Case study

An advanced whole-of-stack portfolio analytics and order management solution

Rockefeller Asset Management & Bloomberg Buy-Side Solutions

Location
New York, USA

Industry
Asset management

Customer profile
- Part of Rockefeller Capital Management
- Strong history of sustainable and impact investing
- Offers active equity and fixed income strategies across fundamental, systematic, and thematic approaches.

Customer challenges
- Moved operations to a front-to-back solutions provider
- Solution lacked connectivity and had multiple points of failure
- Hard to troubleshoot
- Start of day trading was unreliable, impacting performance and morale

Chosen Bloomberg buy-side solutions
Decided to return to Bloomberg and onboard an end-to-end solution comprising:
- Bloomberg Terminal
- Asset and Investment Manager (AIM)
- Portfolio analytics tool (PORT)
- Index products and solutions (Indices)

Intro and Rockefeller challenge

Rockefeller Asset Management is the asset management division of Rockefeller Capital Management, an independent wealth management firm headquartered in New York, USA.

Serving families, individuals, intermediaries and institutional investors across a wide range of needs and objectives, Rockefeller Asset Management offers active equity and fixed income strategies across fundamental, systematic and thematic approaches. Rockefeller Asset Management has a strong history of sustainable and impact investing dating to the 1970s, when the family office began public and private investment programs incorporating environmental social values into the investment process. It focuses on differentiated strategies within niche asset classes or themes where they believe we can capitalize on market inefficiencies. In September 2023, Rockefeller Asset Management's assets under supervision totalled $12 billion; firm assets under management of $11.4 billion and firm assets under advisement of $0.6 billion.

Rockefeller Asset Management's legacy challenge: "multiple points of failure"

Seeking operational enhancement, seamlessness, and efficiency, Rockefeller Asset Management made the decision to move to a front-to-back whole-of-stack solution with an alternate provider (not Bloomberg).

The stack was full of promise, but it didn't go as planned.

"The implementation did not go very well. Technology priorities drove a lot of decisions, but there wasn't really any connectivity between those technology drivers and business drivers," says Managing Director, Chief Operating Officer of Rockefeller Asset Management, Eric Konigsberg, who joined the firm a few months after the solution went live.

With insight into the relationship between technology and business drivers, Konigsberg could see from the start that the solution was a failure. Inconsistency and lack of confidence became everyday concerns with Rockefeller.

Asset Management's teams were never sure whether the system was going to get up and running in time.

"When there were issues with data feeds or functionality, it was extremely difficult to identify what the causes are. One of reasons this solution was chosen was its customizability – you could build out the workflows to support your current processes. This sounds attractive, but the downside is that when it came to support, there was no consistency," says Konigsberg, who made the call to return to Bloomberg.

"We encountered a number of issues which often led to several points of failure right at the beginning of the day. There were a lot of days with start-up issues where our feeds didn't load in time, and there's no default response that the solutions provider can give you; neither their teams nor ours were able to identify the problem."

This significantly impacted Rockefeller Asset Management's ability to make timely, well-informed decisions and trades. The number of issues that would occur on any given day, as well as the workarounds needed to address those issues, significantly added to the workload for the teams tasked to support the system. As a result, morale started to deteriorate.

Konigsberg knew that a dramatic about-face was necessary, so he made the call.

"From a cost management perspective, and from an infrastructure perspective, having a whole-of-stack solution with direct integration across different functions offers a big benefit. It means you're removing potential points of failure. Reducing or removing those points of failure reduces risk and increases the timeliness of the information."

Eric Konigsberg, Managing Director, Chief Operating Officer, Rockefeller Asset Management

Solution, experience and benefits focus

A return to Bloomberg and a whole-of-stack solution

Bloomberg was the logical solutions provider to move to next, as Rockefeller Asset Management had previously had Bloomberg solutions in place – including Asset and Investment Manager (AIM) – before the disastrous shift to the alternate provider.

"We weren't at all unhappy with Bloomberg AIM order management system; it simply fell victim to our bigger picture desire to have a single solutions provider," says Konigsberg, going on to explain that **returning to AIM and then onboarding further Bloomberg solutions made sense** as Rockefeller Asset Management's teams were already familiar with the Bloomberg architecture. And in fact, they continued to leverage Bloomberg's execution management (ESMX), even while they were with the alternate provider.

"Ultimately, it's vital for us to have the system running reliably, so that we're able to make decisions and execute trades at the time of our choice, rather than when a system is available. That's an absolute non-negotiable for us, and Bloomberg has made that happen."

The implementation began in January 2023 and the system went live in August of the same year.

An integrated, end-to-end buy-side solution

Six months in, after what Konigsberg describes as **"the smoothest technology implementation I've overseen in my career,"** every team in Rockefeller Asset Management's front, middle, and back office is making use of **Bloomberg's single, integrated solution – and the business is seeing the results it desired.**

AIM offers customizable post-trade matching, settlement, and reconciliation, along with portfolio accounting, performance measurement, and data aggregation. Bloomberg's Portfolio analytics tool (PORT) gives next-generation insights into risk across portfolio types, investment styles, and geographies, while its Index products and solutions (Indices) provide industry standard and bespoke benchmarks across asset classes for benchmarking, reporting, asset allocation, and product creation.

Bloomberg Terminal provides news, data, and research, with the added bonus of EMSX's flexible multi-broker, multi-asset execution available to Bloomberg Professional service subscribers at no additional cost.

"We're getting a lot more functionality, right out of the box. The data is already integrated into the Terminal, and now we have a single platform directly integrated with the same data. It means we don't have to build multiple feeds; it's much more seamless. From front to back, from a portfolio management perspective and an analytics perspective, everything has become easier."

