



Asset and Liability Management: Handbook

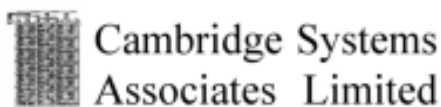
Publication date: October 2010

Managed by:
OptiRisk Systems
www.optirisk-systems.com

Academic partner:
**CARISMA, Centre for the Analysis of Risk and Optimisation
Modelling Applications**
www.carisma.brunel.ac.uk

Publisher:
John Wiley & Sons

GOLD SPONSORS



ENDORSED BY





Table of contents

- **Scope, content and structure** 3
- **Target audience** 4
- **and novelty of the Handbook**
- **Marketing and promotion** 5
- **Benefits of sponsorship** 6
- **Organisers, publisher and academic partner** 8
- **Sponsorship packages** 9
- **Application form** 11
- **Sponsorship terms and conditions** 12

The Handbook is compiled and edited by Professor Gautam Mitra and Dr. Katharina Schwaiger



Scope, content and structure

In recent years there has been a considerable upsurge of interest in quantitative methods applied to Asset and Liability Management problems. Progressive acceptance of these quantitative methods have led to products and services being offered by a number of technology companies specialising in this niche yet growing field of knowledge based modelling services for the finance industry. The focus of the Handbook is on quantitative methods for Asset and Liability Management applied to three areas: pension funds, insurance companies and banks. Current market developments and continuing evolution of regulatory requirements have created a growing market place for modelling and software services for these sectors. For instance in the banking sector the Basel II accord is evolving; similarly Solvency II for insurance companies and FRS regulations by FSA on the conduct of pension schemes are impacting the compliance requirements in these sectors which are best addressed by model based approaches.

The Handbook is a collection of state of the learned articles on the topic of quantitative decision models for Asset and Liability Management for different sectors; in particular the impact of new regulations and risk exposures will be carefully examined.

Background and overview of ALM Models

- An overview chapter written by Prof. Gautam Mitra and Dr. Katharina Schwaiger on

- ALM Models for Banks, Insurance Companies and Pension Funds
- Regulations affecting these ALM application areas

Part I – ALM Models applied to Banks

- Papers on

- Bank Asset-Liability and Liquidity Risk Management (by Dr. Moorad Choudhry, Europe Arab Bank)

Part II – ALM Models applied to Insurance Companies

- Papers on

- Institutional ALM (by Prof. Michael Dempster, Judge Business School, Cambridge University)
- ALM Models for Life Insurances in India (by Dr. H Sadhak, CEO LIC Pension Fund Ltd.)

Part III – ALM Models applied to Pension Funds

- Papers on

- 401k Pension plans in the USA (by Prof. Frank Sortino, Emeritus Professor in Finance, San Francisco State University and Director of the Pension Research Institute)
- Regulation affecting pension funds, their asset allocation and structured products (by Con Keating, Head of Research, BrightonRock Group)
- Comparison of Employees Provident Funds in Malaysia, Sri Lanka, India & Thailand (by Siti Sheikh Hussin and Dr. Diana Roman, CARISMA, Brunel University)

- ALM models for Defined Contribution Schemes (by Prof. Blake et al., Cass Business School)

Part IV – ALM Models applied to other areas

- Papers on

- Individual ALM (by Dr. Elena Medova, Judge Business School, Cambridge University)
- Research paper on Asset Allocation (Dan DiBartolomeo, Northfield Information Services)
- Asset-Liability Management in Private Wealth Management (by Prof. Lionel Martellini et al., EDHEC Business School)

Part V – Industry insights, technology, products and services

- Thought leadership articles from platinum sponsors

- Case studies from platinum sponsors

- Thought leadership articles from gold sponsors

- Q & A write up from silver sponsors

- Confirmed:

- Summary of Delta product by BrightonRock Group
- Society profile of the Securities and Investment Institute
- Company profile of Cambridge Systems Associates
- Company profile of Northfield Information Services

Part VI – Bibliography

- List of journal papers and white papers relevant to current practices of ALM

Part VII – Directory of ALM service providers

- One page per provider. Company, Size, Summary services and products



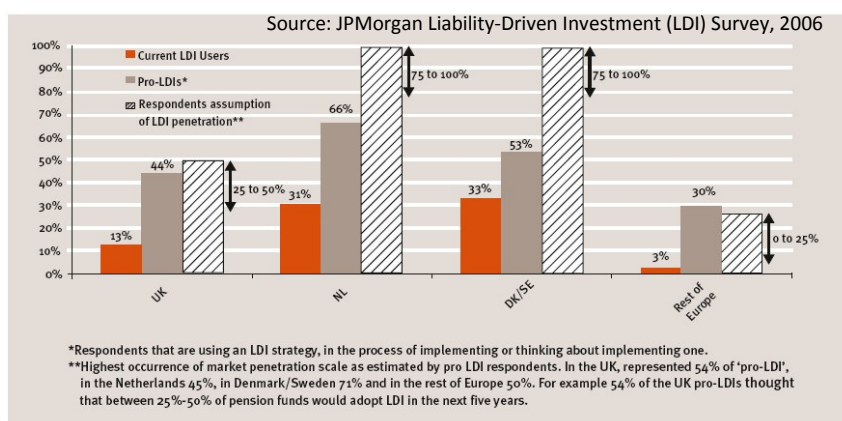
Target audience and novelty of the Handbook

