

Best Buy-Side Client Reporting Platform

Vermilion Software

Vermilion Software is no stranger to the Buy-Side Technology Awards—its flagship product, Vermilion Reporting Suite (VRS), has won the best buy-side client reporting platform award five times since 2009, three of them within the last three years. And if that isn't enough, the London-based vendor has also won the best implementation category for the past three years.

One thing that distinguishes Vermilion from most other buy-side technology vendors is its total dedication to its flagship offering. By focusing exclusively on the VRS, Vermilion can legitimately claim market-leading expertise in the client reporting space by providing a niche service without other distractions. The company's client-oriented culture secured the judges' vote in this year's awards, reflecting its efforts to improve the user experience and address the market's needs.

From a product perspective, this year the firm enhanced its distribution engine, adding more channels to keep up with regulators' and clients' demands for fast-paced performance- and fund-related information. Through the online platform, Vermilion can distribute secure data feeds that can be easily transferred to clients, trustees, and consultants.

Also this year, Vermilion embarked on a different approach to its business strategy. By collaborating with third parties, it was able to provide new features to the VRS to further enhance the user experience. In May, through its partnership with Chicago-based commentary provider Narrative Science, Vermilion was able to offer full automation of the writing of portfolio commentary that can be integrated into its reporting suite. The added functionality writes portfolio commentary in seconds and is automatically customized to adhere to a firm's brand guidelines.

The Vermilion Reporting Suite was also updated to version 4.0, and the user interface now provides new capabilities for better navigation throughout the platform. The change enhanced, among other things, the speed with which new reporting requirements can be fully embedded within the platform. The enhancement also made the product more flexible for business teams to manage and monitor activities within their firms.

In 2016, Vermilion took a significant step toward better supporting its multinational client base: The VRS is now available in 10 major Eastern and Western languages, and for the past 12 months it has also expanded to new markets. While its core business in North America rose by 50 percent over the previous 12 months, the firm also announced that 16 asset management firms from countries including Denmark, Japan, and Australia had implemented the VRS.



Ian Robertson, Tim Goldberg, Simon Murphy and Jonathan Davies

“
By focusing exclusively on the VRS, Vermilion can legitimately claim market-leading expertise in the client reporting space by providing a niche service without other distractions.”

—AA