



Brandi Gatlin  
LightPoint

Brandi Gatlin is a managing director and global head of sales and marketing at LightPoint Financial Technology, where she leads the business development & marketing efforts. Prior to moving to the fintech space, Gatlin worked in prime brokerage sales and as an equity sales trader. She has also created a programme to empower prospects and clients alike, utilising pertinent industry insights to help achieve their most pressing goals. Her programme is called "What Managers Need to Know", which strategically maximises market intelligence around her firm's service lines and industry partners.

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# Addressing a gap

Brandi Gatlin of LightPoint reflects on their clients' needs in 2020 and their new partnership

In recent months, we at LightPoint have experienced an increase in interest from hedge funds, fund administrators, asset managers, prime brokers and mutual funds for an alternative technology solution for portfolio accounting. These organisations are exploring solution options that will contribute to their businesses' growth without drastically reducing their profit margins as they strive to maintain and enhance their competitive advantages. Many great standalone portfolio accounting systems have been developed, but none provide portfolio accounting and portfolio management combined with investor on-boarding and investor accounting services in one tightly integrated package.

The more discussions we had with our clients, the clearer it became to LightPoint that this was a common challenge that they were facing. As a result, we began exploring options to address this gap in technology offerings. The LightPoint Core product has end-to-end coverage for PMS, OMS, EMS and portfolio accounting. Our portfolio accounting module is comprehensive; it provides a multi-currency accounting system with a complete shadow accounting view built and managed from the tax lot level up, asset servicing functionality, and intuitive data analysis and dashboard capabilities. However, as we delved into our client needs in this space, we recognised that we needed to round out our offering with the addition of investor accounting. We concluded that to provide the breadth of capabilities that our clients need, the best option was to find a strong partner with best-of-breed technology in this space.

Our exploration led LightPoint to HWM Financial Solutions, based in Dublin, Ireland. We are excited to announce we are partnering with HWM, which will enable us to integrate LightPoint Core with HWM's Core Investor Servicing Platform. We saw in HWM's solution the breadth in capabilities that our clients were seeking. It includes extensive static data records, complex fee engine, allocations processing, corporate action processing, complex settlement, and support for multiple fund structures and multiple valuations per day. HWM's firm consists of highly experienced accountants, business analysts, and software engineers who perform

investor servicing for offshore and onshore funds, partnerships, private equity, and pension funds.

This partnership will result in a fully integrated end-to-end solution for hedge funds, asset managers and mutual funds that provides execution management, order management, portfolio management, portfolio accounting, investor on-boarding, investor accounting, investor reporting, and business analytics capabilities in one seamless front to back solution. Fund administrators will be able to take advantage of the tightly integrated portfolio accounting and investor accounting modules, which they can offer as a service to their clients. Prime brokers can utilise the portfolio accounting combined with the portfolio management capabilities, enabling them to provide offerings such as real time margin calculations and portfolio accounting.

The solution is based on Microsoft technology and can be implemented as either a hosted SaaS service on Microsoft Azure, or as an on-premise software installation. The architectural approach to integration between LightPoint Core and HWM Core Investor Servicing is service-level integration. This approach was chosen because it enables our clients to access the joint solution through a common portal and provides a wide breadth of capabilities as a single integrated solution. It also enables our clients to take advantage of LightPoint's existing mobility tiles, enabling access via phones and tablets in addition to PC browsers. With a continued emphasis on work-from-anywhere, our clients need to ability to have multi-device access to information such as portfolio analytics, key asset servicing, portfolio accounting, and investor accounting metrics. CFOs and portfolio managers can use our mobility tiles to monitor their fund profitability, customer returns, and fund performance from their cell phones or tablets.

As with all LightPoint offerings, our modular approach enables prospective clients to take advantage of the full end-to-end suite or integrate the components they need with existing legacy solutions.

*To get more information or to schedule a demo, please contact Brandi Gatlin at [bgatlin@lightpointft.com](mailto:bgatlin@lightpointft.com)*