

Business Analytics for Investment

The **Business Analytics for Investment (BAI)** Accelerator provides investment firms with a framework on which to build investment analytics tailored to their business needs.

BAI consists of a Business Intelligence data model specification (dimensional model and data cubes) and report specifications from which organizations can jump start their business analytics development. These accelerator components leverage all the best practices and experience that Alithya has gained through our delivery of BI systems to the financial industry.

Data Management and Business Analytics

The BAI accelerator helps buy-side firms make sense of their data to effectively plan, understand, and predict financial and operational performance including:

Research and Development

- > Analyze theoretical versus actual portfolio returns
- > Analyze R&D costs to gain efficiency insights
- > Compare portfolio performance to R&D costs

Portfolio Risk and Performance Analysis

- > Measure the overall effectiveness of a given strategy or model
- > Monitor changes in assets, revenue, and portfolio composition
- > Easily monitor portfolio compliance and quickly identify unexpected results

Trading and Portfolio Management

- > Understand and monitor the effectiveness of various strategies or models
- > Compare actual portfolio returns to changes in assets under management
- > Analyze trading and portfolio management costs to gain efficiency insights

Sales and Marketing

- > Compare changes in assets under management to sales and marketing costs
- > Highlight effectiveness of sales and marketing campaigns
- > Monitor the introduction of new assets under management over time

Our Financial Focus

We care about your bottom line and believe that your success is critical to ours. In today's capital markets and wealth management industries there are many complex challenges that require innovative and integrated solutions. We have a long history of delivering innovative, leading buy-side and sell-side solutions based on our deep understanding and application of best practices, tools, and technologies.



Gold Enterprise Resource Planning
Gold Cloud Customer Relationship Management
Gold Cloud Platform
Gold Application Development
Gold Data Analytics