FT Commercial Insight
Research from the Financial Times

# Moody's Analytics - Asset Managers Survey

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## **Moody's Analytics Asset Managers Survey**: Background

The FT Commercial Strategy & Insight Team conducted this survey to measure asset managers usage/consideration of Moody's and overall perception of Moody's Analytics.

- **Fielding Period:** February 7, 2022 - February 28, 2022
- **Sample Size:** 125 in total. 40% in US, 40% in UK, and 20% in Canada
- **Methodology:** Survey was taken online
- **Localization:** Survey conducted in English

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## Sample by Region

| | N | % of total |
|---|---|---|
| United States | 50 | 40% |
| United Kingdom | 50 | 40% |
| Canada | 25 | 20% |

## Sample by Institution Type

| | N | % of total |
|---|---|---|
| Asset Management Firm | 125 | 100% |

## Primary Job Title/Role

| | N | % of total |
|---|---|---|
| CEO | 10 | 8% |
| CFO | 20 | 16% |
| CIO - Chief Investment Officer | 20 | 16% |
| Portfolio managers | 24 | 19% |
| Investment manager / director | 20 | 16% |
| Director strategy | 11 | 9% |
| Investment strategist | 20 | 16% |

## Assets Under Management/Influence

| | N | % of total |
|---|---|---|
| $1 - $9.9 Billion USD | 30 | 24% |
| $10 - $24.9 Billion USD | 30 | 24% |
| $25 - $49.9 Billion USD | 25 | 20% |
| $50 - $99.9 Billion USD | 25 | 20% |
| $100 Billion+ USD | 15 | 12% |

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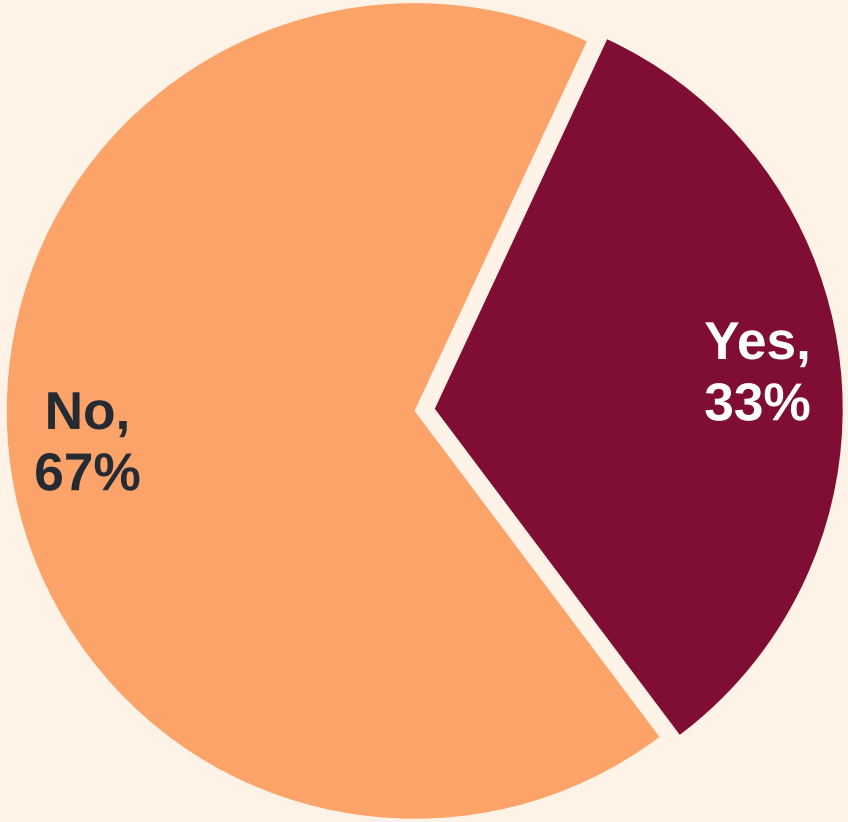
# Current Moody’s Usage

## MOODY'S ANALYTICS USAGE: Global

- Overall, 1/3 of asset managers indicate they are using Moody's Analytics solutions




Q: Does your organization currently use Moody's Analytics solutions? (n=125)

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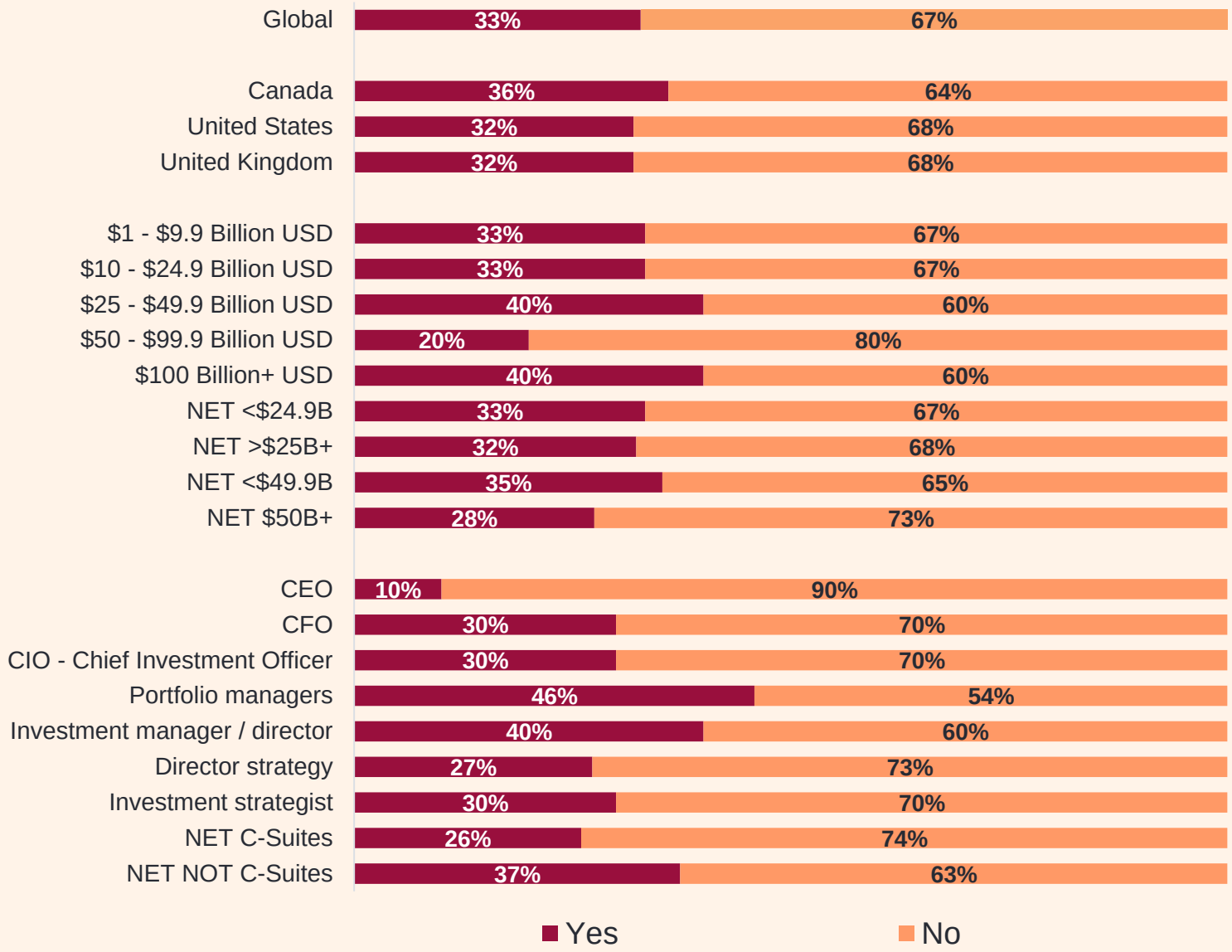
## MOODY'S ANALYTICS USAGE: By Audience Type

- Slightly more usage in Canada than ROW.
- Slightly more usage among those with AUM $100B+ and $25-$50B.
- Highest usage among Portfolio managers and Investment manager/director titles.




