

Top Asset Managers Provide Solutions for Complex Needs

2016 Greenwich Leaders: U.S. Institutional Investment Management Service

Q1 2017

AJO, Baillie Gifford and NISA Investment Advisors are the 2016 Greenwich Quality LeadersSM in U.S. Institutional Investment Management Service.

Service quality in asset management has many components—all of which must work together seamlessly to meet the complex needs of institutional investors. The Greenwich Quality Index assesses factors ranging from the quality of reporting, formal investment reviews, informal meetings and thought leadership materials to a manager's ability to understand client needs and credibility with the investment committee.

At the tip of the spear is the relationship manager (RM). The job of an institutional RM has changed dramatically in the past decade, and it continues to evolve. "A role that was once essentially product sales now is much more demanding and complex," says Greenwich Associates Managing Director Andrew McCollum. "Today, an institutional relationship manager's task is to develop a deep understanding of the client's needs and to know the firm's product capabilities well enough to present a solution to those needs."

Delivering on that assignment requires a diverse set of abilities including knowledge of financial markets, institutional businesses and investment products, in addition to technical skills. RMs must be able to negotiate within their own organizations to marshal the resources and expertise needed to serve clients. And most of all, RMs must have credibility and the personality required to build and sustain the kind of consultative, advisory relationships that institutional investors are seeking from their asset managers today.

"The list of 2016 Greenwich Quality Leaders demonstrates that asset managers can deliver this type of consultative relationship at different levels, with some firms offering advice within a specific asset class and others providing solutions at a portfolio and even organizational level," says Greenwich Associates Managing Director Davis Walmsley.

Greenwich Quality Leaders — 2016



Overall U.S. Institutional Investment Management Service Quality

Investment Manager

AJO
Baillie Gifford
NISA Investment Advisors

Note: Based on interviews with 1,216 institutional investors. Quality leaders are listed in alphabetical order.

Source: Greenwich Associates 2016 U.S. Institutional Investors Study

Greenwich Associates consultants Andrew McCollum and Davis Walmsley advise on the investment management market in the United States.

METHODOLOGY

Between July and October 2016, Greenwich Associates conducted interviews with 1,216 senior professionals at 1,052 of the largest tax-exempt funds in the United States, including corporate and union funds, public funds, endowments and foundations, insurance general accounts, and healthcare organizations with either pension or investment pool assets greater than \$150 million. Study participants were asked to provide quantitative and qualitative evaluations of their asset management and investment consulting providers, including qualitative assessments of those firms soliciting their business and detailed information on important market trends.

© 2017 Greenwich Associates, LLC. All rights reserved. Javelin Strategy & Research is a subsidiary of Greenwich Associates. No portion of these materials may be copied, reproduced, distributed or transmitted, electronically or otherwise, to external parties or publicly without the permission of Greenwich Associates, LLC. Greenwich Associates', Competitive Challenges', Greenwich Quality Index', Greenwich ACCESS™, and Greenwich Reports' are registered marks of Greenwich Associates, LLC. Greenwich Associates may also have rights in certain other marks used in these materials.

The Greenwich Quality LeaderSM and Greenwich Share LeaderSM designations are determined entirely by the results of the interviews described above and do not represent opinions or endorsements by Greenwich Associates or its staff. Such designations are a product of numerical scores in Greenwich Associates' proprietary studies that are generated from the study interviews and are based on a statistical significance confidence level of at least 80%. No advertising, promotional or other commercial use can be made of any name, mark or logo of Greenwich Associates without the express prior written consent of Greenwich Associates.

