dp360

Your digital gateway
to better client service

deep pool

Deliver the seamless, on-demand support your customers want with a fully customisable web portal.

Responsive, digitalised user experiences have become essential at every stage of the investor and fund lifecycle, from onboarding and order entry to document management and reporting. Clients expect rich digital journeys they can navigate seamlessly through an intuitive web portal. Deliver them with dp360.

dp360 supports fund administrators, investment managers and investors in all vehicles, including:

- Hedge funds
- Retail funds
- Private equity
- Private debt funds
- Real estate funds
- Family offices
- Fund of funds

Elevate your services

dp360 is a multi-functional, multilingual online portal combining comprehensive capabilities with cutting-edge security.

- Automated digital interactions ease fund administrator and investment manager workloads and optimise efficiencies.
- Self-servicing capabilities enhance client engagement by giving users greater control and freedom, with browser-based access to the information they want when they need it.
- Fund administrators maintain full control over all data flows and the information/documents shared with investment managers and their end-investors, boosting accuracy and service levels.

Get the dp360 difference

Replace:

- laborious, back-and-forth investor onboarding and client support processes with on-demand, real-time self service.
- disconnected fundraising activities with customisable invitations, online forms, digital signatures and straight-through processing.
- fragmented account views with 360° oversight.
- paper-based reports and manual document delivery with on-tap client access to the information they seek.

Your needs. Our solution.

Easy-to-use, with a wealth of advanced capabilities, the dp360 portal helps you deliver the complete digital experience clients increasingly crave.

Full account overview and control

Challenge: Providing different portal users with data that is relevant and appropriate to them, at different stages in the process, while ensuring the fund administrator retains control over that data.

dp360 solution: Through dp360, users can see the latest valuations and balances of all their accounts, drill-down into multiple performance views, configure statements, access elevant documents, track the progress of orders and transaction histories, and run reports for whatever fund, class or investments they want. They can also easily query database records, extract and manipulate desired data points, and present the output in their format of choice to permissioned users.

Access and views are customisable, allowing firms to control what information is made available and when to different portal users.

User benefit:

Get fingertip access to detailed account information across a range of views, with complete control of the data you want to extract.

On-demand client self servicing

Challenge: Investment managers and their end-investors want more ready access to their accounts. But meeting all the service requests requires a slew of time-consuming back-and-forth interactions between fund administrator and investment manager/investor.

dp360 solution: Investment managers and investors enjoy a range of powerful self-service options with dp360's multifunctional capabilities. Users can access marketing materials, create subscription/redemption orders, submit documents online, review contract notes, see the latest valuations and account statements, drill-down into performance and run customisable reports.

User benefit:

Self servicing eases fund administrator workloads while empowering managers and investors with greater control over their accounts. Administrators save employee time and minimise business risk, without compromising the controlled release of data.

Enhance client interactions and engagement

Challenge: End-investors want the convenience of digital services, but impersonal online experiences risk creating more distant, commoditised relationships and diminished brand loyalty between investment managers and their clients.

dp360 solution: Via the portal, end-investors can interact with their investment manager, examine research reports and offer documents, and get on-demand access to a range of real-time portfolio information and customisable reports. Reports can be taken from any source system, enabling administrators and investment managers to provide their clients with a single, aggregated information outlet.

User benefit:

Investment managers can deliver the high-quality, responsive interactions investors seek, helping promote client satisfaction and engagement at lower cost than a traditional manually-oriented relationship model.

Complete, sign and submit forms online

Challenge: Everyday investment management activities are awash with hundreds of (often paper) legal documents and other forms. Creating, filling out and signing each one is laborious, expensive and wasteful. Errors are commonplace.

dp360 solution: dpInk, an optional dp360 add-on, lets users complete, digitally sign, submit, review and approve any type of form online. Fields are pre-populated with stored investor data where available to increase accuracy and efficiency. Customisable workflows allow staff to control how users complete the form, flag additional document requirements and post comments to expedite processing. A management dashboard provides full visibility of the entire form completion process.

User benefit:

Form completion becomes fast, transparent and secure. Structured workflows ensure forms are completed correctly and any necessary supporting documentation is in place, minimising errors and bottlenecks. Investor effort is reduced, while fund administrators and investment managers ease their costs and workloads.

Maximise fundraising success

Challenge: Investment managers lack ongoing visibility into the progress of their fundraising efforts and what steps they should take to optimise investor responses. Activities are disconnected, lowering potential rates of success.

dp360 solution: Investment managers gain real-time insights into fundraising statuses at every stage of the process. Users can create customisable investor invitations, see whether prospects have opened a subscription form, if they've completed it, whether supporting KYC documents have been submitted, who the ultimate beneficial owners are and how much money the prospect is committing.

User benefit:

Status updates allow managers to adopt more proactive approaches. They can take steps to nudge prospects towards sign-up, address any AML/KYC issues and gauge whether additional investors will be needed to meet their targets. Lessons learned help hone future capital raising activities.

Increase operating efficiencies with end-to-end workflows

Challenge: Delivering the rich, responsive services clients expect requires significant manual intervention and expense without end-to-end automation.

dp360 solution: By linking the dp360 portal with back-end administration systems, data entered on online forms can be captured accurately and used to automatically create and update investor records in the transfer agency platform. Orders are available in real time for the administrator to take through the investment process using automated rules and workflows. Data and documents can be controlled and approved before being sent to the investment manager and released to investors. Any required changes can easily be taken back a step in the workflow, completed and re-sent.

User benefit:

Automated infrastructure integration minimises potential errors and the effort involved in liaising with clients and keying in data. Online workflows improve transparency and control. And tracking all communications and amendments creates robust, transparent audit trails.

Automate the processes most important to you

Discover how **dp360** can transform your business.

About Deep Pool

Deep Pool is the #1 investor servicing and compliance solutions supplier, providing cutting-edge software and consulting services to the world's leading fund administrators and asset managers. Our flexible solution suite, developed by an experienced team of accountants, business analysts and software engineers, supports offshore and onshore hedge funds, partnerships, private equity vehicles, retail funds and regulated financial firms. Deep Pool is a global organisation with offices in Dublin, Ireland, the United States, the Cayman Islands and Slovakia. For more information, visit: www.deep-pool.com.

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