

Ferris™ AMC Drives Growth and Improves Client Service with New Technology

Having the right information is critical to meeting client expectations. The co-founder of a leading investor services company tells how a single Web-based platform works for his business.



Ferris™ AMC was established in 2009 to provide accounting and management consultancy services to real estate private equity funds. Ferris™ AMC has extensive experience providing services that span the entire lifecycle of real estate funds, including set-up through to liquidation and from basic accounting to complex consolidations, which need to be compliant with IFRS, Luxembourg GAAP and INREV. Its client portfolio includes asset management companies that manage investment funds with an institutional investor base.

Operational Challenges

Ferris™ AMC's clients expect accurate, complete and timely reports on their investments, and satisfying this performance criterion, as well as complying with multiple location jurisdictions, is a key factor in maintaining the company's

our clients direct access for review purposes.”

Benefits from New Technology

Yardi Investment Management produced immediate and significant improvements to Ferris™ AMC's client service. For example, full automation of investment accounting and performance measurement greatly reduced Ferris™ AMC's reporting cycle times. In addition, Ferris™ AMC has easy access to Web-based financial, portfolio, performance and revenue analytics that help identify investor's exposure to various types of risk. “We have benefited at a number of levels with the Yardi solution. We have developed and enhanced our internal procedures instead of having to tailor them according to the restrictive capabilities of previous methods. Also, the standardisation of reporting for multiple jurisdictions and the data transfer interface from

New Platform Drives Growth

Regarding Ferris™ AMC's strategy for growth, Ozdemir said, “We have always found Yardi to be an extremely reliable collaborator. They have always provided a high level of support. Our plan is to further leverage Yardi Voyager to develop additional services going forward. Clients have challenging requirements and we do not expect these requirements to ease down”. Moreover, Ozdemir is convinced that Yardi Voyager can be easily configured to the different requirements of multiple clients. “This is a great platform for service providers from various operational perspectives. For asset management companies the benefit range of Yardi Voyager is even greater. They can bring property management, lease and associated reporting activity in multiple jurisdictions into a single platform. In addition, local accounting, including currency conversion, is available directly in the software. Last but not least, consolidation of financial accounts and client reporting comes with the additional benefit that it's available in a Web-based interface which can be accessed 24/7. If leveraged properly, these advantages can significantly help asset managers when streamlining operations and developing best-in-class competitive services for clients.”

“Quality, accuracy and timeliness of reports are key success factors for us. We cannot imagine delivering these via any other software”

Sansal Ozdemir

Ferris AMC - Accounting & Management Consultancy Sarl

competitiveness. The company's focus is centred on compliance within multiple local jurisdictions in order to achieve a high standard of quality with the reports they provide clients. Ferris™ AMC is also driven to ensure that they eliminate risk-prone, manual intervention while processing accounting information. “Clients legitimately require consistency of reporting among their SPVs. “As we examined our technology capabilities, we found that achieving our expected standard with multiple reporting tools was becoming problematic. It was one of the major considerations behind our decision to adopt Yardi Investment Management™, in 2011,” said Sansal Ozdemir, co-founder of Ferris™ AMC. “We wanted a Web-based tool that gave

Yardi Investment Management to the reporting tools of the client, has increased efficiency in the reporting lifecycle,” Ozdemir said. He added, “Moreover, since clients need to deliver financial information across all of their investments, the reporting needs to be very accurate, extremely reliable and delivered in a very timely manner to meet regulatory reporting requirements. By using Yardi Investment Management instead of spreadsheets, we reduced by up to 50 % the time needed to prepare the reports to investors. Another great benefit is being able to tailor the account trees. We can make customisations and adjustments to meet local statutory requirements and develop creative solutions for the rollup process.”

Maximise Value for Clients

Ferris™ AMC's proposition is to maximise the value they provide to their clients' businesses through exemplary services. By selecting Yardi Voyager and Yardi Investment Management as its integrated fund accounting platform, Ferris™ AMC believe it has surpassed business challenges with new operational efficiencies, a high level of services to clients and compliance with accounting standards. “The most critical factor for our success is to stay focused on our clients' needs and remain competitive by delivering consistent, best-in-class client services through high quality, extremely accurate and timely reporting,” Ozdemir said.

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