

Client Case Study

B|C|S Global Markets

Financial Intelligence
Informa



B|C|S Global Markets provide investment banking services to a wide range of clients and are focused on building long-term relationships with clients and helping them to achieve strategic and financial objectives through value-add, tailored solutions.

How we help

BCS, a client of Informa Financial Intelligence since 2017, subscribes to EPFR Flow and Allocation data and insight.

Vyacheslav Smolyaninov, Chief Strategist/Deputy Head of Research at BCS, and his team use several sources to capture all the data they need to service their clients. To him, “EPFR is not only an important component, but the only provider of comprehensive data to the scale, depth and longevity they need – a really good holistic provider.”

In Mr. Smolyaninov’s job as a strategist, sometimes cross-asset analysis makes sense. “Data that is indicative of investor attitude toward different asset classes and markets, that can enable us to draw analogies between past and current performance, so we can determine what investors are doing and relay that information to our clients, is valuable.”

“The EPFR team has built a rewarding relationship with BCS,” says Mr. Smolyaninov. For BCS, the exceptional support from EPFR’s sales team that provides a range of flow and asset data, insight and materials, as well as its client services team who are on hand to help with training or are readily available to respond to questions ensures they efficiently derive value from their subscription. Mr. Smolyaninov went on to say,

“EPFR is extremely valuable, I will always want to work with this data. I value the flow and allocation insights highly as it really does help me to get a good idea of what is going on in the market.”

VYACHESLAV SMOLYANINOV, CHIEF STRATEGIST / DEPUTY HEAD OF RESEARCH AT BCS

“We feel like we are a valued customer and that is really good. The team offers us very strong support and always listens to our needs and helps us.”

Considering EPFR as a data provider:

EPFR provides a granular breakdown of funds registered for sales in most major developed and emerging/offshore markets and enables easy access to global asset flows.

The Flow and Allocation data provides a unique view on investor and fund manager sentiment through its mutual fund and ETF flows and positioning data across global markets, helping buy and sell-side institutions take decisive action.

Mr. Smolyaninov would refer EPFR to others who are considering a new flows and allocations provider, commenting; “It is extremely valuable. I will always want to work with this data. I value the flow and allocation insights highly as it really does help me get a good idea of what is going on in the market. I would be happy to recommend EPFR to the world.”