Eric Konigsberg, Managing Director, Chief Operating Officer, Rockefeller Asset Management

Enhanced performance through automation

The automation and connectivity between AIM and PORT – fed by Indices data – means Rockefeller Asset Management can examine its portfolios and analytics in many different asset classes in real time.

"That's big for us. **The automation and integration give us timelier information and better ways of evaluating our portfolios when we're making investment decisions,"** says Konigsberg.

"Now we can automatically bring the data already integrated in AIM into our compliance and write rules around that and do pre- and post-trade checks and other due diligence in real time, whereas previously we were delayed by manual handling and then the flow on effects of actual time delays."

An automated data feed integrated throughout a system offers another level of operational efficiency and performance enhancement. There is also capacity to integrate the system with Execution Management Solutions (EMS), for an even more in-depth end-to-end experience.

An advanced risk management and compliance capability

The PORT solution is an ideal fit for a top tier asset manager like Rockefeller Asset Management, which has a presence in worldwide markets and is subject to a complex of web of regulations and restrictions.

Whereas access to other data elements such as sanctions wasn't readily available in the alternate provider's legacy

system and had to be pumped in and implemented via a separate data feed – constituting another potential point of failure **– in the Bloomberg solution that data is integrated throughout the entire system, and much easier to leverage.**

"Now we can leverage our risk information in real time within PORT and make portfolio decisions based on real time risk. This is a big benefit to us; in addition to the reporting that we can get out of the system, we've been able to evolve our primary focus on fixed income and equity to a much broader and ultimately much more sophisticated and insightful non-fixed, multi-asset perspective."

A sophisticated tech stack that grows with you

Rockefeller Asset Management is confident that Bloomberg's in-depth understanding of its challenges and needs, along with its advanced service and implementation support, will enable it to scale and grow at pace.

This is due to the end-to-end data integration offered by Rockefeller Asset Management's chosen suite of Bloomberg solutions, and to the creativity and flexibility offered by its automation and modular functionality.

"The tech stack provides us with more efficiency and scalability because of the direct integration, the automation and the ability to scale up or expand our functionality," says Konigsberg.

"It's also a cost-effective solution because as we grow, our relative costs will go down. The modular functionality means we can add on functions that leverage the same data in new and innovative ways. It's going to be a lot easier to scale up or expand functionality with a single, best-in-class system."

Overview of Bloomberg solutions

Bloomberg solution benefits

Asset and Investment Manager (AIM)	Portfolio analytics tool (PORT)	Index products and solutions (Indices)
• Lower operational risk while managing portfolio risk via benchmarking, rebalancing, and scenario analysis tools. • Post-trade matching, settlement, and reconciliation, along with portfolio accounting, performance measurement and data aggregation. • Customize your workspace, including order and execution management, for a seamless workflow. • Efficient electronic trading solutions such as Bloomberg Fixed Income Trading (FIT), Foreign Exchange Electronic Trading (FXET) and other third-party digital execution platforms. • Comprehensive execution management solutions with the ability to route to 2,300+ destinations. • Ease the compliance burden with AIM's pre-trade, post-execution and end-of-day compliance solutions. • Advanced, scalable compliance rule building, reporting and complete audit history.	• A next-generation portfolio analytics solution combining actionable global data and a service model that evolves with your needs. • Proprietary, best-in-class models deliver a comprehensive view of risk across portfolio types, investment styles and geographies. • Uncover hidden performance drivers with multi-asset-class attribution analysis tools for valuable insights into the drivers of portfolio out-performance. • Automate integrated reporting with consistent, comprehensive on-demand reporting solutions that pull data from across the Bloomberg network. • Customize rich dashboards of data to suit your approach to management by curating views and filtering universes in a flexible layout for efficient multi-portfolio analysis.	• A next-generation portfolio analytics solution combining actionable global data and a service model that evolves with your needs. • Proprietary, best-in-class models deliver a comprehensive view of risk across portfolio types, investment styles and geographies. • Uncover hidden performance drivers with multi-asset-class attribution analysis tools for valuable insights into the drivers of portfolio out-performance. • Automate integrated reporting with consistent, comprehensive on-demand reporting solutions that pull data from across the Bloomberg network. • Customize rich dashboards of data to suit your approach to management by curating views and filtering universes in a flexible layout for efficient multi-portfolio analysis.

About Rockefeller Capital Management

Rockefeller Capital Management is the marketing name for Rockefeller Capital Management L.P. and its affiliates. Investment advisory, asset management and fiduciary activities are performed by the following affiliates of Rockefeller Capital Management: Rockefeller & Co. LLC, Rockefeller Trust Company, N.A. and The Rockefeller Trust Company (Delaware), as the case may be. Rockefeller Asset Management is a division of Rockefeller & Co. LLC and the "Firm" for purposes of the Global Investment Performance Standards ("GIPS®"). Rockefeller Asset Management has been independently verified for the period January 1, 2006 through December 31, 2022. Effective January 1, 2018, the Firm was redefined to include the management of fixed income strategies for periods dating back to January 1, 2012. A complete list and description of the firm's composites and/or a presentation that adheres to the GIPS standards is available upon request.

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Beijing
+86 10 6649 7500

Dubai
+971 4 364 1000

Frankfurt
+49 69 9204 1210

Hong Kong
+852 2977 6000

London
+44 20 7330 7500

Mumbai
+91 22 6120 3600

New York
+1 212 318 2000

San Francisco
+1 415 912 2960

São Paulo
+55 11 2395 9000

Singapore
+65 6212 1000

Sydney
+61 2 9777 8600

Tokyo
+81 3 4565 8900