Q: Does your organization currently use Moody's Analytics solutions? (n=125)

## WHAT MOODY'S SOLUTIONS USED

| *Solutions Used* | *# of Mentions* |
|---|---|
| Credit Risk Solution | 6 |
| Data Solutions | 6 |
| Insurance Solution | 6 |
| Bank Asset and Liability | 5 |
| Economic Solution | 4 |
| Investment and Pension | 4 |
| Structure Financial Solution | 4 |
| Portfolio Management Solutions | 3 |
| Regulatory and Accounting Solution | 3 |

Q: Which Moody's Analytics solutions does your organisation use?

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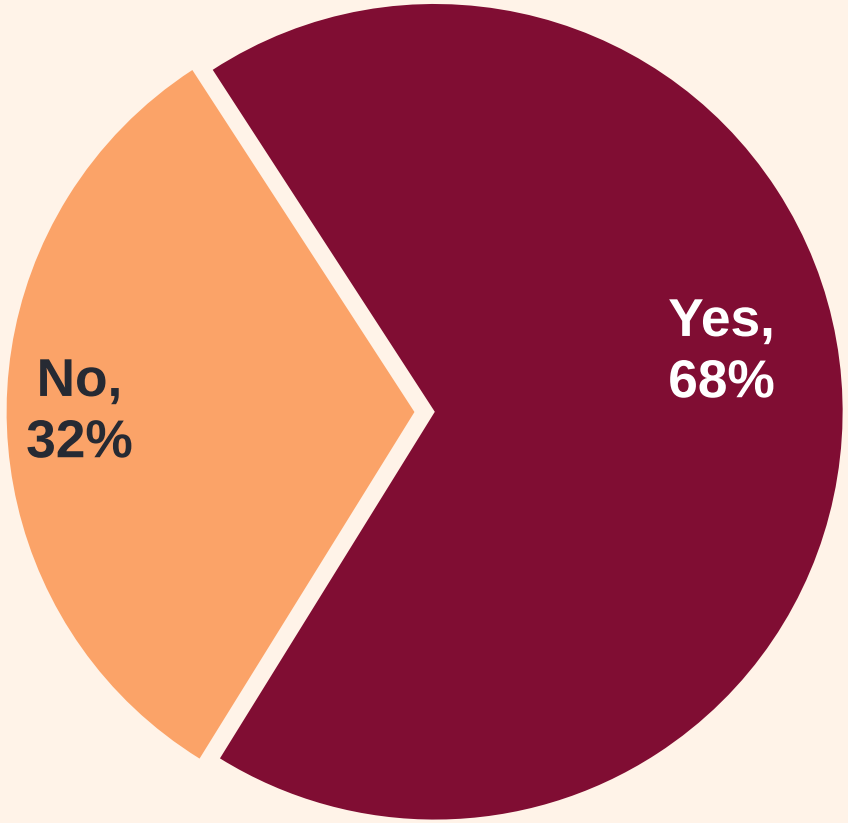
# Moody’s Analytics Awareness

## AWARENESS OF MOODY'S MULTI ASSET CLASS SOLUTIONS: Global

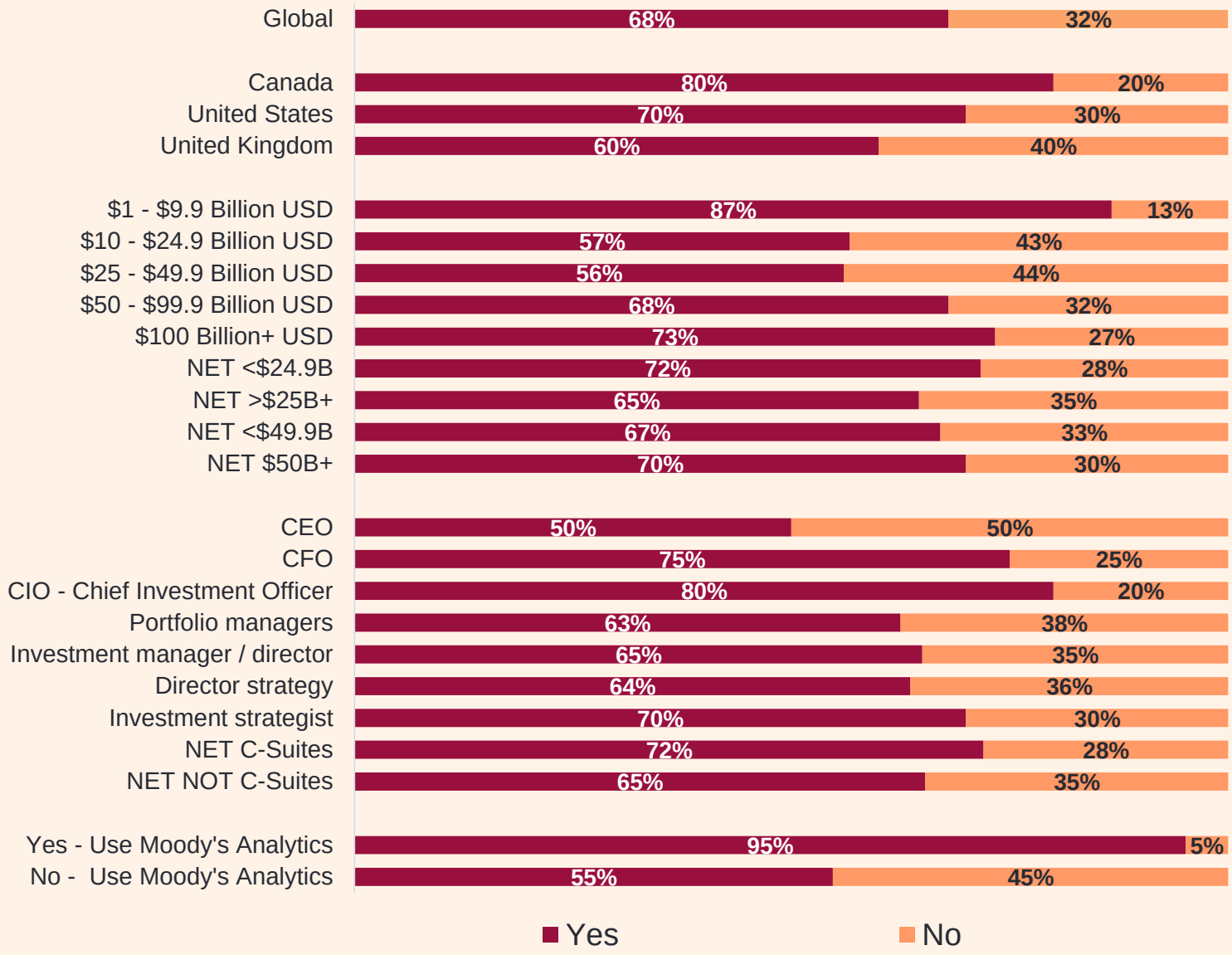
- Overall, 2/3 of asset managers indicate they are aware that Moody's Analytics now provides multi asset class analytics for portfolio managers.




