



AQR Capital Management

Reduced resources needed to update content by 80%

Company profile:

HQ: Greenwich, CT
871 employees

AUM: \$208B

Overview: AQR Capital Management is global investment management firm and was one of the first to offer alternative mutual funds.

80%

Reduction in resources needed to create content

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.

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.

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.