



BROWN ADVISORY

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— Trish Carroll, Manager of Marketing and Client Communications, Small Cap Team



INDUSTRY

Financial Services

WEBEX APPLICATIONS

Meeting Center

SUMMARY

WebEx enables Brown Advisory to communicate with clients more often and cost-effectively, resulting in stronger client relationships.

ABOUT BROWN ADVISORY

Line of Business

Investment Management

Headquarters

Baltimore, MD

Number of Employees

120

WebEx Customer Since 2002

WebEx enhances client services for institutional asset manager.

Brown Advisory provides asset management services for institutional and private clients. The firm manages assets in the US equity and fixed income markets for institutional and high net worth clients in both the US and overseas.

The Challenge

As part of its ongoing client communication and reporting, Brown Advisory provides quarterly portfolio reviews to institutional clients in the form of a printed package of materials accompanied in some cases by telephone conference calls. Most institutional clients require only one to two in-person visits per year by the investment team. Brown Advisory's small-cap team wanted a more engaging interaction with its clients to fill the gap between mailings and in-person visits, and sought a way to increase interaction with its clients without losing productive time. Since most of these clients are not local, this can be both time-consuming and expensive for the company. And, it keeps the investment team away from their research and portfolio management responsibilities.

The Solution

Brown Advisory determined that using WebEx Meeting Center for online quarterly portfolio updates, and in some cases more frequent updates, was the perfect solution based on various key criteria. The first was the fact that WebEx required no infrastructure or IT resources—key for Brown Advisory since the internal IT team was already busy supporting other needs. Next, security and simple interoperability with their clients' secure networks were also important. From an end user perspective, ease of use and full

service support were also critical factors. "I'm not a technical person, and many of our clients, as well as the investment team, are not technical people" says Trish Carroll, Manager of Marketing and Client Communications for the Small Cap Team. "WebEx just works, for us and for the client."

The Benefits

With WebEx, the Brown Advisory investment team interacts with clients as often as every week or two to profile specific holdings and strategies. Client feedback has been quite positive, not only for the more frequent and timely updates but also for the avoidance of unnecessary travel time and portfolio management expenses. Typical meetings include the sharing of web-based online services, applications such as spreadsheets or documents, and sometimes presentation slides.

With WebEx, the team can spontaneously share any type of information, so the discussion is very interactive and the team can respond immediately to whatever the client asks on the whole portfolio. In some cases, the investment team members, who are in different offices, will meet the day before a client meeting, using webEx to prepare a presentation. Whereas they would previously collaborate on documents via faxes and conference calls with multiple, time-consuming iterations, now this review process is simplified with application sharing via WebEx—all in real time.

Because the majority of Brown Advisory's small-cap growth clients are large corporations, public entities or foundations, their networks and computers are complex and



have high security. WebEx works well, even in this environment. The small-cap team's confidence in WebEx is strengthened by the excellent experience they have had with WebEx customer service. Carroll notes, "If there's ever an issue, WebEx provides great support. They'll jump right into the meeting to help. In one instance, an overseas client was having a problem and WebEx was able to help them into the meeting right away. It ended up being a great meeting because we were able to get a lot of key people together, from three different locations, without anyone having to leave their desk. It wouldn't have happened without WebEx Customer Service."

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The Future

Brown Advisory wants to continue to deliver a high level of service and feels that WebEx enables its staff to do so by allowing them to communicate more frequently and effectively with the client base and to

build stronger client relationships. Because of its success, Brown Advisory intends to leverage WebEx with consultants and other key audiences for other online meetings and initiatives.

HIGHLIGHTS

- Brown Advisory selected WebEx for its ease of use, full customer service, secure web-based infrastructure, and ability to support its clients' complex networks.
- With WebEx application sharing, Brown Advisory has simplified its document review process, eliminating time-consuming iterations via fax and conference calls.
- WebEx Customer Service cemented Brown Advisory's reputation with its clients by providing real-time, full service support to help them connect to meetings.