Q: Did you know that Moody's Analytics now provides multi asset class (FI, Equities & Alternatives) analytics for portfolio managers? (n=125)

## AWARENESS OF MOODY'S MULTI ASSET CLASS SOLUTIONS: By Audience Type

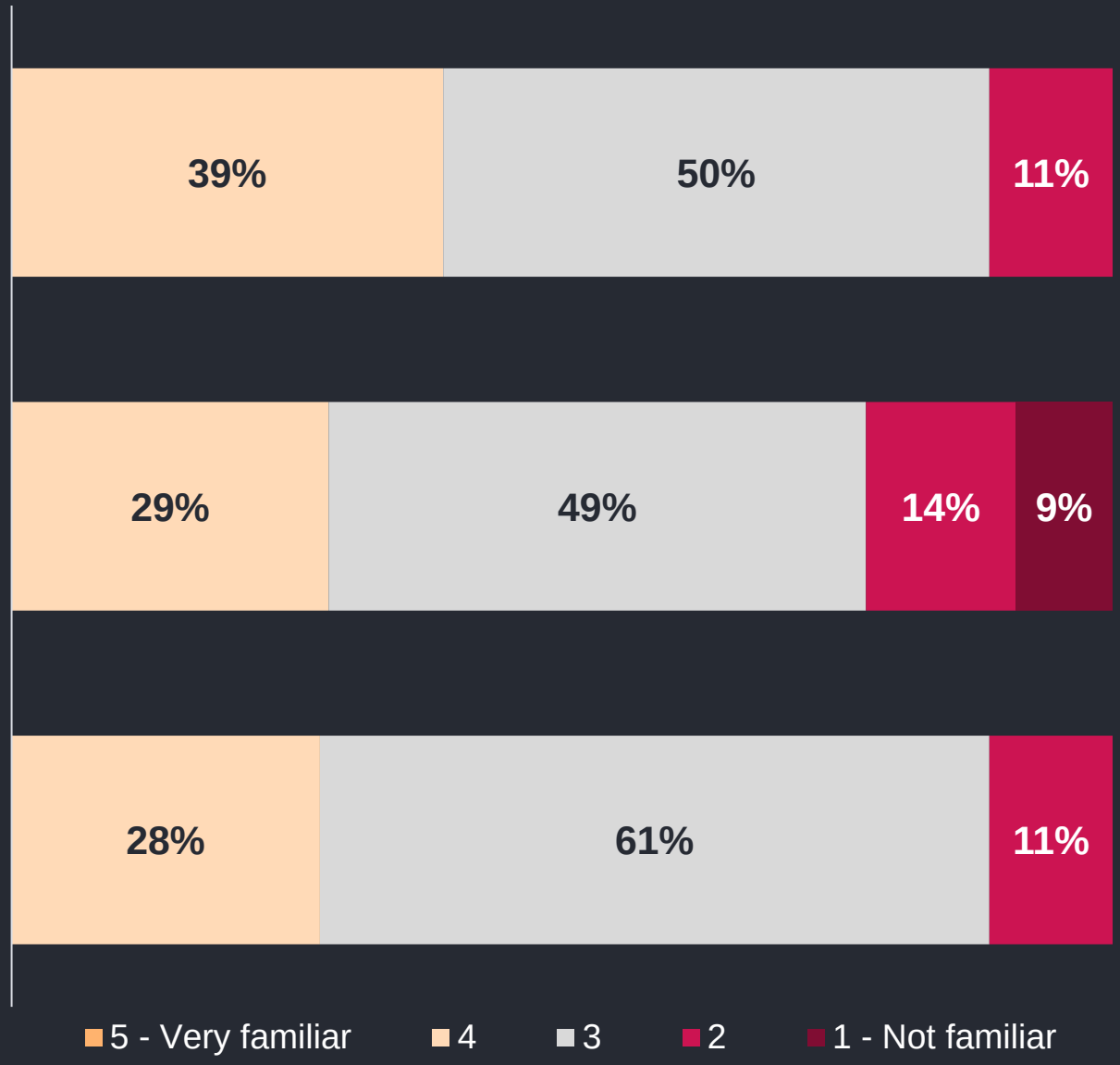
- Those in Canada most aware, while those in the UK least aware.
- Awareness strongest among those with the lowest AUM.
- Awareness strongest among CIO and CFO titles.
- 95% awareness of Moody's multi asset class solution among current Moody's clients. While only 55% awareness among non-customers.




Q: Did you know that Moody's Analytics now provides multi asset class (FI, Equities & Alternatives) analytics for portfolio managers? (n=125)

