



New York-based fund raises \$1.5 billion launch with Enfusion



ENFUSION
Software. Services. Analytics.



Client summary:

New York based long/short equity manager (HF) launched in 2014 with \$1.5 billion making it one of the highest profile launches of the year.

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SILOED SYSTEMS WERE INEFFICIENT FOR \$1.5B FUND LAUNCH

Raising \$1.5 billion at launch requires a world-class infrastructure, supported by top quality personnel and best-in-class service providers. Recognizing this, HF set-up operations with a highly experienced staff including several senior members who joined from sizeable long/short equity shops.

In addition to high caliber employees, the fund selected best-in-class service providers such as Prime Brokers, ISDA Counter Parties and an Administrator.

To choose a Portfolio Management system, HF em-

barked on a month's long due-diligence process. HF's staff had experience working with multiple legacy platforms that were locally installed with each system only serving one purpose e.g. one system for Trading, one system for Shadow Accounting, one for Risk etc. While commonly accepted in the past, HF recognized that this set-up was a recipe for inefficiency and operational risk which prompted their search for a cloud-based, fully integrated front-to-back solution.

Enfusion provides

After months of due diligence, HF found Enfusion's all-in-one, cloud native platform to be the optimal solution.

Key benefits included:

Significant cost savings

- ✓ By utilizing Enfusion, HF built technology infrastructure with one vendor for the entire front-to-back office workflow.
- ✓ Enfusion automated and streamlined many manual processes allowing HF to maintain a lean staff.
- ✓ Being cloud-based, Enfusion enabled HF to forego the costly maintenance of locally installed systems/hosting/backup costs and consultant fees.

Streamlined Operational Efficiency

- ✓ By utilizing Enfusion's general ledger, the FO was able to replace its fHF benefitted from one internal data set across the front, middle and back-office – ultimately eliminating confusion between teams.
- ✓ Enfusion's high-touch support model (every client is assigned a team in their time-zone of 4-5 people and a team lead) made for quick and each resolution of HF's queries.

Continuous Innovation

- ✓ With a weekly release cycle, Enfusion is continuously improving the platform with new technology based on client feedback.

EXPANDING THE RELATIONSHIP:

After years of a successful partnership and an excellent experience on the Enfusion platform, HF has been a tremendous advocate for Enfusion.

HF's feedback on Enfusion has also helped shape our development pipeline which benefits all clients on our multi-tenant database.

Enfusion provides the software to fuel today,
the people to navigate tomorrow, and the data
and analytics that define the future.



SOFTWARE



SERVICES



ANALYTICS



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Software. Services. Analytics.

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