (CRM) from our client solutions team. This team, strategically spread out between our many global offices, guides the client through their complete service experience with Opus. We work with over 250 managers on 450 funds, so exceeding the expectations for so many clients is a full-time job for our dedicated team of CRMs.

The key areas of focus for our client solutions team are as follows:

CONSULTING

Our client solutions team is carefully chosen to bring a wealth of industry experience to the relationship. This means that we also act as de facto consultants on an ongoing basis. We provide clients with guidance on best practices and industry trends. We also provide introductions and access to our referral network across the service provider community – audit/tax, prime brokers/custodians, legal, technology, OMS/EMS and banking. We frequently share our expertise, opinion and insight on best practices on topics such as:

- fee classes
- fund expenses
- valuation and pricing
- trading counterparties
- technology
- investor trends
- reporting
- regulatory requirements

Most importantly, we listen to our clients to ensure that we fully understand their goals and requirements. This ensures that we provide the appropriate services for the client, their fund and its investors.



Jonathan Chapman is SVP, head of implementation for Opus Fund Services based in our Naperville, IL office. He has held a number of roles at Opus, including head of portfolio accounting as well as senior fund accountant, since joining the company in 2010. Chapman previously held a number of roles at Bank of America Merrill Lynch from 2008-2010, and he is a Certified Public Accountant.

QUARTERBACKING

Opus operates a “shared services” model across all our teams. This means that each of our core business activities is staffed by experts in their field. Shared services include portfolio accounting, fund accounting, investor services, compliance, and banking. The client solutions team serves as a liaison between our shared services teams, while understanding all client requirements holistically. Client solutions ensures that all internal teams are working together in concert to deliver a unified product.

PERIODIC HEALTH CHECKS

Opus believes that having consistent, periodic account check-ins with the client ensures that we continue to build a personal relationship, while remaining up to date on all client needs as their business evolves.

Our account reviews identify what we are doing well, and what our clients would like us to change. This feedback is essential to help modify our service as we try and achieve our goal of being able to attain good references from 100% of our clients. The process assists understanding trends, client initiatives and requests that may dictate future projects, technology innovation and customisation to our offering.

SOLUTIONS NOT PROBLEMS

We strive to stay up to date with industry trends and actively discuss these topics with clients as they structure and grow their funds. For example, recently we have seen major shifts in the complexity of fund fee structures and terms. Many hedge funds are now exploring the use of waterfalls, lock-up periods, tiered hurdle rates, and other models meant to more closely align performance allocations with actual realised profits.

Many of the conversations we have with our clients revolve around their own investor demands. Opus has proprietary software to track all interactions with clients, and this allows us to track trends in the industry and cross-reference solutions we’ve deployed in the past.

Each of our CRMs then act as a project manager to develop a plan, perform the research, liaise with the appropriate shared services teams, review prior events, and deliver a solution. Ultimately, this means that clients have access to more than just the experience of an Opus CRM, but they leverage solutions previously identified for other challenges faced.

Choosing a service provider is essentially entering a relationship with a firm that you can trust. At Opus, we earn this by executing on the plans we make, being available to you when you need us, delivering solutions that suit your business best, and by being your most dependable resource.

Over the last ten years, our client solutions team has had a single mandate: to provide clients with the most exemplary customer service in the industry. ■

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