

Main Management, LLC

Streamlined Investment and Order Management



Main Management, LLC
San Francisco, California
www.mainmgmt.com

Overview

The need

Main Management wanted to improve trade execution consistency across multiple custodians and scale its trade management process.

The solution

Implemented ATOM Align to manage the ETF modeling process, streamline trade creation, and deliver electronic executions across multiple custodians.

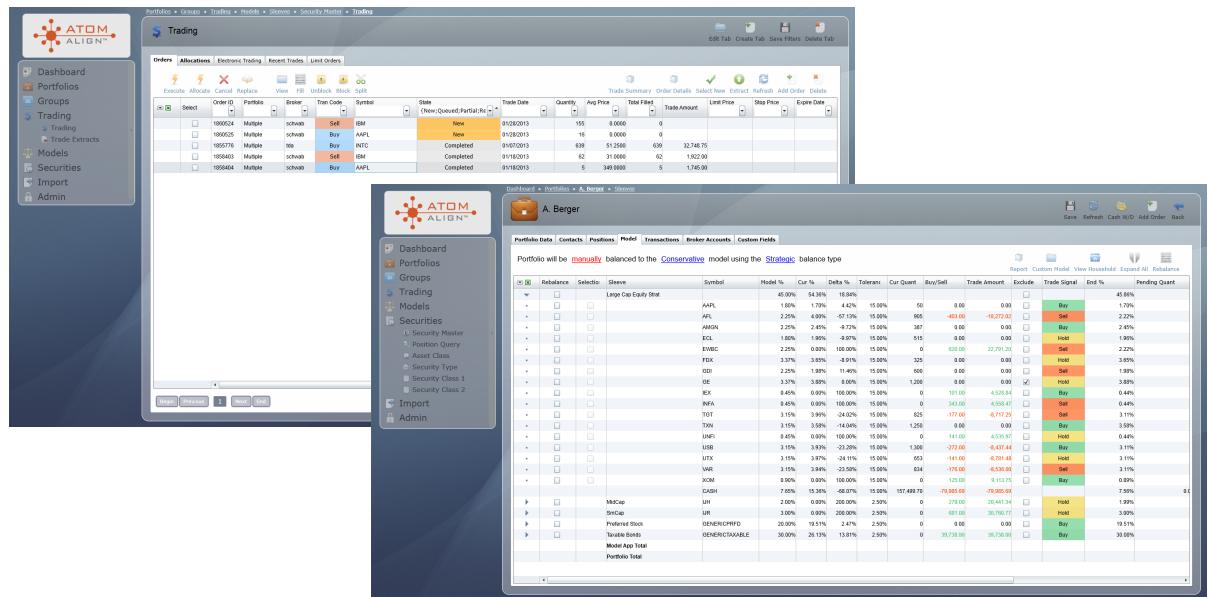
The benefit

Dramatically reduced trade completion time by 88% while increasing execution consistency across brokers. Scalable trade management process requires no additional staff to handle 50% growth in assets under management.

Investment management firm cuts trade completion time by 88% and increases trade execution consistency across multiple custodians using ATOM Align.

Main Management, LCC is a San Francisco-based Registered Investment Advisor (RIA) that was founded in 2002. Their investment philosophy is to focus on asset allocation and sector analysis in order to drive long-term portfolio returns for retirement plans, high net worth individuals, and institutional investors. Main Management constructs well-diversified portfolios using ETFs to deliver cost and tax efficiency, transparency, and trading flexibility, and they managed approximately \$600 million in total assets as of 2014.

As their business expanded, Main Management set out to find a streamlined platform to manage their trading workflow. "From a best practices standpoint, having an order management system for a firm our size was crucial to growth," says Luke King, Vice President of Trading and Business Development. "Running trades and managing multiple custodians without an integrated system was very inefficient and time consuming. We also recognized that having robust controls and systems in place has a great deal of value, especially when working with institutional clients."



"Being able to trade multiple custodians through one platform definitely increases the consistency of our trade executions across our various custodial platforms."

