



CASE STUDY

GoldenTree Asset Management *Custom CRM Application Development*



Microsoft Gold Certified Partner The Henson Group, Inc. developed a proprietary application based on Microsoft .NET 2.0 technology for GoldenTree Asset Management that ultimately produced an automated, centralized application to manage key marketing activities.

“The benefits of this development project were immediately felt, because the new application replaced a wide range of disconnected work-arounds and manual processes. It was one of those moments when you realize that pretty soon users and managers would look back and laugh, ‘How did we ever live without this?’”

- James Casas
Principal Consultant, Project Lead
The Henson Group

BUSINESS SITUATION

In March of 2000, Steve Tananbaum and Leon Wagner founded GoldenTree Asset Management, a firm that provides investment management services to high net worth and institutional investors by strategically investing in the debt, equity and real estate markets.

As of February 1, 2007, GoldenTree Asset Management, a registered investment advisor, reported on its web site managing \$7.9 billion in absolute return funds, levered credit funds, middle market, structured and long only products.

(For more information on this THG client, please visit its website <http://www.goldentree.com/>.)

For an organization such as GoldenTree, effectively marketing to prospective investors is crucial to its continuing success and vital to nurturing growth and safeguarding its future. As such, GoldenTree places a premium on investing in innovative marketing tools, techniques and technologies that enhance its performance in this vital area.

To manage marketing activities, GoldenTree relied upon a host of loosely knit manual and electronic processes. While many of these processes had their individual strengths, collectively they made enterprise-wide coordination challenging.

Though GoldenTree has proven very successful at marketing its strengths and services to key audiences, the firm’s executive leadership proactively identified that the full automation, consolidation, and synchronization of marketing processes could produce dramatic productivity gains.

Specifically, this particular initiative sought to automate the activities related to marketing to prospective clients not already serviced by GoldenTree. This involved capturing and managing key information from external sources on prospective clients and trafficking that data through a series of business processes designed to produce viable leads for the Company’s sales force.

Exploring such an initiative, GoldenTree reached out to The Henson Group, Inc. (www.HensonGroup.com). This was not the first time the Microsoft Gold Certified Partner was



tapped by GoldenTree, as The Henson Group had demonstrated its value by consistently achieving IT-related objectives throughout a series of sophisticated development initiatives involving the development of proprietary applications unique to its operations.

Based on the results of those successful engagements, GoldenTree once again turned to The Henson Group. Specifically, this time when it needed expertise in .NET 2.0 development and SQL 2005 Database design.

The Henson Group offers a dedicated Application Development Practice staffed by Microsoft Certified Application Developers (MCAD), many former Microsoft employees. This practice specializes in Custom Development, Code Migration, Data and Application Interoperability, Web Services, and more.

As Microsoft 2007 Partner of the Year, The Henson Group is a "Gold Certified Partner" founded by former Microsoft engineers in 2002 specializing in enterprise deployments and .NET development of Microsoft products that overcome today's business challenges.

The preferred solution provider for many US and international corporations, The Henson Group leverages direct ties to the Microsoft product groups, is a preferred sub-contractor of Microsoft Consulting Services, holds a seat on the national Microsoft Partner Advisory Council, and is recognized among the top US consultancies in Microsoft's partner community (Microsoft's "Solution Finder").

The Henson Group also achieved Microsoft's Official Custom Development Competency by demonstrating expert-level abilities, maintaining a roster of Microsoft Certified Consultants with applicable experience, and producing numerous client references to objectively testify to our abilities.

What this meant for GoldenTree was that The Henson Group had the resources, project experience, and proven technical ability to achieve its objectives for this engagement.

SOLUTION

Essentially, GoldenTree manages several hundred investment funds that it currently markets to its customers and prospective buyers and it categorizes these funds as its *products*.

When an investment purchases a stake in a particular fund, GoldenTree has a series of processes for pooling and managing all investors' information, for purposes related to that initial investment as well as proposing additional investment opportunities moving forward.

What GoldenTree envisioned for this engagement was an automated process for managing marketing activities for prospective clients, before they become actively managed.

Previously, this information was managed through a disjointed series of Microsoft Word documents, Excel spreadsheets, email threads, lacking a true central repository of information and comprehensive processes for streamlining management.

"GoldenTree first initiated a search and reviewed a variety of third-party applications, but ultimately decided what they needed was a bit more complex than what the market was offering," says James Casas, Principal Consultant, Project Lead, The Henson Group.



“So, it soon became apparent that they needed someone to build a custom .NET 2.0 Windows Forms (WinForms) application with a SQL 2005 backend that directly met the needs of their business in this area,” Casas adds. “We’ve had success at GoldenTree in the past, we knew their business, we knew the environment, so we were a natural fit for this project.”

To gather intelligence and assemble pools of prospective investors in its funds, GoldenTree leverages a variety of services provided by Standard & Poor's (S&P), a division of McGraw-Hill that publishes financial research and analysis on stocks and bonds.

Specifically, GoldenTree subscribes to S&P's Money Market Directories (MMD) database and Custom Lists service which allows it to have access to specialized financial content and comprehensive database resources leading you straight to qualified prospects in the pension fund and investment management industry, with complete flexibility to define your target markets based on the complete information contained in the MMD database.

“GoldenTree registers with S&P to gain access to a database, which lists about 1,500 target companies, with extensive data and contact information, and receives a quarterly update of this list as part of a subscription,” Casas says.

What GoldenTree wanted was a proprietary front-end application that draws from this database and enables the marketing professionals to systematically track executive activities with the goal of engaging these contacts as investors in its funds.

