

Project:
Market Study
Usage & Attitude

Research Type:
Quantitative

Region:
EMEA (UK)

Sector:
Financial Services

Client:
VPD Financial Software
Consulting AB

**For further information on
this case study please
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Business Challenge

It is one thing having regulations and standards in place to make sure the financial services sector follows best practice, but it is quite another thing knowing how well these standards are understood, received and implemented by those they are intended for. VPD, a leading supplier of specialist financial services software, applications, wanted to know where the market stood regarding certain standards and what help it needed to implement them better.



Methodology

Business Advantage carried out a market study amongst companies trading in securities and bonds. The study investigated the background of, and attitude towards, the Global Investment Performance Standards (GIPS) and the UK Investment Performance Standard (UKIPS).

This involved interviewing very senior directors in large financial institutions. The research enabled our client to recognise general market opportunities where they could gain competitive advantage and also identify specific organisations that could immediately benefit from their expertise.