



Brandes Investment Partners shortens time to update existing materials by 90%

Located in San Diego, CA with 300+ employees, Brandes Investment Partners is an investment advisory firm, managing assets for institutional and private clients worldwide.

The Challenge

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.

The Solution

Months after beginning an initiative to build an enterprise data warehouse, Brandes chose Seismic as a partner to harness this data and automatically update marketing materials. By integrating the data warehouse, Morningstar, and GICS translations with Seismic, Brandes can use just one template to update 16 factsheets, with 4 funds in 3 languages, including 2 regional versions.

The Impact

Streamlining this process has reduced the amount of work necessary to develop new marketing materials by 95%, and shortened the time to market in updating existing materials by 90%.

90%

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