

# Company Overview

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**CityIQ Ltd**

***Your Partner in the City***

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### About CityIQ

CityIQ is a specialist consultancy that for over ten years has been providing advisory and delivery services to our many clients in the Financial Services Industry.

We are seen by our clients as partners, helping them with the advice and assistance they need at a price they can afford.

Like them, we believe in long term business relationships. Most of our client relationships go back many years. We attribute this to the consistent quality of service we have delivered and our willingness to choose long term reputation over the pursuit of short term gain.

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CityIQ covers all areas of the investment process. Our teams of experienced, skilled and knowledgeable consultants are organised into core practice areas. These are:

#### Systems Architecture

- A key challenge for the COO, CTO or Head of Development of any Asset Management organisation is how to ensure that there is sufficient flexibility and capability within their systems architecture to allow the evolving requirements of the organisation to be successfully met. CityIQ has worked on many technical architecture programmes for organisations in the securities industry and as a result can now bring a high level of consultancy support to organisations that are looking to develop their systems architecture so that it will support current and future business driven requirements.

#### Data Management

- If your data is wrong - everything is wrong. All organisations battle constantly to ensure that data is complete, accurate, authorised and available. And the effective deployment of technology to deliver increased business performance, rests critically upon the way you manage your data. At CityIQ, we can help you win the data battle, offering services as diverse as a data health check to the implementation of a complete data strategy.

#### Transformation & Change

- Change is everywhere and integral to all the assignments we undertake. Unlike many organisations, our change consultants have relevant, in-depth industry knowledge. As such, we believe CityIQ is uniquely placed to support the introduction of change in your organisation.

### Outsourcing

- Outsourcing of investment administration is changing the face of the securities industry, with the COO moving from the role of supplier to that of customer, and the distinctions between internal and external services continuing to blur. Early adopters of outsourcing are already beginning to realise their initial objectives. CityIQ has been a prime mover in this market trend, helping companies on both sides of the outsourcing relationship to achieve their objectives. It is now in a unique position to help the next wave of managers make the right strategic decisions and deliver against them.

### Project Management

- Excellent project managers with strong industry skills are in limited supply. No organisation can afford to keep such skilled resources on standby for the next big project. So what does an organisation do that has an immediate requirement for a senior project manager at short notice? One approach is to use external resources to move things forward. At CityIQ we have the project management resources you need to deliver successfully. In addition we provide independent advice and guidance if you need to understand how well or badly a particular project is performing.

### HR Services

- Not all projects are driven by the IT department. In recent years the Human Resources department has become a key area for business change. Pensions reform, outsourcing, knowledge management, employee self service, recruitment, on-line training, organizational design and constant legislative change have meant that the Human Resources department is frequently in need of both consultancy and project support. We provide both, utilizing consultants with understanding and experience of Human Resources.

### Procurement

- Procurement processes often work less well than they might and as a result many organisations are spending more than they need. However there are many things which can be done to quickly improve the situation. Using our twelve point health check we can help you identify where improvements need to be made and help you to implement the necessary changes.

### Business Continuity Management

- All organisations, whatever size, need a focused, cost-effective and workable business continuity plan to ensure effective response and recovery to business interruption events. CityIQ provides a range of Business Continuity consultancy services, including :
  - Carrying out a Health Check of existing plans and processes to ensure they are appropriate and cost-effective.
  - Tendering or re-tendering for recovery sites and facilities.
  - Organising crisis management scenario tests.
  - Establishing and supporting an effective in-house business continuity planning function.

More detailed Information on individual practice areas is available on request.

### Why choose CityIQ?

#### Team based solutions

- Finding the right resource to help move your project forward can often be a problem. Frequently the skills you need are simply not available in one individual. With CityIQ, you not only get the resource that best fits your requirement, you also get access to the wider CityIQ team and a range of complimentary skills that can be brought to bear for as short or as long a period as you need.
- Our consultants are able to speak frankly at all levels of your organisation, getting to the heart of possibly sensitive or difficult issues quickly and honestly. We always provide an assertive view of an issue, whilst respecting that responsibility for decisions lies with you.
- In addition, CityIQ is privately owned and as such, does not have to weigh the demands of the client against those of a parent company. With CityIQ, your objectives are our objectives.

#### An independent state of mind

- When change is the issue, corporate ethos and cultures - however highly prized - very often have a tendency to cloud the objective and compromise the process. We are clear-eyed and objective, independent and articulate, pragmatic and responsive. We help you cut through the detail and identify what really matters.

### Informed resources when you need them

- Our consultants are all seasoned professionals of senior rank, with a thorough grounding in best practice, project management and proven knowledge of how IT functions operate in the world of investments. You don't need to tell us your business – it's our business too.
- This means that when you need senior resources at short notice, we are available to help you get things moving quickly with a sharp infusion of expertise. Because we believe in long term working relationships, the chances are that we'll have been able to brief our consultant about your organisation before they start the assignment so they can make the maximum contribution from day one.

### Gatherers not hunters

- CityIQ succeeds on the skills, performance and delivery of our team of consultants and – crucially - the recommendations of our many satisfied clients.
- We have a deep understanding of the City and a first-class range of contacts. Our knowledge of the Securities Industry is unrivalled and our track record of delivery is reflected in continuing, strong relationships with our wide range of blue-chip clients.
- CityIQ is emphatically not a 'body-shop'. We do not have an army of junior consultants that need to be constantly employed. We aim to achieve service excellence, not high utilisation. Put simply, at CityIQ we work as a team, do the job and then move on, confident in the knowledge that if we have done a good job, at some point you will ask us back.

### In summary

- What makes CityIQ different? Not only are we able to provide the right resource at the right time and cost, but our unique core collaborative business model ensures that we deliver against our promises. When you employ CityIQ, you don't just get an individual, you get a team dedicated to helping you succeed.

### CityIQ's Clients

- BAE Systems Pensions Fund Investment Management Ltd
- Bank of England
- Barings Asset Management
- BNP Paribas Securities Services
- Capital International Ltd
- CCLA Investment Management Limited
- Fortis Investments
- GLG Partners
- HSBC Global Securities Services
- Insight Investments
- Invesco Perpetual
- ITG Solutions Network, Inc.
- JPMorgan Asset Management
- Kleinwort Benson Private Bank
- Legal & General Investment Management
- Lehman Brothers
- Mellon Asset Servicing
- Netik
- Northern Trust
- Omgeo
- Polygon Investment Management
- Threadneedle Asset Management
- Xenomorph

### Want to know more?

Contact Paul Wiltshire at CityIQ.

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