## FAMILIARITY WITH MOODY'S CURRENT OFFERINGS: Global

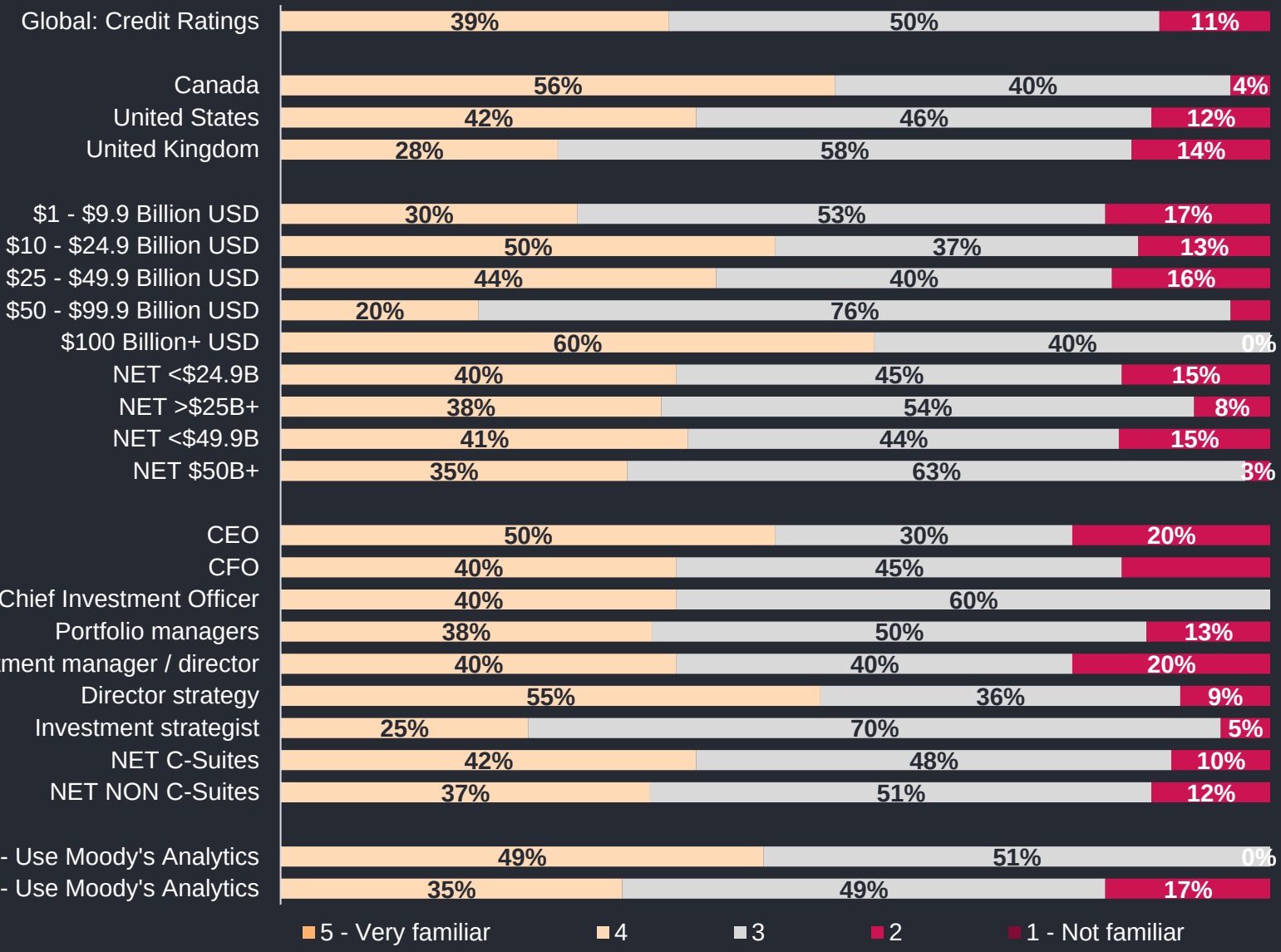
- Majority rate their awareness with all Moody's offerings as neutral ("3").
- No indications for very familiar ("5") with any Moody's offerings.
- Highest awareness is for Credit Ratings with 39% somewhat familiar.
- 23% indicate low/not familiar with multi-asset class analytics.




Q: How familiar are you with Moody's Analytics current offerings for asset managers? (n=125)

# FAMILIARITY WITH MOODY'S CREDIT RATINGS: Global

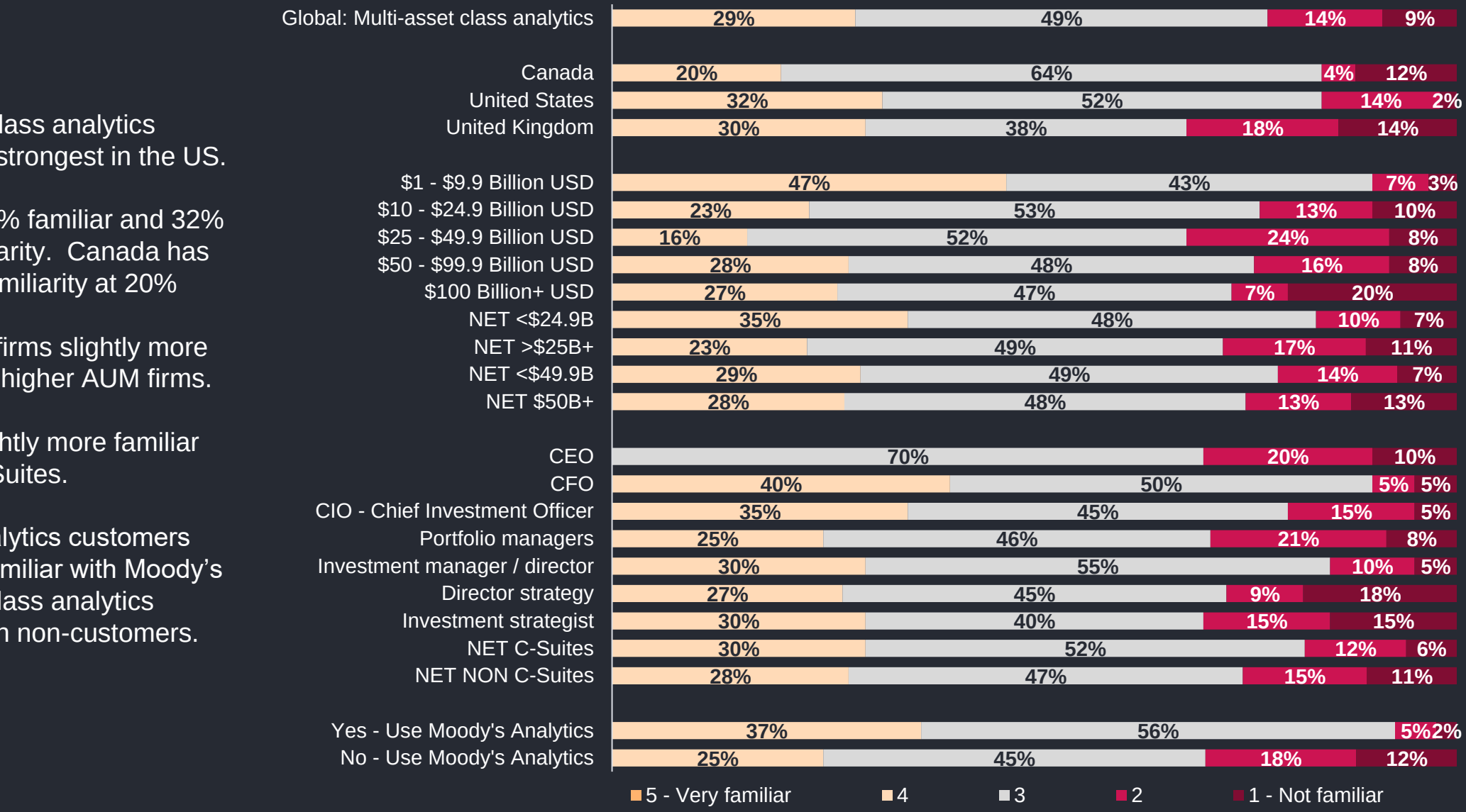
- Credit ratings familiarity is strongest in Canada followed by the US, with lowest familiarity in the UK.
- Lower AUM firms slightly more familiar with credit ratings than higher AUM firms.
- C-Suites slightly more familiar with credit ratings than non C-Suites.
- Moody's Analytics customers 41% more familiar with Moody's credit ratings offerings than non-customers.




