

## Case Study

### FPP Asset Management

*“ProFundCom gives us the ability to see which products our clients and prospects have an interest in. This capability enables us to take a more structured approach to sales and marketing”*

**Douglas Findlay-Shirras, Marketing Director, FPP Asset Management**  
– \$800 million Aum

#### The Problem

FPP Asset Management has a sales and marketing team that are constantly looking for investment opportunities from within their contact base. The biggest problem the Marketing Team faced was generating enough solid leads for the Sales Team to act upon.

Ensuring that all the fund information for all eight funds is correctly assembled and distributed is a significant effort. Which leaves little time for other activities, such as providing the Sales Team with intelligence on which prospects are interested in which funds.

Market intelligence of that kind is difficult and time consuming to collate and often runs the risk of being out of date or inaccurate.

#### The ProFundCom Solution

Using ProFundCom, the marketing team were able to assist the sales team by:

- rapidly identify valuable contacts from their contact base
- avoid wasting time working with disinterested contacts
- quickly establish interest from prospects
- efficiently qualify and progress existing opportunities
- effectively identify cross selling opportunities

With the increased efficiency provided by ProFundCom the Marketing Team can maintain all their responsibilities without one detracting from another. The Sales Team now have the accurate information they require, quickly and effectively. ■

*“ProFundCom helps us on a regular basis to do more prospecting with more efficiency”*



#### BUSINESS PROFILE

FPP Asset Management LLP is a specialist Emerging Markets investment management boutique. We offer institutions and sophisticated investors carefully managed exposure to this increasingly important asset class, which we believe will outperform the more traditional developed markets over the next few years.

Our investment vehicles comprise index-beating long-only funds, risk-controlled long/short funds, and, for those wishing to target exposure to our highest-conviction ideas, two single-focus, total return country funds.

#### > INDUSTRY

Investment Management

#### > LOCATION

Europe, Middle East and Africa:and North America

#### > WEBSITE

[www.fpictet.com](http://www.fpictet.com)

#### The ProFundCom Advantage

ProFundCom is a dedicated solution for fund distribution, sales and marketing. It reflects the real needs of the fund management business.

By helping track interest in your products and services, it gives your sales people a real edge, helping them focus on the most promising prospects in your contact base. It will even send you email alerts when documents or links have been accessed.

It offers detailed insight, including times and dates when clients and prospects view your reports.

ProFundCom centralises all your regular email communication, and helps you manage distribution lists according to contact interest. You can tailor email templates for particular clients, giving your communication new polish and focus.

For a trial, simply register on our website at [www.ProFundCom.net](http://www.ProFundCom.net)

For further information just call us:

#### ProFundCom Limited

1 Berkeley Street  
London W1J 8DJ  
United Kingdom

Tel: +44 (0)20 7060 2146

Email: [info@profundcom.net](mailto:info@profundcom.net)