



**A Case Study in Trust & Resource Management for an Investment Adviser
2017 - 2018**





How Omega Edge is Making an Impact: 90% and Tens of Thousands

Janian Investment Advisers, LLC provides investment management services to clients through careful financial planning, asset allocation and third-party as well as in-house investment management solutions. It offers these services to individuals and their related entities, such as trusts or charitable entities, or to businesses that these individuals control.

The primary objective for Janian is to achieve attractive returns on a long-term, risk-adjusted basis for clients. The guiding philosophy behind Janian is that the capital markets are efficient over a longer time horizon yet inefficient in the short term in certain circumstances.

Overview & Objectives

James Hague has been an Investment Adviser Representative (IAR) in Illinois since 2012. For 17 years Hague has been an investor, working at firms across the investment management industry. His experience includes key roles in venture capital, hedge funds, fund-of-funds and futures firms. He has unique insights from these experiences, honing them in the management of a particular product: the Hedged Security Selection strategy. Here, the security selection is driven by the Adviser's fundamental analysis of public securities.

The Challenges

Janian Investment Advisers has grown to over \$23 million in AUM as of February 2018. Its reputation for professionalism, disciplined investing and transparent communication has won the business new clients as well as capital appreciation within accounts.

With growth came additional tasks for reporting to clients.

Janian's reporting process is time-consuming. When it adds an account, there is a commensurate, linear increase in man-hours devoted to generating reports. By mid-2017, it became clear to Janian that it needed a solution to reduce time allocated to these tasks. The reporting needed analytics specific to managers of long / short strategies.

Solution providers must understand the complexity of running an investment advisory business. These are characteristics advisers seek in administrative solutions:

- Flexibility
- Accuracy
- Ease of technical support
- Scalable
- Value - lower cost in an environment of escalating costs

The Solution

In September 2017 Janian chose Omega Edge (OE) to come up with a solution to reduce the growing reporting burden. Brett Ladendorf, OE Principal, had experience with building small advisory businesses and was familiar with the complexities of an active long / short strategy that incorporates options. Cyber-security and multi-asset functionality of the platform solution were important considerations.

"Omega Edge was a strategic partner to us in thinking through what we needed, how to best address these needs and selecting a vendor that delivered accordingly."

*-James Hague
Founder
Janian Investment Advisers*

"Omega Edge was very clinical in its approach to solve the client's problem..."

*-Nilesh Sudrania
Co-Founder
Sudrania, LLC*



First, Brett distilled the operational process by which Janian generated reporting. Then, Omega Edge presented Janian with three options: 1) build a customized spreadsheet; 2) migrate the reporting process to a platform; or 3) continue with the current method of reporting from spreadsheets.

Omega Edge reviewed possibilities, seeking a robust yet simple platform to handle performance fee calculations, account-by-account historical performance, attribution analyses, and benchmarking as well as strategy categorizations. Brett recognized that Sudrania LLC's platform, designed for post-trade optimization as well as operational infrastructure and front-end accounting capabilities, was a high-ranking possibility. Then Omega Edge took the prospective platform on a test run with several Janian accounts.

After becoming comfortable with the customer service and the ease with which Sudrania connected into the process, OE recommended the Sudrania platform, Seamless.

The Result

Omega Edge reduced the amount of hours devoted to client reporting by 90% with the selection of the Seamless platform. Sudrania, LLC's team delivered a powerful solution for Janian. With the successful implementation Janian can focus on business development and investment research.

Not only did OE present a viable solution to Janian, but also was able to come in under budget.

Janian's Founder, James Hague, went on to say, "Our project with Omega Edge will save us time and money in producing our reports to clients. These reports are business-critical to us; the quality and timeliness of the reporting are features that we could not sacrifice. Omega Edge was a strategic partner to us in thinking through what we needed, how to best address these needs and selecting a vendor that delivered accordingly. We now have tens of internal man-hours more per quarter to invest in growing our business and avoided tens of thousands of dollars in operating expenses that would have been required to achieve this before working with Omega Edge."

"Omega Edge was very clinical in its approach to solve the client's problem and evaluation of our platform for suitability," said Niles Sudrania of Sudrania, LLC. "It took time to understand the problem and the solution to ensure it will work to the client's satisfaction. In turn, it helped us provide our solution and implementation in the most efficient manner. We are happy to see that with our solution, we were able to improve client's reporting schedule by many weeks."

Next Steps

The next objective for Janian is to make use of this expected return on invested capital by expanding the client base. His company is in a position to leverage its existing front-end platform further. This makes Omega Edge one of Janian's few trusted affiliate partners in this space and demonstrates a forming bond in the investment advisory channel.

Brett Ladendorf, owner and principal of Omega Edge, has over 12 years of capital markets experience. His work in brokerage, at investment advisers (IAs) and with a hedge fund provides the firm with unique insights into the complexities of running an active management strategy as well as managing a business that is responsible for the execution of that strategy.