Luke King
Vice President of Trading
and Business Development
Main Management, LLC

Results

- Scalable growth in assets from \$400M to \$600M without adding staff
- Consistent executions across multiple custodians
- Reduction in trade processing time by 88%
- Increased oversight of trade process and account details
- Enabled expansion into new markets

Selecting the Right Technology

To find the best platform, Main Management identified these key requirements:

- **Model Management:** Main Management offers a solutions-based approach that requires both customized and standardized ETF investment strategies. The strategies need to be implemented quickly, regardless of custodian or account specific requirements.
- **Order Management and Execution:** Main Management clients have assets across multiple custodians, including Charles Schwab and TD Ameritrade. Creating orders and executing trades across multiple custodians to achieve consistent quality executions is a top priority.
- **Integration:** Timely and accurate data is critical to the success of a trade management platform. Seamless integration with the Advent Axys portfolio accounting system is required.

ATOM Align Benefits

Main Management decided that ATOM Align was the best solution for their firm because it offers these key advantages:

- **More consistent trade executions across different custodians.** With ATOM Align, Main Management can manage trading across all accounts within one system, which allows them to meticulously track their performance and trade executions. "ATOM greatly streamlined the efficiency of our trading process," King says. "Being able to trade multiple custodians through one platform definitely increases the consistency of our trade executions across our various custodial platforms."
- **More robust systems and controls for trading.** ATOM Align features built-in

Challenge

- Implement a scalable platform for managing order creation and trade execution
- Reduce the variability of execution prices across custodians
- React faster to changes in market conditions
- Manage multiple investment strategies across hundreds of accounts
- Satisfy due diligence of institutional clients

Solution

- Leverage ATOM Align to manage investment strategy implementation across all strategies and accounts
- Use real-time electronic trading capabilities in ATOM to execute trades across multiple custodians in milliseconds
- Save time to money with an intuitive web-based solution
- Satisfy due diligence of institutional clients with operational consistency and system controls
- Scale investment management process for account size flexibility

"We save a tremendous amount of time on every trade and with ATOM have the capacity to scale the business."

Blaine Docker
Chief Operating Officer
Main Management, LLC

additional control logic, such as cash minimums, restrictions, and other safeguards. This means Main Management — and their clients — can have full confidence in their systematic and accurate trade management.

- **Faster reactions to the market.** ATOM Align's streamlined modeling features, combined with its sophisticated order management system, allow Main Management to create trades for hundreds of accounts and execute trades across multiple custodians faster than ever before.
- **Ease and speed of implementation.** ATOM Align is cloud based, so the BlazePortfolio team was able to quickly complete all required configuration and integrations. As a result, Main Management was effectively using ATOM Align within one month of finalizing the purchase.
- **Thorough support from BlazePortfolio.** BlazePortfolio provides full support for ATOM Align, including all server maintenance, regular upgrades, and bug fixes, as well as phone assistance during trading hours. In addition, BlazePortfolio quickly addresses and resolves all tickets sent to the support team. "We have been extremely happy with the level of service provided," King says. "Whenever we have a question or an issue with the system, we always receive a quick response and resolution from the ATOM Align support team."

Results

Since Main Management implemented ATOM Align in 2012, the company has become significantly more scalable and has institutionalized their investment management process. Main Management has added several new clients and grown in assets under management by 50%, from \$400 million to \$600 million — all without hiring additional staff. Additionally, ATOM Align has helped Main Management reduce the time needed to create, validate, and execute trades by 88% — from 2 hours down to 15 minutes.

With ATOM Align, Main Management has become flexible and efficient enough to expand their business into new markets. By satisfying the due diligence requests of institutional clients, ATOM Align has helped Main Management win institutional business, as well. Main Management now has the ability to work with smaller accounts because of their scalable investment management process.

[Contact us](#) to find out more about how you can benefit from ATOM Align.

©2014 Blaze Portfolio Systems LLC. All rights reserved.

BlazePortfolio and the BlazePortfolio logo are registered trademarks in the United States. All other trademarks are the property of their respective owners.