Q: How familiar are you with Moody's Analytics current offerings for asset managers? Credit Ratings (n=125)

# FAMILIARITY WITH MOODY'S MULTI ASSET CLASS ANALYTICS INCL. EQUITY/ALTS: Global

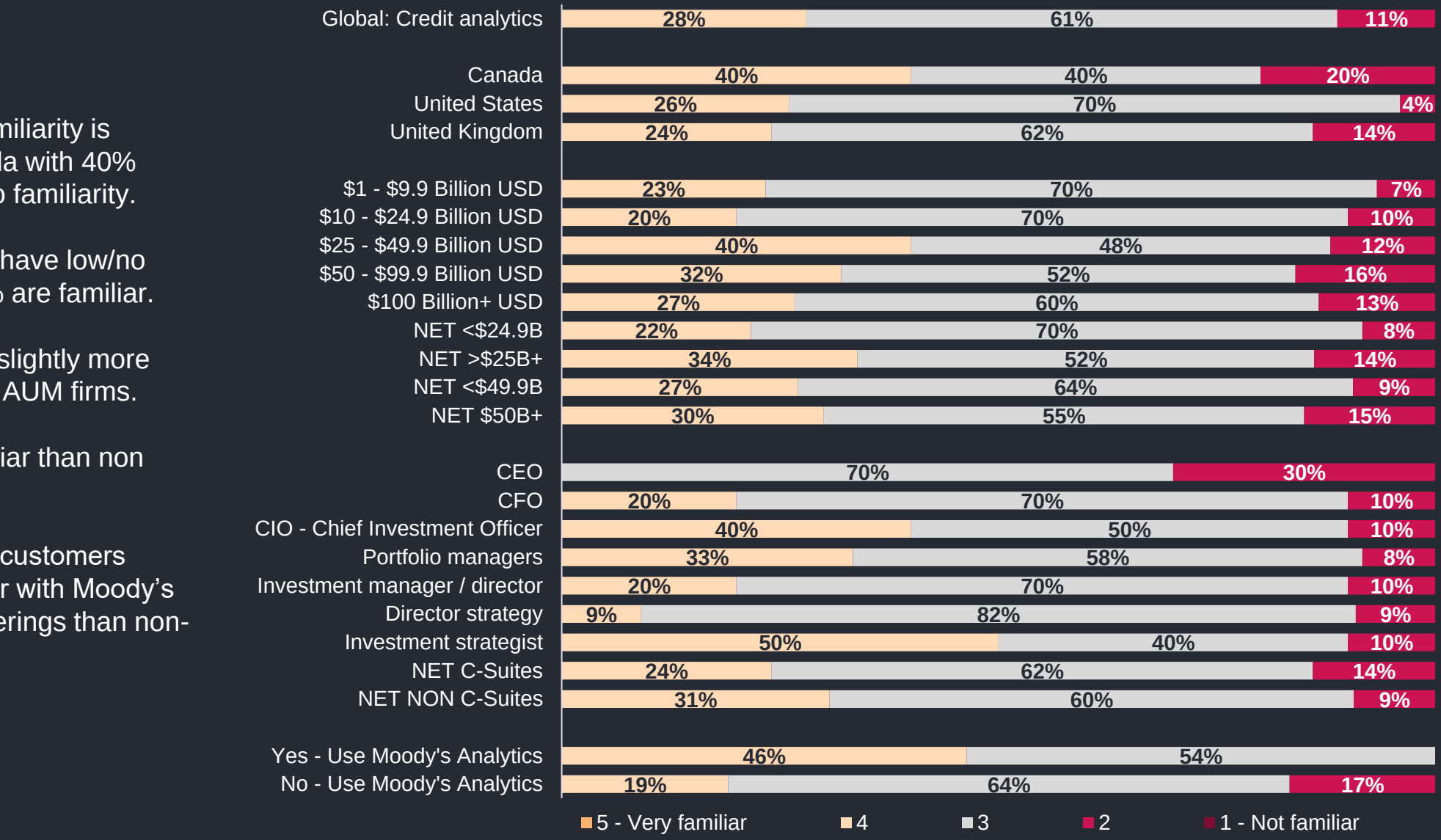
- Multi-asset class analytics familiarity is strongest in the US.
- In the UK 30% familiar and 32% low/no familiarity. Canada has the lowest familiarity at 20%
- Lower AUM firms slightly more familiar than higher AUM firms.
- C-Suites slightly more familiar than non C-Suites.
- Moody's Analytics customers 46% more familiar with Moody's multi asset class analytics offerings than non-customers.




Q: How familiar are you with Moody's Analytics current offerings for asset managers? Multi-asset class analytics incl. equities & alternatives (n=125)

# FAMILIARITY WITH MOODY'S CREDIT ANALYTICS: Global

- Credit analytics familiarity is strongest in Canada with 40% though 20% low/no familiarity.
- In the US only 4% have low/no familiarity and 26% are familiar.
- Higher AUM firms slightly more familiar than lower AUM firms.
- C-Suites less familiar than non C-Suites.
- Moody's Analytics customers 143% more familiar with Moody's credit analytics offerings than non-customers.




Q: How familiar are you with Moody's Analytics current offerings for asset managers? Credit Analytics (n=125)

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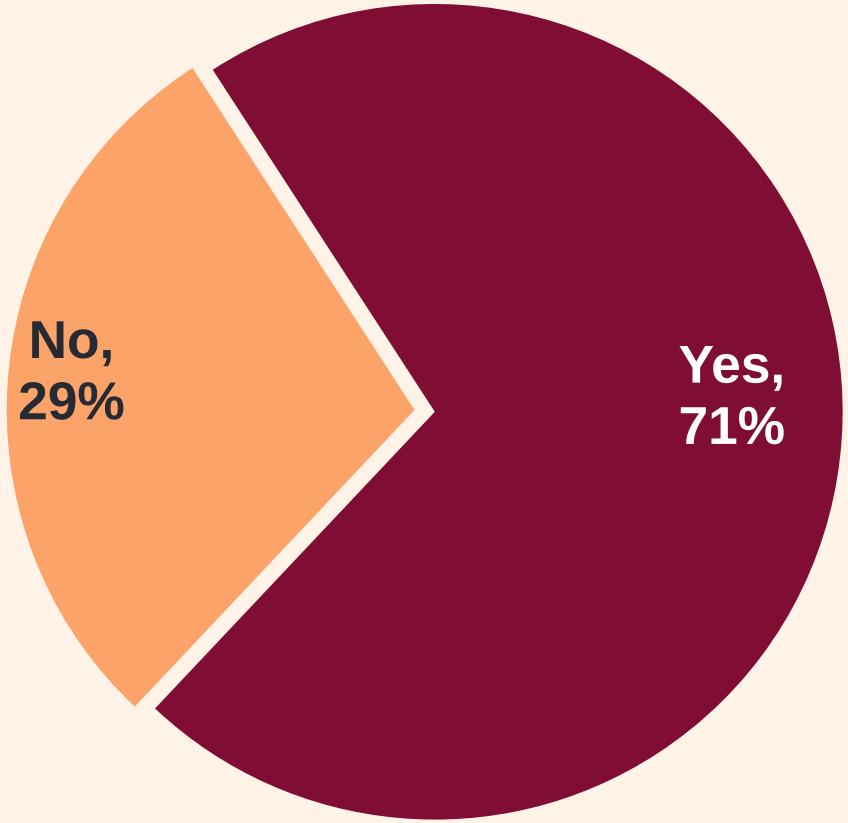
# Awareness of other asset classes beyond Credit/FI

