Christine Gill: Asset managers are providing access to their investment strategies in a number of different ways. One area where we have seen tremendous growth is through the subadvisor relationships. There is a tremendous amount of coordination that needs to take place between subadvisors, the investment managers, or the overlay managers, and that is one of the challenges that asset managers are facing as they try to be more efficient in distributing their products.

Intermediary Analytics supports asset managers with respect to their subadvisor relationships through our Subadvisor Certification Dashboard. That enables the investment advisors to be able to certify and perform due diligence on the subadvisors and it also enables the subadvisors to communicate in a very efficient manner with all of the investment managers that they are providing strategies to.
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