opentext™

Success story

Genpact

Industry
• Financial, business process outsourcing

Solution
• OpenText™ Business Network Straight-Through Processing (STP) for Securities

Results

💬 **Scalable message** management platform

👥 **Convenient, reliable onboarding** and connections with all clients

$ **Predictable cost** by transaction

GENPACT

Genpact streamlines trading

Leading end-to-end solution for wealth managers and financial advisors enables users to manage orders in real-time with OpenText Business Network Straight-Through Processing (STP) for Securities

"One of the key considerations for us was to look for a partner who was an expert in the trade processing space and who can really give us that quick time-to-market."

Rajat Bhalla
Head of US OpenWealth Technology
Genpact
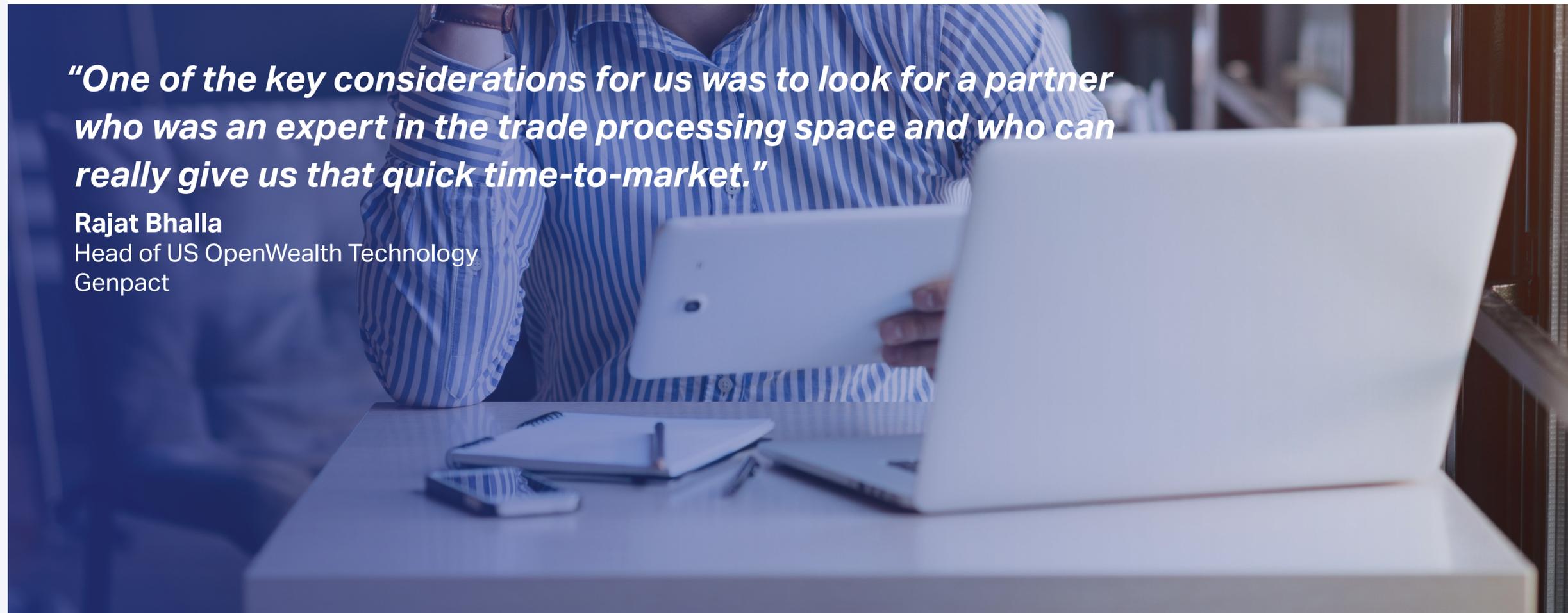
Where do the specialists go when they need expertise? For scalable order processing within its trusted wealth management platform, Genpact turned to OpenText.

Building digital wealth management

Strict regulation, timely demands, evolving channels—all familiar realities for today's organizations, particularly wealth management firms. To gain a competitive advantage, financial advisors turn to Genpact, a New York-based business process management and services enterprise that orchestrates the digital flow of operations with next-generation port-folio administration. First as a part of General Electric (GE), and later as an independent company, Genpact has been passionately serving strategic client relationships, including approximately one-fifth of the Fortune Global 500, growing to more than 75,000 people.

Genpact offers a wide range of services for wealth management organizations, ranging from digital solutions to full operational out-sourcing and complementary capabilities, including analytics and consulting. Among other digitally-powered solutions designed for "generating business impact," Genpact offers OpenWealth, a wealth management platform. The end-to-end comprehensive solution manages the entire investor lifecycle, including client acquisition and proposal generation, account opening, portfolio construction, portfolio management, performance measurement and reporting.

"We provide an efficient and scalable solution to our wealth management clients to support the complete investor lifecycle," said Rajat Bhalla, head of US OpenWealth Technology. *"The platform also supports sales and operations enablement so that our clients can efficiently operate and focus their efforts on building wealth and assets rather than worrying about operational tasks and services."*

Establishing market connectivity

Launched in 2009, OpenWealth connected to the market using the OpenText™ STP exchange platform. When Genpact acquired OpenWealth in 2015, the company made the decision to continue partnering with OpenText for transactions. *"We needed a solution that was cost-effective,"* noted Bhalla. *"We also needed a solution that can provide all the necessary connectivity and is scalable to handle anticipated growth."*

Regardless of the technology, maintaining service took precedence. *"We wanted to make sure there was no disruption to our existing business,"* Bhalla explained. *"It was a quick time-to-market, making sure we don't disrupt our clients while setting up the right framework for success in the future."*

Opening the way

Following a comparative analysis, the OpenWealth team chose OpenText. *"One of the key considerations for us was to look for a partner who was an expert in the space, and who can really give us that quick time-to-market without us having to spend a lot of time and investment building out the entire infrastructure on our own,"* Bhalla said. Ensuring market connectivity with the OpenText STP solution also removes the uncertainty of variable costs, according to Navin Surana, US OpenWealth application development manager at Genpact.