## AWARE OF MOODY'S INCREASED PRESENCE IN OTHER ASSET CLASSES: Global

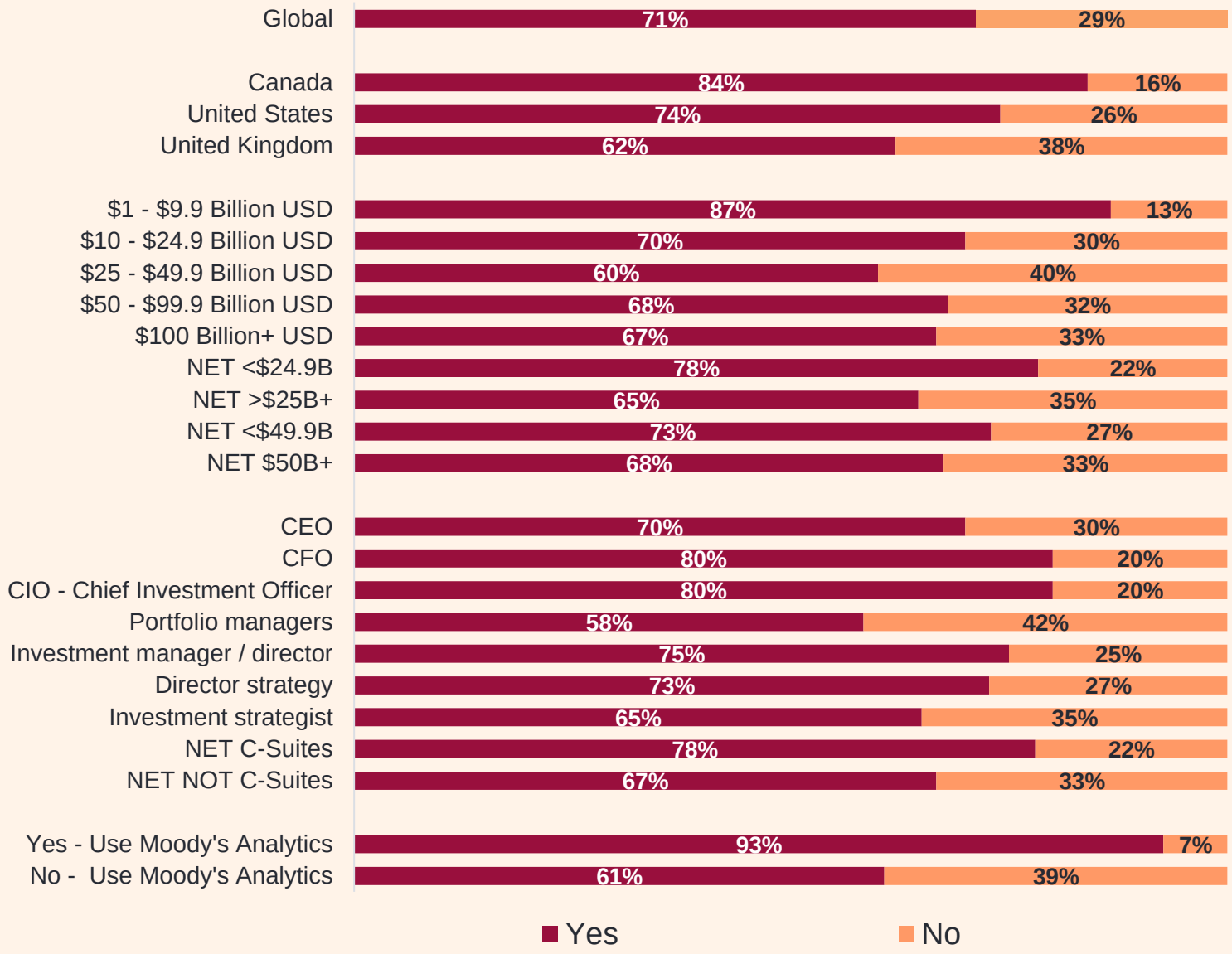
- 71% of asset managers indicate they are aware that Moody's has increased its presence in other asset classes beyond Credit & FI, to include Equities & Alternatives, over the last 2 years.




Q: Do you know that Moody's Analytics has increased its presence in other asset classes beyond Credit & FI, to include Equities & Alternatives, over the last 2 years? (n=125)

# AWARE OF MOODY'S INCREASED PRESENCE IN OTHER ASSET CLASSES: By Audience Type

- Those in Canada most aware, while those in the UK least aware.
- Awareness strongest among those with the lower AUM.
- Awareness stronger among C-Suites titles vs. non C-Suites.
- 93% awareness of the increased presence in other asset classes among current Moody's clients VS. 61% among non-customers – a 53% awareness lift.




Q: Do you know that Moody's Analytics has increased its presence in other asset classes beyond Credit & FI, to include Equities & Alternatives, over the last 2 years? (n=125)

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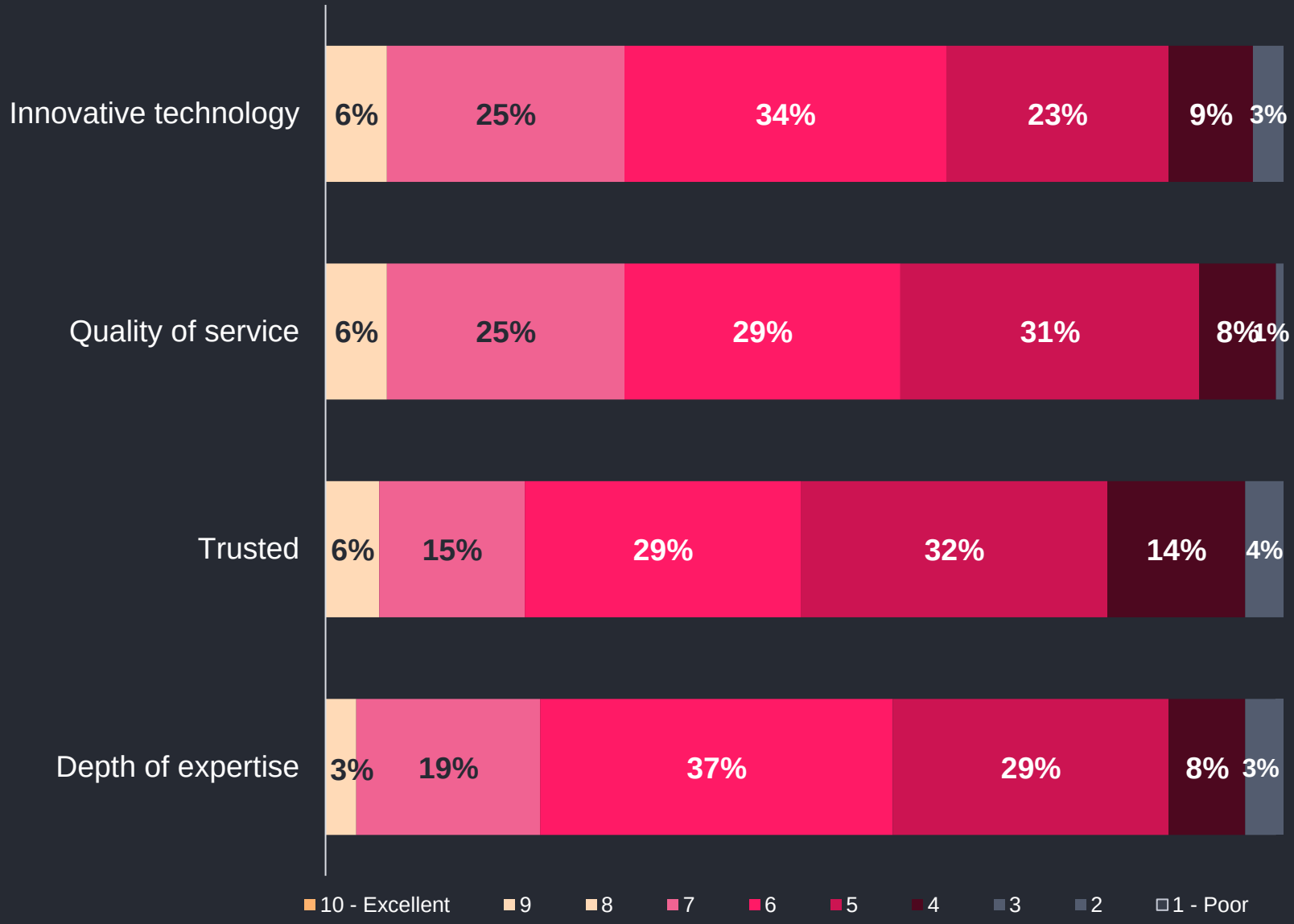
# Moody’s Attribute Performance

