

CUSTOMER SUCCESS STORY

OPTIMA PARTNERS

SUPPORTING SUSTAINABLE GROWTH
FOR A GLOBAL REGULATORY
COMPLIANCE FIRM

CHALLENGE:

Optima Partners, a leading regulatory and compliance consulting firm, wanted to continue to deliver its industry leading, proactive and responsive approach on a global scale.

SOLUTION:

Backstop empowered Optima to meet and exceed client expectations through proactive tracking of deliverables, increased productivity through robust auditing capabilities, and enhanced collaboration among global team members to improve client service.

BENEFITS:

- ✓ Ability to provide proactive and high-quality client service
- ✓ Increased productivity and efficiency
- ✓ A platform for scalable growth



Compliance in the institutional investment space can no longer be treated as a local issue. New regulations mean that firms have to take a global approach to their regulatory compliance.

Optima Partners has established itself as a market leader in the industry by providing comprehensive, cutting-edge regulatory compliance support both domestically and globally. Backstop Solutions Group plays a key role in enabling Optima to deliver ever more responsive, proactive, and tailored compliance solutions on a global scale.

Joshua Mika is a Chicago-based Partner and Head of the Midwest Region, at Optima and a regulatory compliance veteran with twenty years of experience in the financial services industry. He shines the spotlight on three main areas where Optima's partnership with Backstop generates dramatic value: configurability, auditing, and tracking.

CONFIGURABILITY OUT OF THE BOX

Backstop is a perfect match for Optima's needs due to its robust configurability. Mika states, "Configurability is one of the things we really appreciate about Backstop. It allows us to categorize client deliverables, regulatory updates, and the unique services we offer. By doing so, Backstop helps us stay organized and meet client expectations. In fact, we are often able to run well ahead of anticipated timeframes."

The ability to configure Backstop has enabled Optima to develop a compliance calendar to support their proactive approach to their clients. The centralized calendar notes all the deliverables required for each client, such as when forms have to be filed or exams have to be completed. Backstop then sends automated reminders to Optima personnel so that they can initiate the required activities or reach out to clients for needed information. "Backstop keeps us ahead of the curve," notes Mika. "We are able to consistently complete regulatory tasks in a timely manner for our clients because Backstop pushes data and alerts to us that we can act on. The ability to be proactive is part of what separates us from the competition."

"We are able to connect relationships, understand who the players are, and manage meetings and communications.

The system and the tools Backstop has provided to us are second to none in that regard."

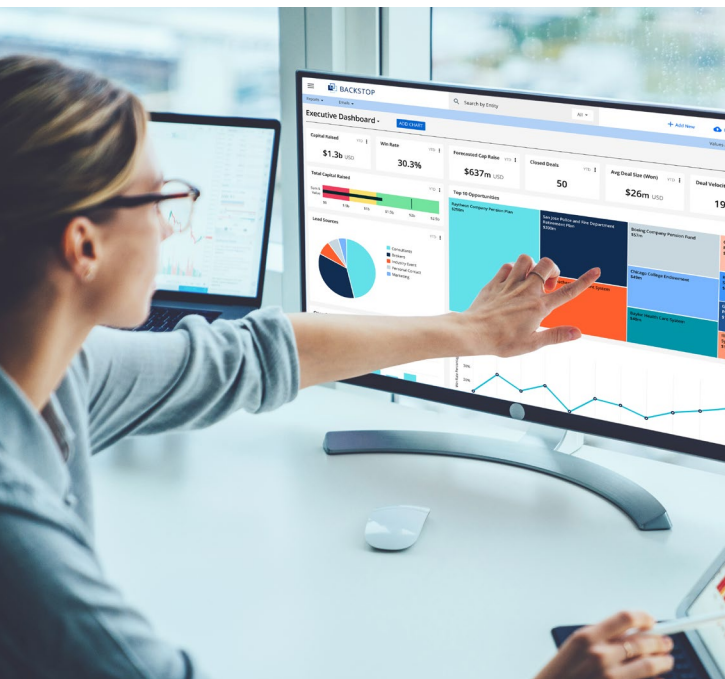
AUDITING PRODUCTIVITY

Optima's team consists of approximately seventy employees located worldwide. These team members manage 750+ global clients, including alternative and traditional asset managers, investment companies, commercial and investment banks, and broker-dealers. Optima is also a frequent contributor to numerous industry forums, conferences, and publications, in addition to publishing two client-focused newsletters of its own.

Given the tremendous amount of activity happening on a daily basis, Optima relies on Backstop to provide comprehensive auditing of the hours spent per project, along with detailed activity reports. Mika explains, "It is vital to know what our people are doing, when they are doing it, and how they are doing it. This data is crucial for us to ensure that our clients are getting the right services from the right team members with the right specializations. Backstop tracks and audits all of that, enabling us to go above and beyond in delivering quality service to our clients."

"Backstop keeps us ahead of the curve ... The ability to be proactive is part of what separates us from the competition."

TRACKING OPPORTUNITIES



Optima has a global presence, with offices in London, New York, Chicago, San Francisco, and Hong Kong. By using Backstop, Optima is able to track client work opportunities with existing partners as well as new potential partnerships. "We are able to connect relationships, understand who the players are, and manage meetings and communications," states Mika. "The system and the tools Backstop has provided to us are second to none in that regard."

With Backstop, even when team members are located in different regions, they can communicate and coordinate so that they are on the same page about global opportunities, such as when a client in Hong Kong has a U.S.-based subsidiary. Mika affirms, "Backstop helps us be ready to speak to clients and prospects when we come to the table. This is particularly important since we are compliance people, not sales people. Quarter over quarter and year over year, we continue to grow."

"Optima has navigated 2020 — a year unlike any other in financial services from a compliance standpoint and every other standpoint — and Backstop has helped us get through it."

SUBSTANTIAL, SUSTAINABLE GROWTH

Backstop's configurability and auditing and tracking capabilities are contributing strongly to Optima's substantial and sustainable growth. Mika states, "Backstop helps keep us moving forward. They are a great partner for us. Optima has navigated 2020 and the beginning of 2021 — a year unlike any other in financial services from a compliance standpoint and every other standpoint — and Backstop has helped us get through it."




ABOUT BACKSTOP SOLUTIONS

Backstop's mission is to help the institutional investment industry use time to its fullest potential. We develop technology to simplify and streamline otherwise time-consuming tasks and processes, enabling our clients to quickly and easily access, share, and manage the knowledge that's critical to their day-to-day business success. Backstop provides its industry-leading cloud-based productivity suite to investment consultants, pensions, funds of funds, family offices, endowments, foundations, private equity, hedge funds, and real estate investment firms.

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