



**CAMRADATA**



## **CAMRADATA launches an Advised Search Service for the insurance industry in partnership with PiRho Investment Consulting**

7 January 2019 – To kick start the year, CAMRADATA, a leading provider of data and analysis for institutional investors, has partnered with PiRho Investment Consulting Ltd to launch a new Advised Search Service especially for the insurance industry.

The new service will enable insurance investors to search and connect with asset managers using CAMRADATA Live, with the additional benefit of being able to use experienced investment consultancy firm, PiRho to assist them and provide investment advice.

Insurance firms will not be charged to use CAMRADATA's Advised Search Service.

Sean Thompson, Managing Director, CAMRADATA said, "We already provide Assisted Searches and through this new partnership with PiRho we can now offer insurance firms expert advice to help them choose the right manager.

We appreciate every insurance firm is different and their needs and requirements are never the same. Our aim is to help make investment manager searches for the insurance industry a much smoother, easier and more productive process to help them make better informed decisions."

Nicola Ralston, Founder and Director at PiRho said, "Manager analysis is one of PiRho's core competencies. We are delighted to partner with CAMRADATA to bring PiRho's expertise in qualitative research, backed up by structured quantitative analysis, to assist insurance firms in successfully navigating the manager selection process."

CAMRADATA's Assisted Search Service already allows all institutional investors looking to appoint an asset manager, the facility to provide their search criteria, which are then circulated to all the asset managers on CAMRADATA Live.

CAMRADATA then builds a custom universe unique to the investor; this is uploaded, together with detailed analysis under the investor's own CAMRADATA Live login, so that they can extract the information and use it to help them decide who they want to meet with and appoint.

When investors use the Advised Search Service, PiRho can provide support at each stage of the process. First, PiRho can assist in setting the search criteria most suited to achieve the underlying investment objective. Once the custom universe has been created, PiRho will provide additional insight to the data and facilitate an understanding of the key performance drivers and organisational merits. At the decision stage PiRho can, if required, provide formal investment advice as to how best to balance the pros and cons of each asset manager's offering, supporting the insurer in selecting the most appropriate product or portfolio for its investment objectives.

Insurance firms therefore have access to advice from PiRho to guide them on their manager search selection at every step of the way.

For more information on CAMRADATA visit [www.camradata.com](http://www.camradata.com)

For more information on PiRho visit [www.pirho-ic.com](http://www.pirho-ic.com)

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**Notes to Editors**

### **About CAMRADATA**

We provide institutional investors, including pension funds, insurance companies and consultants, with data and analysis to assess research and report on their investments. We are committed to fostering and nurturing strong, productive relationships across the institutional investment sector and are continually innovating new solutions to meet the industry's complex needs.

We enable institutional investors including pension funds, insurance companies and consultants, to conduct rigorous, evidence-based assessments of more than 5,000 investment products offered by over 700 asset managers.

Additionally, our software solutions enable insurance companies to produce consistent accounting, regulatory and audit-ready reports.

### **About PiRho**

PiRho provides advice to institutional investors of all types on defining and meeting their investment objectives - we focus on the key decisions and risks which determine outcomes and take a practical approach to navigating the maze of complexity and product choice. PiRho's bespoke advice enables clients to set strategy and investment objectives to meet their needs, and in finding suitable managers and products for this purpose. We also offer monitoring and evaluation services, with reports tailored in content and frequency to our clients' requirements.