

30%
Additional
Bandwidth

1200+
Work Hours
Delivered

Competitive and Market Intelligence for an Asset Management Firm

Client Challenges

- A US-based boutique asset management firm needed intelligent data insights from its vast unstructured data on competitor analysis. The team's capacity was utilized by continuous daily tasks and timely actionable insights amid rapidly changing industry dynamics was of utmost importance.

Project Methodology

Haanuwise formed a proficient team with extensive experience in serving the asset and wealth management sector.

- **Market Intelligence:** This involved tracking the rapidly changing AWM industry and analyzing vast amounts of data to find useful insights. These help the client to spot potential opportunities in the industry space.
- **Competitor Insights:** This involves collecting vast competitor company-specific data from various public and paid sources to study new product offerings, margin improvements, and emerging company challenges in the industry.



Haanuwise team seamlessly integrated with the client's team and acted as an extension of the workforce.

Impact Delivered

- **Enhanced Operational Efficiency:** By generating additional bandwidth for the team, the client could direct their internal resources towards strategy and planning.
- **Agile Industry Updates:** Enabled client team to rapidly adapt strategies as per rapid changes in the industry.