

## Best Buy-Side Client Reporting Platform

# Vermilion Software

A lot has changed over the past 12 months for Vermilion Software, but one of the firm's constants has been its place in the Buy-Side Technology Awards winners' circle for the best client reporting platform. This year marks the second straight win for the London-based firm and its fourth win in this category, having also posted back-to-back wins in 2009 and 2010, in addition to last year's win in the best buy-side product of the year category, thanks to its outstanding Vermilion Reporting Suite (VRS). This year, Vermilion also won the best implementation category (see page 63) for the third year in a row.

One of the primary reasons why Vermilion and VRS have found favor with the judges for the second year in a row stems from the innovations developed and implemented over the past year. For Vermilion, the goal has been to continue to add tangible business benefits within its solutions in the client-reporting space.

In an effort to help clients develop their client-reporting activities into profit centers, Vermilion launched V:Pitch, a web-based application that uses the firm's workflow tools for ad-hoc report creation and pitch book development. V:Pitch allows firms to avoid the sales and marketing presentation and creation process that involves several teams required to manually copy and paste legacy content. The tool allows those teams to quickly generate revenue for their firms by using approved content to create pitch books in order to sell products or acquire clients.

Vermilion has also adopted the open data distribution standard FundsXML, which allows asset managers to expand their global presence and quicken their time to market with accurate fund information.

V:Utilities was also launched over the past 12 months to take advantage of this latest standard. The goal of the new tool is to empower clients to automate traditionally labor-intensive processes like consultant questionnaires and client templates. According to Vermilion, V:Utilities allows clients to meet time sensitive ad-hoc reporting requests by re-using audited, signed-off data. Simon Cornwell, global sales and marketing director for Vermilion, confirms that a new user interface will also be launched shortly.

"The 12 months to June 2015 have witnessed some important product enhancements for Vermilion, but our primary focus remains delivering successful implementations that provide tangible business benefits," Cornwell says. "We help to define the problem, not just the answer. Deep domain knowledge is required in order to truly understand clients' challenges and to help define their new target-operating models. I think it is this that separates us from other solutions on the market."

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Richard Hill, Simon Murphy (Vermilion Software), and Victor Anderson

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