

# MAS

## Managed Account Solutions Offers A Fully Integrated, Full-Scale Solution For Asset Managers

**JPMorgan's multifaceted outsourced solution for separately managed accounts offers asset managers a flexible, efficient and best-execution platform of capabilities, thanks to an especially lucrative internal partnership.**

As the market for separately managed accounts (SMAs) has enjoyed exponential growth, so has the industry's need to outsource administrative and operational functions. Whether to reduce time to market with new SMA programs, address explosive asset growth, maintain focus on core competencies, meet regulatory and compliance changes, or gain access to a provider's superior technology infrastructure and staff, outsourcing has gained in appeal among SMA managers of all types and sizes.

Launched in 2006, JPMorgan's Managed Account Solutions offers an integrated suite of operational and administrative services that gives SMA investment managers, sponsors and overlay managers access to institutional-caliber capabilities within the retail arena.

According to Scot Knight, Managed Account Solutions senior product manager, JPMorgan is on the cusp of doubling its client base as a result of the platform's unique appeal. "To begin, clients want access to the competitive advantages the JPMorgan global franchise offers," he says, citing the credibility of the JPMorgan name brand and the firm's best-in-class reporting platform. The depth and scope of the JPMorgan solution is equally compelling, as clients can outsource multiple components of operations, including account maintenance, rebalancing, reconciliation, accounting, trading and reporting.

The group's integration with JPMorgan Securities Incorporated, the firm's brokerage unit, affords another layer of benefits directly addressing clients' needs. "Through our partnership with JPMorgan Securities, we offer SMAs a traditional capability to trade with their sponsors, as well as the ability to trade with other counterparties," explains Steve Camp, Managed Account Services product manager. "It amounts to institutional-caliber trading within the retail universe — a profound advantage for SMA clients." Camp cites the ability to execute direct-to-market orders, algorithmic trading and dark liquidity pools as examples of the expanded functionality the JPMorgan solution offers.

Efficiency is another driver, says Knight. "Through our complete solution, SMAs can bundle directed trades efficiently and execute orders all at once," he says, rather than individually. Speed and economies of scale are other benefits. Ultimately, however, Knight says that the most significant driver of the solution's appeal among SMA clients is that JPMorgan enables them to deliver best execution seamlessly. "SMAs are under incredible pressure currently to perform exhaustive due diligence so as to execute trades at the best possible price on behalf of their clients," says Knight. "Our service, which embraces front-, mid- and back-office operations, is a one-stop, complete solution." ○○○