



Brandes Investment Partners

Shortened time to update existing marketing materials by 90%

Company profile:

HQ: San Diego, CA
293 employees

AUM: \$29.7B

Overview: Brandes Investment Partners is an investment advisory firm, managing assets for institutional and private clients worldwide.

90%

Reduction in time to update existing marketing materials

95%

Reduction in work to develop new marketing materials

Brandes Investment Partners' marketing team did not have complete control to update existing materials or create anything new. Fact sheets were automated in SQL server reporting services, which meant having steal time from the already inundated development team for the simplest of changes. With no single source for data and no simple tools for marketing to access the data and create materials, updating an existing chart to include two additional columns would take 16 hours over the course of three weeks to complete.

Months after beginning an initiative to build an enterprise data warehouse, Brandes chose Seismic as a partner to harness this data to automatically update marketing materials. By integrating the data warehouse, Morningstar, and GICS translations with Seismic, Brandes can use just one template to update 16 fact sheets, with four funds, in three languages, including two regional versions. Streamlining this process has reduced the amount of work to develop new marketing materials by 95% and shortened the time to market in updating existing materials by 90%.