

The Customer

Pioneer Investments is a global investment manager dedicated to growing and preserving client assets and building trust since 1928.

Industry

Investment management

Number of Employees Globally

2300

Number of Investment Professionals

Almost 300

Key Challenges

- Information overload on “noisy” companies
- Information scarcity on “quiet” companies
- Managers did not know how to harness relevant data from the Internet or have time to search and sift
- Portfolio managers and analysts needed to tap into new media channels

Key Solutions

FirstRain Financial

Contact FirstRain

FirstRain
950 Tower Lane, Suite 1540
Foster City, CA 94404
Tel: 650.356.9040
Fax: 650.571.5367
email: sales@firstrain.com



Company Profile

Pioneer Investments is a global investment firm with approximately \$321 billion in assets under management as of June 30, 2007, of which approximately \$83 billion was managed in the United States. The company operates in 22 countries and manages mutual funds, closed-end funds and institutional accounts.

The Challenges

The “Noisy” Problem

Pioneer Investments has multiple portfolio teams, managing a variety of both growth and value products, with rigorous best-in-class research processes. The large-cap and mid-cap investment managers were flooded with information and needed an efficient and effective way to see information about their portfolio companies and markets – information that was not “obvious” from their existing research process. Additionally, they suspected information which impacted their holdings was appearing outside the conventional sources they monitored. A new universe of data sources is available on the Internet, but portfolio managers do not have time to review hundreds of trade, local, overseas and blog sources to filter the reliable information from the “noise” on a daily basis.

The “Quiet” Problem

Pioneer’s small-cap team and the high-yield fixed income team invest regularly in companies that are publicity-shy, private, or based overseas. These portfolio managers were making critical investment decisions in the midst of an information drought. One manager said, “with 40% of my portfolio invested in companies that are private, international or both, solid information can be scarce. Many times the only way to get information is face-to-face meetings—but travel can be costly and inefficient.”

“I receive at least one actionable piece of information a month—something that prompts me to change my thought about a stock, or place a phone call to management.”

Tim Horan
Portfolio Manager

The FirstRain Solution

FirstRain provides a research solution tailored to the needs of portfolio managers and analysts. Our “market model” approach helps visualize the connections and relationships surrounding a company: emerging developments, competitors, suppliers, customer changes, regulatory developments, and more. With this total view, Pioneer’s portfolio managers are now able to quickly and efficiently see trends and spot triggers that may impact the future business of their portfolio companies.

Besides mainstream sources, FirstRain also synthesizes information from other authoritative online sources, including: local, regional, and national news; sector and industry-specific websites; premium subscriptions; and blogs and message boards. Pioneer’s teams can now access new media channels and effectively harness the power of the web to stay abreast of developments that impact their investments and produce superior results for their investors. This research advantage is available to them wherever they are working—at their desk, on their Blackberry during their commute, or at home.

Using FirstRain, Pioneer’s large and mid-cap teams tame the “noise” of information overload to focus only on the relevant information that makes a difference. “FirstRain regularly shows me interesting information that I wouldn’t have seen otherwise,” said Tim Horan, a Pioneer portfolio manager with a mid-cap value focus. “I receive at least one actionable piece of information a month—something that prompts me to change my thought about a stock, or place a phone call to management.”

FirstRain also helps Pioneer’s small-cap and high-yield fixed income teams turn up the volume on their “quiet,” private, and international companies. Our solution keeps the right information flowing on a daily basis about these hard-to-track companies, giving Pioneer’s financial professionals the vital information that they require to ask better questions, spot trends and generate better ideas.

Contact FirstRain

FirstRain Headquarters

950 Tower Lane, Suite 1540
Foster City, CA 94404
Tel: 650.356.9040
Fax: 650.571.5367
email: sales@firstrain.com

FirstRain New York

60 East 42nd Street, Suite 420
New York, NY 10165
Tel: 212.916.8100
Fax: 212.916.8138
email: sales@firstrain.com

For more information on FirstRain’s solution for investment professionals, please visit www.firstrain.com.