# MOODY'S ANALYTICS ATTIBUTE PERFORMANCE: Global

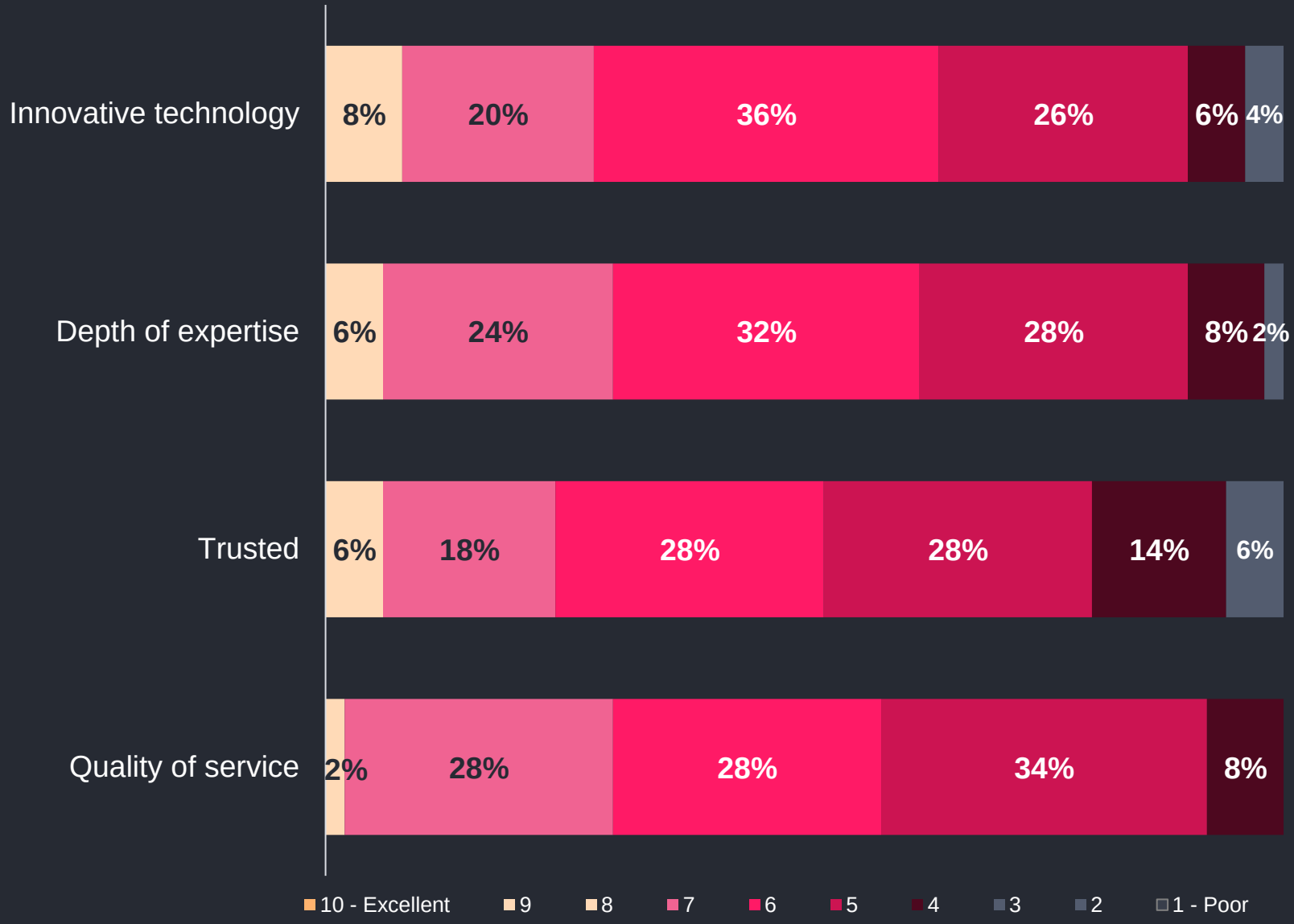
- Globally - Moody's strongest performance ratings are for innovative technology and quality of service.
- However, across all attributes, there are no scores for excellent performance (rated "10" or "9").
- 90% to 93% of the scores across all 4 attributes are "4" through "7".
- On a positive note, there are very few bottom 3 box ratings.




Q: How do you rate the brand Moody's Analytics on the following attributes? (n=125)

