



## **LakeFront Data Ventures Inc.** ***Enterprise Data Management Consultants***

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### **Why Data Management?**

Managing reference and market data has long been considered a cost and necessary support function in the administration and operations of a financial services firm. Regulations have always played a role in the creation of data management policies and processes. But increasingly, financial market firms acknowledge data is now a core asset, rather than merely a cost and necessary evil. In fact, reference and market data management is now considered to be a significant contributor to the value chain, with proactive management of the company's data infrastructure providing business leverage.

For example, it is recognized that most firms are now asking the following questions:

- How do we quantify the revenue impact of better, timelier, higher quality data?
- How can I enhance my ability to develop more & faster insights through enterprise data management?
- What is the value and competitive advantage of an agile data management infrastructure? Is data a core component for new analytics and innovative intellectual property?
- How can data management assist in adhering to the numerous new regulatory requirements?

This approach is a much more comprehensive way of thinking about reference and market data. Most firms are still in the early stages of developing and executing a forward thinking vision and strategy to explicitly address these questions. Meanwhile, in the short-term there continues to be a need to support the traditional "tactical" approach.

### **Lakefront Data Ventures Overview**

LakeFront Data Ventures (LDV) is a firm of industry-leading data management experts established to provide unbiased and objective advice, focused on all facets of data management including strategy and implementation planning and services. Our team of professionals provides a broad range of data experience based on real-life experience serving in high level management and operational positions in all segments of the industry – front, back, middle offices and risk management for banks, brokerage, market data vendors and exchanges.

LDV believes that data management is serviced by a fragmented and rapidly evolving marketplace characterized by various consultants selling products & proprietary services (vs. consulting) and over one hundred global software / solution vendors each with a small & specialized set of components. Financial institutions need, and can benefit from, *trusted independent advice* from experts that have a view of the big picture and are able to provide a strategic road map and implementation plan on how it all fits together.

Data management is not purely a technology or operational issue, data is a corporate asset and information is the life-blood of financial services. The promise of data management lies in achieving a more holistic vision. This requires a firm to focus on, and improve, all aspects of the data infrastructure, including technology, software, data feeds, data flows, workflow, governance, process, quality improvement and so on. If data management is strategically addressed on a division or enterprise level, key business benefits (e.g. increased revenue, risk mitigation, cost reduction and regulatory readiness) can be realized.

LDV thoroughly understands the data management marketplace and the drivers that financial institutions are faced with addressing. Whether it is a need to increase revenue, mitigate risk, reduce



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costs or adhere to the latest regulatory requirement, we are capable of advising firms on how enterprise data management can be retooled and/or used to achieve the desired objectives.

LDV's goal is to provide Financial Institutions, Vendors and Exchanges with both tactical and strategic expert advisory services, project management, thought leadership and implementation services in all aspects of Data Management to define solutions and execute projects that address customer requirements. LDV's services include:

### **1. Management Consulting**

- Data management strategy including governance, policy, planning and roadmap
- Business Development
- Product/Service Development
- Process Improvement
- Vendor Selection

### **2. Advisory Services (Reference and Market Data)**

- Enterprise & Reference Data Management Consulting
- Business Case Development and Analysis
- Technology Support & Staffing

### **3. Integration & Technology Consulting**

- Technology Strategy & Architecture
- Data Management Software Specifications
- Data Modeling

### **4. Project Management**

- Project Office
- System Implementation
- Software Development Project Management
- Vendor Product and Back-Office Conversions



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### **Management Consulting**

Our team of consultants combines industry experience with proven strategic frameworks to provide clients with rational, practical and implementation-ready services. With experience across the enterprise data management spectrum, we provide the expertise and support to allow you to achieve short term business goals and overall long term strategy.

From strategic direction to project execution, Lakefront's management consulting practice focuses on the financial services industry - leveraging our prior experience while staying current with the changing data management landscape and the underlying technological, regulatory and business environment.

Specifically, we are committed to helping clients in the area of:

- **Business Development** - Identifying and validating business strategies to address data management and business plans (e.g. Identifying the impact of Regulatory requirements - REG NMS, MiFID - on a firm's information and reporting systems)
- **Product/Service Development** - Determining functionality and execution plans to launch commercial or in-house products and services, including data utilities.
- **Process Improvement** - Reducing risk, promoting efficiency and maximizing the benefit via data management strategy and best practices that optimize processes, workflow, including implementation of data governance and stewardship.
- **Vendor Selection** – Evaluating and determining the solution and approach for data management software platforms and data vendors.

### **Data Management Advisory Services (Reference and Market Data)**

The importance of reference and market data, critical to both business growth and expense control, creates a compelling need for effective management.

- **Data Management Consulting** - Identify and implement an effective data management policy including analyzing current data inventory to identify and eliminate unnecessary products and services.
- **Reference Data Management**
  - Domain expertise in all asset classes including equities, fixed income and derivatives
  - Process evaluation and strategy recommendations related to data sourcing, consolidation, cleansing, and exception processing
  - RFP evaluation of Reference Data solution providers
  - Data modeling and field mapping for securities data
  - Advice and use of model driven architecture tools
- **Third Party Vendor Analysis and Comparison**



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- Management of RFI/RFP processes
- Identify and recommend substitution or elimination of technology, products and services
- Data Management Platform evaluation of build, buy or custom solutions
- Data Vendor analysis - Evaluation and selection of data vendor content, including conversion support efforts.
- Market Research including competitive analysis of vendor products and services.
- **Technology Support**
  - Provide component software for data feed loading and translation
  - Develop and support custom software for data feeds
  - Establish data models and requirements
  - Implement systems and processes to improve data quality
- **Staffing**
  - Provide temporary data professionals for project startup, project peaks, staff turnover, staff leave and staff augmentation

### **Integration Technology Consulting**

LakeFront consultants are well-versed in translating business and client needs into functional, technical specifications and software. Our clients look to us for the following technology consulting services:

- **Technology Strategy** - Assisting CIOs and their staff in realizing the benefits of data management technology
- **Specifications** - Both functional and technical specifications require an in-depth understanding of the requirements and alternate solution methods to address data flows, workflow, data quality and distribution.
- **Data Modeling** - LakeFront has Data Model expertise and provides advisory to help evaluate and select data model solutions in addition to hands on expertise in modeling a broad range of asset types.

### **Project Management**

Our clients often look to us to provide project management to successfully implement data and technology projects in the area of:

- Project Office
- System Implementation
- Software Development Project Management
- Vendor Product and Back-Office Conversions