

# HORIZENInvest

## Asset Management

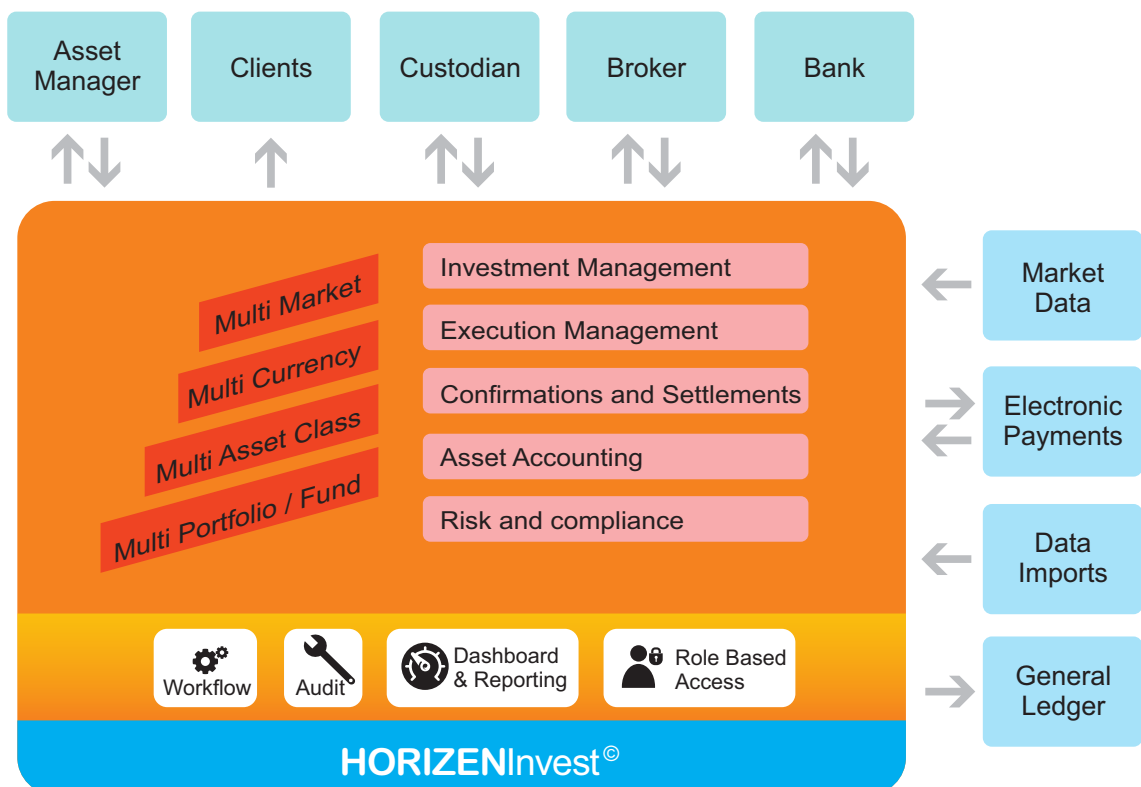
The financial markets in emerging economies have seen very high growth over the past few years. Driven by a strong long-term growth story, the capital markets in countries like Kenya have given handsome returns to investors. This is attracting all categories of investors to the market.

In the near term, asset managers in these economies can expect to manage much larger funds and from a wider base of global clients. Many of the managers already have a regional presence and expect to grow to more countries. The technology platform is at the heart of the fund management enterprise and provides scalability, reliability and service differentiation. Firms that invested in the right technology at the right time have always been able to make profitable use of big opportunities.

HorizenInvest<sup>®</sup> enables **Asset Managers** to make timely and effective decisions, implement and manage these decisions and in the process provide exemplary service to their clients.

With HorizenInvest<sup>®</sup>, the **Operations Team** will be able to cater to an ever increasing volume of transactions with little or no addition to workforce or to capital. Complete automation, straight through processing and powerful workflows reduce errors and hence operations risks. Revenue leakage due to operational inefficiencies are plugged completely.

As the industry gets increasingly regulated, the cost of non-compliance and loss of reputation are huge. With solid system support, the **Board and Senior Management** can focus more on the business, than on compliance.



## Key Benefits

### Improved Client Service

- Rich and timely client reporting
- Automated generation of periodic client reports through user-defined templates

### Reduced Operations Cost

- Allows scalability without increasing headcount
- Interfaces with other systems reducing manual entries, errors and manual reconciliation

### Eliminates Reputation Risk

- Automated alerts on breach of internal or regulatory guidelines
- Secure application assuring data integrity, privacy and auditability

### Increased Revenue

- Connectivity to Kenyan and other markets for execution
- Industry standard interfaces(e.g. FIX) to Institutional Clients
- Greater visibility of performance of individual funds leading to better investment effectiveness

## Kenya Success Story



Cannon Asset Managers

Cannon Asset Managers is a wholly owned subsidiary of Cannon Assurance Limited, whose principal activity is management of assets and funds on behalf of investors in a professional manner that offers superior returns.

Cannon Asset Managers

selected HorizonInvest<sup>®</sup> to automate their end to end operations. The system is being rolled out to cover a wide range of asset classes including listed shares on the Nairobi Securities Exchange, unlisted equities, Kenyan Treasury and Corporate bonds, term deposits, call deposits and commercial paper. The system has been adapted to suit local market practices and regulations.

## What they say?



“Chella Software has been our partners in the area of treasury management for over the past several years. We

have found them to be knowledgeable and diligent. We trade in various markets and across different asset classes including equities, bonds, currency and their derivatives. The technology framework has helped us operate our global treasury efficiently and with minimal investments in additional resources. We will be happy to recommend Chella Software as a technology partner to firms looking for a corporate treasury solutions.”

**Mr. Sandeep Nanda, Executive Vice President**



“Chella Software Private Limited is our primary system vendor. We use their ClearVision platform

to manage our investment banking and stock broking operations. We have come to appreciate Chella's deep understanding of the financial services domain. Chella Software have been a knowledgeable and dependable vendor and our team has benefited from this partnership and we see this growing from strength to strength from here. We wish them all the very best in their endeavors.”

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