The trade hub for OpenWealth, provided by the OpenText STP for Securities message management platform, supports close to 800 customers across the globe. When financial advisors using OpenWealth buy or sell equities, the orders are processed by OpenText STP all the way through settlement.

"The clients are thrilled and empowered by the timely, accessible data. Operations and trade support staff can investigate, report, and answer questions all within the OpenText system."

Navin Surana
US OpenWealth Application Development Manager
Genpact

"OpenText provides all of our market connectivity and associated re-porting," Surana noted. *"It allows us to have a seamless interface with the market for orders, executions and allocations, as well as custom connectivity using any method that is required by the counter-party."*

Client efficiency

As a single point of entry for partners, OpenText STP provides full end-to-end trade-processing workflow support, including:

- Payment processing (both free-form and template-based)
- Web-based client management of transaction flows
- Real-time support for broker and custodian activities

"Clients are able to see the status of their trades during the course of the day," Surana said. *"They make decisions, check for exceptions, and reconcile back to their custodial platforms. Being able to do all of those things in a real-time fashion is extremely efficient.*

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Business efficiency

Genpact OpenWealth trade support staff also gain efficiencies using OpenText STP, including swift onboarding and auditing. *"With OpenText, we have the ability to quickly create new file formats, methods, and connections out to the market,"* Surana noted.

Also, instead of searching through various systems and making phone calls to troubleshoot trading issues, OpenText STP allows OpenWealth to report on trade status, view the audit trail, and respond to inquiries with speed and precision. *"We pull up the trades. We see the entire audit trail and we're able to focus in on any issues. It is a very efficient way to support a client with trading,"* said Surana.

Furthermore, since the system evolved from batch and file to real-time updates, information is always accessible so the support staff team no longer needs to worry about handholding batches of trades throughout each day. *"Trading is now just a business-as-usual activity that occurs in the background,"* Surana said, adding OpenText STP remains reliable over years of use and growth. *"Issues are very rare"* he reported. *"Overall reliability and trust in the system has always been there."*

Expert service, plans for growth

Genpact OpenWealth plans to continue partnering with OpenText to support company expansion. *"We're a business that is growing,"* Surana noted. *"OpenText supports the ability to go to market quickly and support new clients and onboard them efficiently."*

Along with the technology, OpenWealth places trust in OpenText profes-sionals. *"We have always observed that the level of service has been exemplary,"* said Bhalla. *"The team is fully responsive when it comes to all levels of support. We've had a great working relationship."*
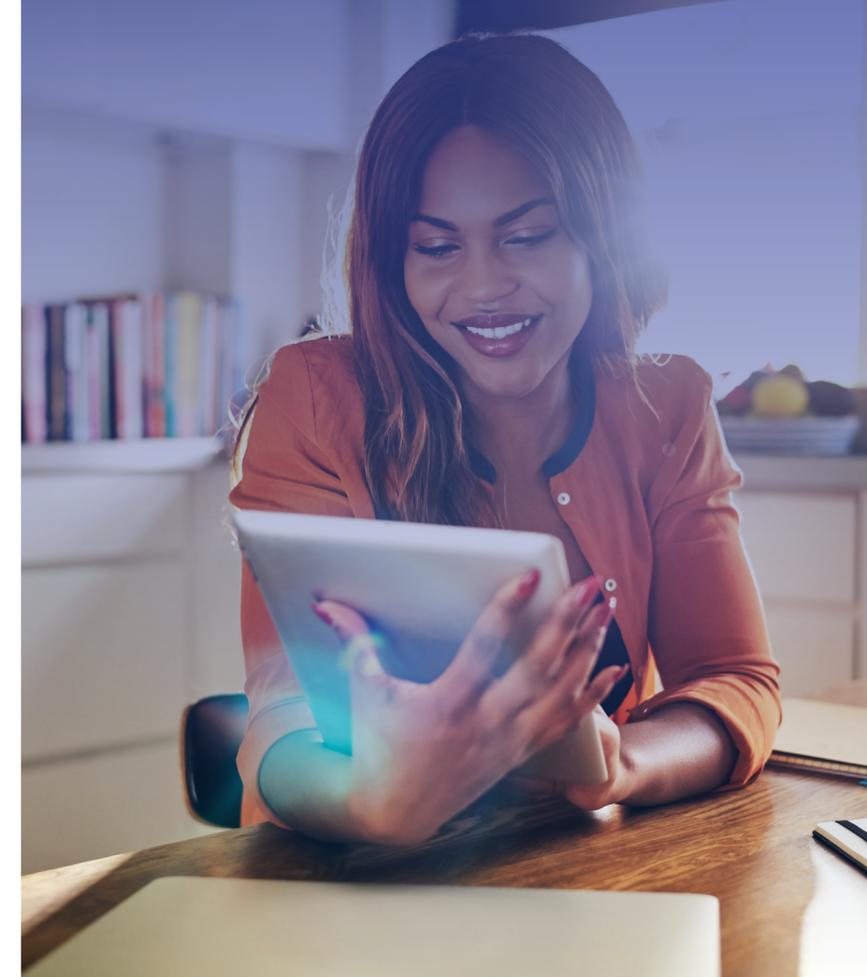
About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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