

## CASE STUDY

# Reducing resources needed by 80%



## COMPANY PROFILE

**HQ:** Greenwich, CT | 900 employees

**AUM:** \$224B

**Overview:** AQR Capital Management is a global investment management firm with the second-largest hedge fund by assets under management.

**80%** reduction in resources to create pitch books and presentations

## Challenge

The AQR marketing team was creating content that got lost in numerous, decentralized repositories and shared drives. Confused by multiple versions of the same document and a lack of findability, AQR's 25 analysts would spend 30% of their time customizing pitch books and presentations for client meetings.

## Solution

By establishing Seismic as their centralized content management system, AQR's marketing team can ensure content is always accessible and compliant. Analysts at AQR use LiveDocs® technology to update and personalize content quickly for their next big meeting. Marketing benefits from analytics to make more informed decisions on how to improve content.

## Results

Now with Seismic, AQR only needs 10 analysts spending 15% of their time to achieve the same level of productivity. The remaining 15 analysts are now focusing all of their time to develop better client strategies. This 80% reduction in resources has allowed AQR to maximize client results and improve their client experience.