



FIMA 2010 – Data Management Outsourcing Makes it to the Main Stage

Mobius Knowledge Services recently sponsored and attended FIMA 2010 in New York, (March 15 – 17, <http://www.wbresearch.com/FIMAUSA/>). This is one of the industry's premier events focused on data management issues within the financial services industry. The event brought together executives from financial services firms of all sizes and various vendors of data management technology, information and professional services. The official theme of the conference was putting data in the spotlight in order to better manage and reduce risk in the wake of the credit crisis. This theme rang true but was also joined by several other key issues, as follows:

- **Data governance** – how to effectively create and manage standard oversight processes for data management
- **Data integration** – how to effectively bring together disparate sources of data (some from legacy systems) and keep them clean moving forward
- **Alignment** – the importance of aligning business, IT and operations in order to achieve data management objectives and retain attention/funding in the future
- **Outsourcing/Offshoring** – how use of an offshore captive operation or an outsourcing partner can contribute to a successful data management operation

As a provider of outsourcing services, we were of course delighted to have the topic of outsourcing make it to the main stage (literally – panel session “Assessing the Cost vs. Performance Model of Offshoring/Outsourcing Data Operations”). As the topic of outsourcing continues to have some stigma attached to it, it was educational to hear many big name financial services firms plainly discuss the value and benefits of outsourcing/offshoring to their data management strategies. Cost continues to be the leading driver, followed closely by globalization of processes/coverage.

Outsourcing vs. Out-Tasking

Another outsourcing theme informally emerged in discussions throughout the conference –the need for expert assistance on a project basis or to supplement existing internal data management resources. Mobius refers to this as Out-Tasking and it's our core business. A classic example of Out-Tasking of a data management function is data cleansing. Many firms indicated they have used vendors for one-time data cleansing – often an offshore firm. While results have been good, the challenge remains to do ongoing data cleansing and enrichment of data. Operations management is faced with the challenge of stretching existing internal resources to ensure data integrity. This is where ongoing Out-Tasking comes in.



At Mobius we provide expert resources to help financial services firms manage and maintain the quality of their reference data on an ongoing basis. Contrary to the outsourcing model, our resources often supplement your internal team as opposed to replacing them. We offer a range of reference data services on a project or ongoing basis as well as custom database creation and maintenance. All of our solutions are customized for each client and we make extensive use of technology to automate as many processes as possible. All solutions are managed and overseen by a research team with expertise in the client's specific area of need. Our services are designed to make the tactical easy and cost-effective while enabling you to better focus on achieving your data management strategic objectives.

As showcased at FIMA 2010, the credit crisis has indeed placed a spotlight on the need for effective data management. The time is ripe to get your data house in order. Cost-effective Out-Tasking solutions can play an active role in helping you achieve your data management objectives.

About Mobius Knowledge Services

Mobius Knowledge Services is a leading provider of Content and Data Services. Since 2002, we have built a reputation of excellence delivering technology-enabled services and solutions supported by deep domain expertise to clients around the globe.

Our capabilities in acquiring, integrating, optimizing and maintaining data are tailored to meet the unique needs of our clients in content and data-centric industries. Our India-based operations centers and our around-the-clock processing enable us to provide cost-effective quality to global clients as needed.

Our offerings for the Financial Services sector deliver targeted, cost-effective solutions for data problems of all sizes. We specialize in helping financial services firms improve and manage the quality of their reference data and build and maintain custom databases filled with accurate and actionable information. We deliver incremental improvement and enable firms to leverage their existing investments. Our technology-enabled services approach makes the tactical possible while supporting your big picture strategy.

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