

## Winners' Circle: SS&C Eze

# SS&C Eze Extends Its Front-Office Domination



SS&C Eze was the standout technology provider in the inaugural WatersTechnology Asia Awards this year, emerging top in two individual categories—best OMS and best EMS—while also winning the highest profile category of the awards: best third-party technology provider. [Victor Anderson](#) chats to SS&C Eze's Edward Bee about what he believes separates the firm from other front-office technology providers, his clients' most pressing concerns right now across the Asia-Pacific region, and the new functionality SS&C Eze is planning to roll out over the next 12 months.

**Q** [SS&C Eze won three categories in the inaugural WatersTechnology Asia Awards, including the two big front-office categories: best OMS and best EMS. To what do you attribute the firm's enduring front-office success over the years?](#)

**Edward Bee, managing director for Asia-Pacific, SS&C**

**Eze:** Our client-first focus has been key to our success over our 25-year history. Today, a lot of software companies claim they're customer-focused. But our philosophy has always been to be a partner, not just a vendor, long before it became "in vogue." It's an important part of our company culture and strongly influences the people we hire across the entire organization. We take a lot of pride in creating value for clients and exceeding their expectations. This focus has allowed us to put ourselves in our clients' shoes and build software to suit their needs. Our primary focus is on ensuring that our clients can use our software in the best possible way to enhance their business.

Working so closely with our clients gives us an intimate understanding of their business needs, and that insight finds its way back into our products. One of the things that we do as an organization is re-invest back into the company. As we've grown, we continue to significantly invest in research and development and client service because we know both play a critical role in helping our clients' success.

**Q** [From a front-office perspective, what are SS&C Eze clients' most pressing concerns right now, and how is SS&C Eze addressing them?](#)

**Bee:** It's a pretty remarkable time right now. Due to the Covid-19 pandemic, we're seeing unprecedented volatility. After a period of relatively low volatility for the past 10 years or so, March was the most volume we have ever seen put through our systems. When the markets are moving that fast, even the smallest inefficiencies can make a big difference. The

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Edward Bee, SS&C Eze



current climate is driving many firms to reevaluate their current platforms. People are looking to modernize and they want systems that can help them act as quickly as the markets are moving. We’ve built our systems to handle the most demanding traders and the most sophisticated trading strategies.

We also continue to enhance our real-time exposure and P&L functionality, and people are leaning on it more than ever with the current volatility. With so many firms looking to diversify, taking on new assets or investing in new jurisdictions, the compliance burden on firms is more complex. You want to prevent problems before they happen. Real-time compliance checks are tightly integrated with the trading and portfolio management workflows across our order and execution management system (OEMS) so that firms can ensure that they are working proactively to adhere to all their mandates without sacrificing any speed to market.

**Q** Are the challenges facing your clients in the Asia-Pacific region any different from your traditional strongholds of the US and Europe, and if so, how are they different?

**Bee:** I’ve been with the company for more than 15 years and in that time I’ve had the opportunity to work in all three regions: I started in the US, then I moved to London and now I’m in Hong Kong. I’ve thought a lot about the differences and nuances of each region over the years. While the core business is generally the same, there are different nuances and considerations across each. For example, in Asia-Pacific and EMEA, having a robust, integrated portfolio management system as part of your OEMS is critical. As firms navigate the market regulations in these regions, they’re trading swaps and other asset classes that result in additional financing costs that need to be considered, calculated, and managed. These firms are also carrying more cash balances across different currencies, which makes calculating a shadow net asset value (NAV) without a sophisticated system in place

manually-intensive and complicated. Here in the Asia-Pacific region, we’ve historically seen lighter adoption of our compliance and transaction-cost analysis features compared to the more heavily regulated EMEA and US regions. But we’re starting to see a change here, especially as more investors are requiring these items as part of their operational due diligence.

Working with a provider like Eze offers the benefits of local market expertise with global scale and breadth of expertise. It’s important that your technology partner truly understands the Asia-Pacific markets and the nuances that go along with it. In November we will have been in Asia-Pacific for 12 years—we established an office in Hong Kong in 2008, with Australia and Singapore following in 2009 and 2010, respectively—and have grown to more than 375 people across the region. One of our first Asia-Pacific hires still runs our pre-sales team today.

**Q** What new services and/or functionality is SS&C Eze planning on rolling out over the next 12 months?

**Bee:** There are a few very important themes for us. The first is increased mobility. We already have mobile and cloud-based products, but we are always looking to improve them and provide our clients with an even richer experience. We will be releasing new enhancements to our various mobile products over the next 12 months.

Trade automation is also a big focus for us—it is one of the areas where we were first-to-market to provide clients with automation and workflow tools to reduce the repetitive nature of certain tasks. We’re looking at how we can take those tools to the next stage and incorporate the latest emerging technologies to further streamline and automate those workflows. The final theme is fixed-income expansion. Nearly half our clients today are trading fixed income through the different Eze platforms and we’re seeing that number grow, especially in Asia-Pacific. [WI](#)