

CLIENT TESTIMONIAL

Bedell Fund Services Limited

A highly-respected regional fund administrator achieves modernization, high efficiency and expanded customer service with FrontInvest.



Established in 1971 and headquartered in Jersey, Channel Islands, Bedell Fund Services is an award winning, leading independent trust company with a reputation for long-term client relationships. The company has offices in Guernsey, London, Dublin, Geneva and Mauritius, which provide the company with a multi-jurisdictional capability. Bedell Fund Services delivers client-focused services in private wealth management, international finance (including SPVs), fund administration (including private equity) and employee benefits. Fund administration services are provided through its wholly owned subsidiary, Bedell Fund Services Limited.

In order to maintain its reputation and high level of customer service, Bedell Fund Services sought a robust, reliable and expandable electronic platform to replace manual systems used for fund administration. Following an extensive search, Bedell Fund Services chose the eFront FrontInvest solution. FrontInvest has enabled the automated management of Bedell Fund Services' private equity and real estate assets, as well as its open-ended funds, with a solution that standardized its business processes, reduced overall risk and incorporated SAS70 accredited control features. The eFront solution also gave Bedell Fund Services a new capability: remote access for its clients.

Michael Robinson, Managing Director, Bedell Fund Services Limited

“Bedell Fund Services is committed to the efficient delivery of first-class service to our clients. So, our primary goal was to find a fund administration platform that had very specific qualities. Bedell Fund Services needed a centrally-controlled and secure data environment that was highly configurable, flexible and scalable. With eFront, we are confident all those goals have been met.”

Client Challenge

During its forty years of operation, Bedell Fund Services had developed a set of manual operations that, while dependable, were labor intensive, and not integrated into a unified solution.

Client Profile



- Established in 1971
- Award winning, leading, independent trust company
- Provider of fund administration services
- Headquartered in Jersey, Channel Islands
- Offices located in Guernsey, London, Dublin, Geneva and Mauritius
- Assets under management (AUM): c. GB£25 billion

Benefits Delivered

- Automated data environment
- Standardization of business processes
- SAS70-compliant features built in
- Region-based remote access for clients
- Improved risk control
- Expanded service offerings
- Increased efficiency

Their standalone processes included spreadsheets, document management and a fiduciary data base. Moreover, there was the ongoing risk of human errors, a fault common to all manual operating systems.

In order to continue providing first-class fund administration services, Bedell Fund Services found itself under pressure to modernize its operations. Consequently, the company began a search for an integrated solution that would meet its specific needs, including standardization and streamlining of business processes, risk reduction, higher efficiency, compliance with SAS70 standards and scalability. It was also crucial that any new solution enable Bedell Fund Services to develop and implement new service offerings in response to emerging market opportunities.

Why eFront?

Bedell Fund Services' search revealed FrontInvest as a standout among other vendors. Although other offerings attracted the company's attention with what they saw as robust solutions and well-known clients, eFront offered the most comprehensive set of benefits that made the company's choice relatively easy.

The key benefits to Bedell Fund Services' decision included FrontInvest's high degree of flexibility, features that matched the fund types under Bedell Fund Services' administration, a track record with established investment managers and administrators and robust local support.

Solution Implementation

Collaboration was a key success factor of the FrontInvest implementation project. The local eFront team worked closely with Bedell Fund Services staff to create pragmatic solutions and make the implementation as easy and trouble-free as possible. This allowed both teams to maintain good spirits throughout all phases of the project.

All objectives were achieved in a very tight timescale. And, in accordance with Bedell Fund Services' requirement for the incorporation of SAS70-compliant controls, a detailed analysis and consultation with auditors was performed in order to ensure such controls were designed into the system. Although, at the time, this represented new ground for eFront, a design was soon devised and implemented using FrontInvest categorized fields and workflow management tools.

eFront in Use

Bedell Fund Services now has a very modern system, featuring standardized and streamlined business processes. Moreover, the company has a comprehensive and scalable solution that can be continually updated and expanded to keep the company current with the product and changing market requirements. After a concerted period of data loading and reconciliation, Bedell Fund Services users are now confidently using the platform and continuing to deliver a high standard of administration to its clients.

Future Considerations

In an upcoming phase of the FrontInvest implementation, Bedell Fund Services clients can be provided with region-based remote access to the system, a capability the company has not previously been able to offer. Following a successful demonstration early in 2012, during the development and testing phase, Bedell Fund Services signed up for a full pilot of the new feature, which is planned for 2013.



About eFront

eFront is a leading software provider of solutions dedicated to the financial industry with a recognized expertise in alternative investments and enterprise risk management. eFront's solutions serve more than 400 customers across more than 40 countries, including companies in the private equity, real estate investment, banking and insurance sectors. eFront's product suites, FrontInvest™, FrontAnalytics™, the Investment Café™ Investor Portal, Pevara, FrontCRM™ and FrontERM™, offer tightly integrated solutions for managing alternative investments and corporate risk. Founded in 1999, eFront services clients worldwide from offices in Asia, Europe, the Middle East and North America.

For more information visit <http://www.efront.com> and <http://www.investmentcafe.com>.

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