The Handbook will be of interest to key decision makers, in particular:

- Pension Fund Trustees
- Finance Directors
- CEOs
- Pension Fund Managers
- Pension Fund Investment Committee Members
- Consultants
- Quantitative Fund Managers
- Risk Managers
- Actuaries
- Balance Sheet Managers
- Portfolio Managers
- Liability Managers
- Asset Managers
- Investment Managers
- Treasurers
- Capital Managers
- Product Managers
- Quantitative Analysts
- Research Departments
- Industry focussed Academics

Quantitative models are gaining acceptance at different stages across Europe, America and Asia. While Nordic countries are leaders in implementing LDI Strategies- ALM models applied to pension funds; it is expected that these quantitative models will be used more frequently and across different industries in the future.

LDI penetration: Today and in the next five years



The novel approach of the Asset and Liability Management Handbook is that it contains state of the art models for three application areas: pension funds, insurance companies and banks.

Managed by:

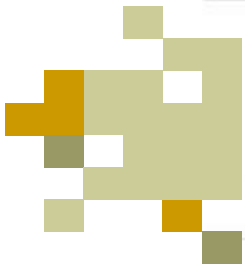
OptiRisk
SYSTEMS

Academic partner


CARISMA

Publisher

 **WILEY**
Now you know.
wiley.com



Marketing and promotion

The Handbook will be published by John Wiley and Sons and jointly promoted with the managing partner OptiRisk Systems and the academic partner CARISMA. The target audience will be accessed through many channels.

OptiRisk Systems is a niche company which specialises in financial modelling services and also runs high quality specialist quantitative finance and optimisation seminars.

OptiRisk will run two specific events to market the Handbook.

The first is a pre launch forum event which is scheduled for 17 November 2009. There will be exhibition space provided for all sponsors. The platinum sponsors will give 5 -10 minutes presentations which will be followed by a panel discussion. The sponsors will have a representative on this panel. OptiRisk in collaboration with the sponsors will invite attendees with a direct interest in ALM products and services.

The second event will be the Handbook launch event which is scheduled for September 2010 on a date close to the Handbook's publication date. This will reinforce the marketing of the first event and will follow a similar format. This will be a joint effort involving OptiRisk, John Wiley and the sponsors.

OptiRisk also runs the annual CARISMA seminar. The Handbook will be promoted at the February 2010 seminar "Interface of Quantitative Finance and Behavioural Finance". This cutting edge annual event is highly regarded. The presenters are leading researchers from academia and industry. The attendees are analysts from top tier investment banks, fund management companies, algorithmic trading companies and proprietary trading desks. OptiRisk will also promote the Handbook through email campaigns. It will also be promoted at all other finance conferences which are attended by OptiRisk.

John Wiley and Sons, a leading global publisher, is well known within the finance community and has published many specialist books and journals within finance and quantitative finance. They will use their extensive and highly targeted database to promote the Handbook. They will market the Handbook through email campaigns and on their website. They will also exhibit and sell the Handbook at relevant conferences with their other finance publications.

The aim of the Handbook is to promote market awareness of research knowledge, technical applications, products and services. The sponsors will distribute complimentary copies of the Handbook to their clients. Clients will therefore become aware of the products, services and technology available. These complimentary copies will include hard copies and soft copies (CD-ROM). Confirmed sponsors, who will be distributing copies of the Handbook, include Dow Jones, RavenPack and Thomson Reuters.



Benefits of sponsorship

Who will benefit from sponsorship?

- Providers of products and services for Asset and Liability Management.
- Investment Managers
- Consultancies
- Technology companies providing ALM solutions

Benefits of sponsorship

A major achievement of the Handbook is that it compiles in one book products, services, developments and research knowledge in the field of asset liability management and risk management. This will be a highly regarded source book for the technocrats and key decision makers in the quantitative finance industry and investment community.

- The Handbook allows solution and service providers to reach prime potential customers.
- Purchasers of the Handbook will have paid to obtain the Handbook and are therefore serious and interested in developing business and solutions applying quantitative methods and model based approaches.

Benefits of sponsorship (cont...)

Benefits of sponsorship (cont...)