“They had access to all this good data, but they couldn't perform complex searches and they couldn't filter the way they needed to execute complicated strategies,” Casas says.

GoldenTree also needed the front-end functionality to be able to easily update the records and have those updates trickle down into the various marketing programs that were in motion.

The Company also needed to be able to leverage the application to track what products and funds the prospective customers expressed interest for investing purposes, including key details regarding those leads.

The Marketing Database is a basic contact management application to view a list of planned sponsors (company list), their contact information, and for the Marketing group to maintain and add marketing related activities.

Application Feature Summary

Summary of key elements for the GTAM Marketing Database Windows Forms Application:

Item	Feature	Synopsis
1	View company list	Select from a list, show client list, their contact information and other information from S&P MMD
2	Designate marketer(s) to companies	Select from a list and designate marketer(s) to the selected company
3	Identify and maintain pipeline information	Capability to select from a list of GTAM funds offered and the investment opportunity from the selected company
4	View contact list	Show all contacts (and their detailed information) associated with the selected company
5	Add new and edit existing	Capability to create new/edit contacts in an existing company in the



Item	Feature	Synopsis
	contact information	database
6	View marketing activities	Show all marketing activities associated with the selected company
7	Create and maintain an activity log	Capability to create/edit marketing activity log – including who made the contact, when, subject of discussion, notes, etc.
8	Run a set of pre-define reports	Create a set of pre-defined reports Create an export file of “hot” prospect for import
9	Quarterly data feed from S&P MMD	Capability to take quarterly updates from S&P and update the Marketing DB without over-writing the information Marketing staff has created or updated

In summary, the scope of this project was to:

- Accept and convert S&P MMD planned sponsor (company) list into GTAM Marketing database
- Select from the list (show company list) their contact information and other information provided by S&P MMD
- Designate marketer(s) to companies, select from a list and designate marketer(s) to a company
- For pipeline information, the capability to select from the list of funds GTAM offers and the investment interests
- View contact list, show all contacts (and their detailed information) associated for the selected company
- Capability to create new/edit contacts for an existing company
- View marketing activities, show all marketing activities associated with the selected company
- Capability to create/edit marketing activity log – including who made the contact, when, subject of discussion, notes, etc.
- Run a set of pre-define reports

The .NET 2.0 Framework and Visual Studio 2005 were chosen as the development platform to build the GTAM Marketing Database Windows Forms application. The .NET 2.0 Framework and Visual Studio 2005 are key Microsoft offerings, and are intended to be used by most new applications created for the Windows platform.

Based on these preliminary details, The Henson Group launched an exhaustive round of discovery to understand and thoroughly document the core marketing activities and the nuances of the associated processes.

Subsequently, The Henson Group designed a .NET 2.0 WinForms application that captured the relevant details from the S&P database, through to the assignment of a lead marketer for individual processes, to managing that interest as it wends through the pipeline, through to fulfillment, when that prospect is converted into a client and therefore pushed into another system for ongoing relationship management.

The pre-coded solutions that form the .NET 2.0 framework's class library cover a large range of programming needs in areas including: user interface, data access, database connectivity, cryptography, web application development, numeric algorithms, network communications, and **Click-Once** deployment capabilities. The functions of the class library are used by programmers who combine them with their own code to produce applications.



This core out-of-the-box functionality in .NET 2.0 gave The Henson Group the ability to create a .NET 2.0 WinForms application that gave GoldenTree users of the Marketing Database WinForms Application the benefit of having a full and rich client user interface that provided all key features as described above.

Carefully reviewing the workflow and all associated considerations with key GoldenTree IT executives, The Henson Group then developed the application leveraging Microsoft .NET 2.0, designed to be utilized by 30 full-time marketers across offices in New York, London, California and Florida (with the capacity to easily to accommodate many more locations and users).

RESULTS & BENEFITS

The Henson Group achieved GoldenTree's vision of developing a GTAM marketing database and application that will allow Marketing Department professionals to manage a staff of marketers based on designated initiatives which will seek to identify prospects in a variety of categories, including but not limited to region, client type, client assets and product focus.

The prospect data of the system comes from one or more data-banks, including a subscription to an S&P database, which the firm will subscribe to and will require GTAM to update information regarding contact with prospective clients.

Today, the application is fully functional and able to receive and save updates from data-banks as the updated information is made available.

This application represents a viable solution delivering the capability to view S&P MMD (a prospective client or company list) in a logical manner; while also providing the ability to assign marketers to companies; enables the logging of all marketing activities; and enables them to capture prospective client's level of interest in GTAM products.

Although, future considerations may include a full CRM functionality, this project's objective was to address the immediate need for marketing activity support using S&P MMD list.

Subsequently, The Henson Group was retained by GoldenTree on yet another occasion to develop an ASP.NET application that now enables the firm's employees to review customer account data and export that data into 3rd party applications.

Within four months of the initial demonstration, The Henson Group subsequently designed a solution that provided a key subset view into S&P MMD's data and workable marketing and pipeline activity tracking capabilities specific to GoldenTree's needs.

Ultimately, this solution provides the following benefits:

- Create a usable database from the planned sponsors list from S&P Money Market Directory
- Enable Marketing Department Management to view prospective clients and manage marketing assignments
- Enable capturing marketing activities
- Enable capturing company's interest in GTAM products



“The level of efficiency GoldenTree now enjoys simply was not possible before, with contacts stored manually and in separate Outlook accounts, everyone had their own separate islands of information,” Casas says. “Now, everything is stored in a single location and activities are automated, which means they can be so much more effective and collectively organized. It really has dramatically changed this key business process for GoldenTree.”

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