- You will be able to develop your brand reputation and demonstrate your knowledge and product value through thought leadership articles or a question and answer style article. This will also give a platform to express professional and industry insight
- Full colour page advertisement gives a platform to create brand awareness and promote your services
- Logo on the Handbook gives visual recognition of your brand
- Extensive brand recognition through multiple channels;
 - ◇ On the Handbook
 - ◇ On website of OptiRisk and CARISMA
 - ◇ On email broadcasts for promotion of the Handbook to potential purchasers of the Handbook
 - ◇ On promotional brochures of the Handbook which will be distributed at targeted finance conferences and seminars.
- Copies of the Handbook to distribute to clients and prospects
- Targeted potential client list from attendee list of CARISMA annual conference on “Interface of Quantitative Finance and Behavioural Finance”
- Opportunity to meet potential clients at the Handbook pre launch event in November 2009 and also at the launch event in September 2010
- Opportunity to further build credibility of brand through presentation at launch event
- Reduced costs to reach potential clients through exhibition space at CARISMA annual conference and all OptiRisk finance events



Organisers, publisher and academic partner

OptiRisk Systems is a UK-based company with a global reach that provides products and services in the area of Optimisation, Risk Modelling, News Analytics, Portfolio Planning and Asset Liability Management.

www.optirisk-systems.com



John Wiley & Sons is a leading global publisher providing must-have content and services for the academic, professional, scientific, technical, medical, scholarly and consumer markets.

www.wiley.com



Now you know.

wiley.com

CARISMA is a quantitative finance research centre within the Mathematics Department at Brunel University. In particular the research focus is on,

- The analysis of risk
- Optimisation modelling
- The combined paradigm of risk and return quantification

www.carisma.brunel.ac.uk



Sponsorship Packages



Platinum

sponsorship

£8,000/ \$12,000

- **Article 1:** Thought leadership full page contributed article (approx. 1,500 words plus headshot)*
- **Article 2:** Case study involving sponsor's products and services (approx. 1,500 words plus headshot)*
- Full page colour advertisement in the Handbook on inside of front cover, back cover or first of last page
- 125 copies of the Handbook which the sponsor can send to clients and prospects
- Logo and branding on the Handbook (Headshot of company representative, company logo, telephone number and website address on page; Company logo on report front cover)
- Premium presentation slot at the launch (and forum) event
- 50 invitees to the launch (and forum) event
- Logo and link on OptiRisk and CARISMA websites
- Delegate list for CARISMA annual conference
- 30% reduction on exhibition space at CARISMA annual conference

* subject to editorial review and scrutiny. The article is required to be commensurate with professional standards. Editors' reviews will be constructive in order to achieve this goal. Final approval by 31 March 2010

Sponsorship Packages



Gold sponsorship

£5,000/ \$7,500

- Thought leadership full page contributed article (approx. 1,500 words plus headshot)*
- Full page colour advertisement in the Handbook
- 60 copies of the Handbook which the sponsor can send to clients and prospects
- Logo and branding on the Handbook (Head shot of company representative, company logo, telephone number and website address on page; Company logo on report front cover)
- Logo and link on OptiRisk and CARISMA websites
- Delegate list for CARISMA annual conference
- 30% reduction on exhibition space at CARISMA annual conference

Silver sponsorship

£3,000/ \$4,500

- Full-page write up to a specified question and answer format, which we will set up. Or a concise summary of products and services.
- 20 copies of the Handbook which the sponsor can send to clients and prospects
- Headshot of company representative, company logo, telephone number and website address on page

* subject to editorial review and scrutiny. The article is required to be commensurate with professional standards. Editors' reviews will be constructive in order to achieve this goal. Final approval by 31 March 2010

Application form

Fax back application form to
+44 (0)1895 813 095

Your Details

Company Name: _____

Contact Name: _____

Position: _____

Address: _____

_____ Postcode: _____

Email: _____

Tel: _____ Fax: _____

Invoice Details

Invoice Name: _____

Invoice Address: _____

_____ Postcode: _____

Email: _____

Tel: _____ Fax: _____

Payment Terms (once Agreement received)

RETURN TO: Dr. Katharina Schwaiger / Dr. Xiaochen (Michael) Sun
OPTIRISK SYSTEMS

Email: katharina@optirisk-systems.com

michael@optirisk-systems.com

Tel: +44 (0)1895 819 483

Fax: +44 (0)1895 813 095

OptiRisk R&D House

One Oxford Road

Uxbridge, UB9 4DA

We have read and agreed to the terms and conditions on page 12

SIGNED: _____ DATE: _____

SPONSORSHIP TERMS AND CONDITIONS

Managed by:
OptiRisk Systems



Academic partner:
CARISMA



Publisher:
John Wiley & Sons



Now you know.

wiley.com

OPTIRISK SYSTEMS
Optirisk R&D House
One Oxford Road
Uxbridge, UB9 4DA
UK

Tel +44 (0)1895 819 483
Fax +44 (0)1895 813 095
www.optirisk-systems.com

On agreement of sponsorship, an invoice will be issued by OptiRisk Systems. Payment of this invoice must be received prior to the Handbook launch event .

Articles (thought leadership, case studies, question and answer write ups) must clear final editorial review by 31 March 2010. First drafts must reach the editors no later than 31 January 2010 and reviews must be completed in a timely fashion.

Delegate lists (for the Handbook launch event and CARISMA annual conference) will be supplied to the sponsoring company. These lists may not be made available to or used by any other organisation or individual.