## MOODY'S ANALYTICS ATTIBUTE PERFORMANCE: United States

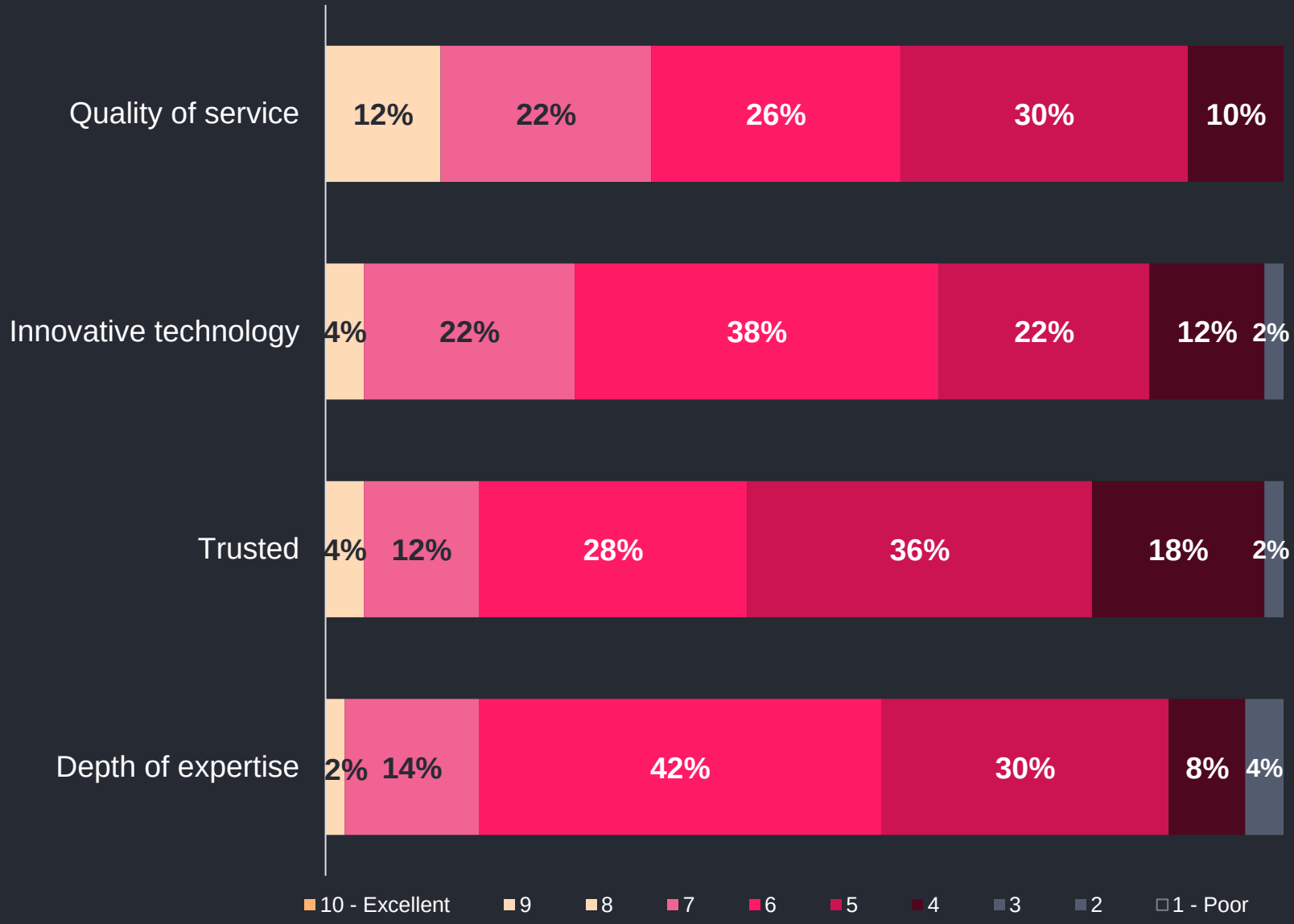
- In the US - Moody's strongest performance ratings are for innovative technology and depth of expertise.
- However, across all attributes, there are no scores for excellent performance (rated "10" or "9").
- 88% to 98% of the scores across all 4 attributes are "4" through "7".
- On a positive note, there are very few bottom 3 box ratings.




Q: How do you rate the brand Moody's Analytics on the following attributes? (n=50)

## MOODY'S ANALYTICS ATTIBUTE PERFORMANCE: United Kingdom

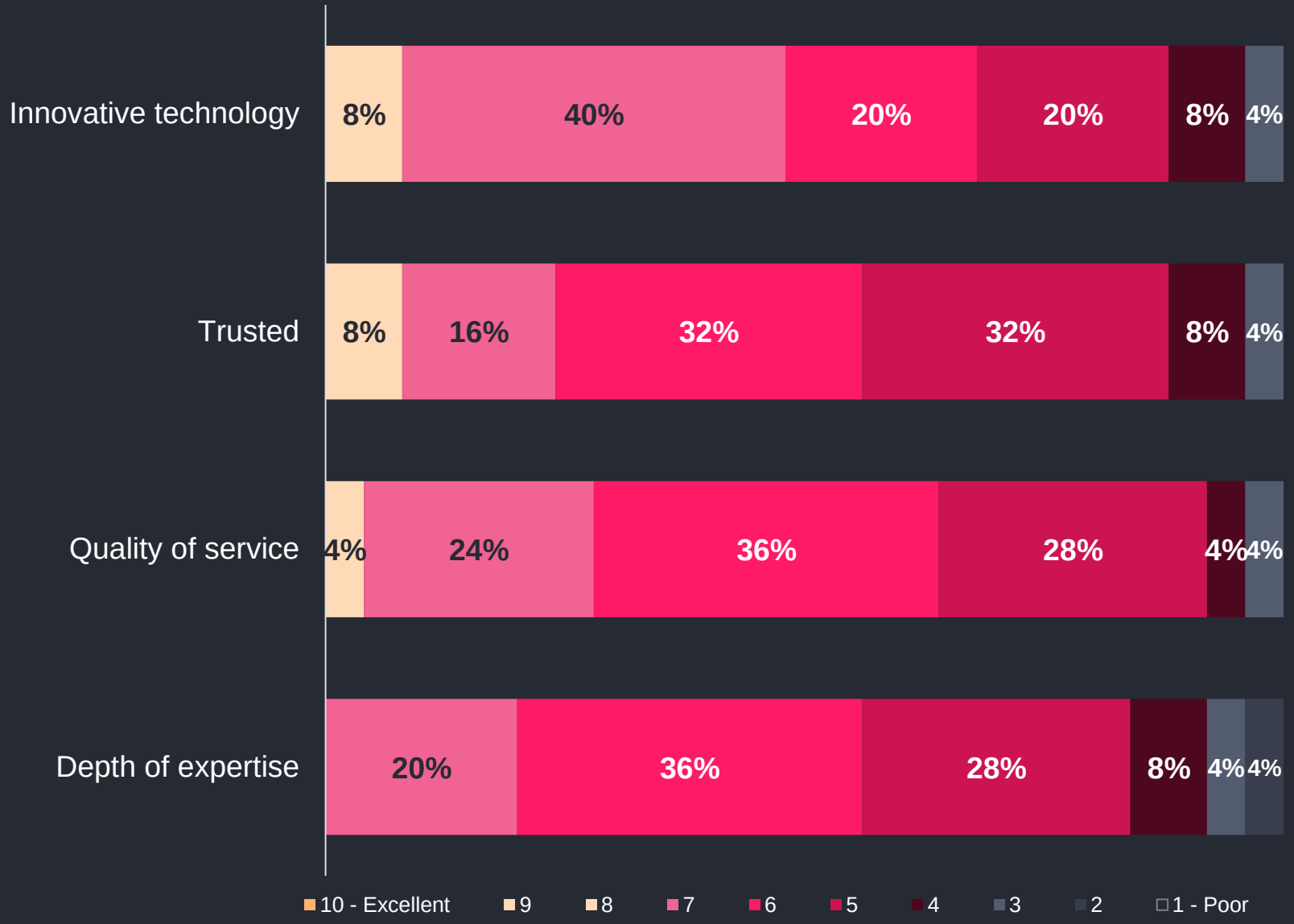
- In the UK - Moody's strongest performance ratings are for quality of service and innovative technology.
- However, across all attributes, there are no scores for excellent performance (rated "10" or "9").
- 88% to 94% of the scores across all 4 attributes are "4" through "7".
- On a positive note, there are very few bottom 3 box ratings.




Q: How do you rate the brand Moody's Analytics on the following attributes? (n=50)

## MOODY'S ANALYTICS ATTIBUTE PERFORMANCE: Canada

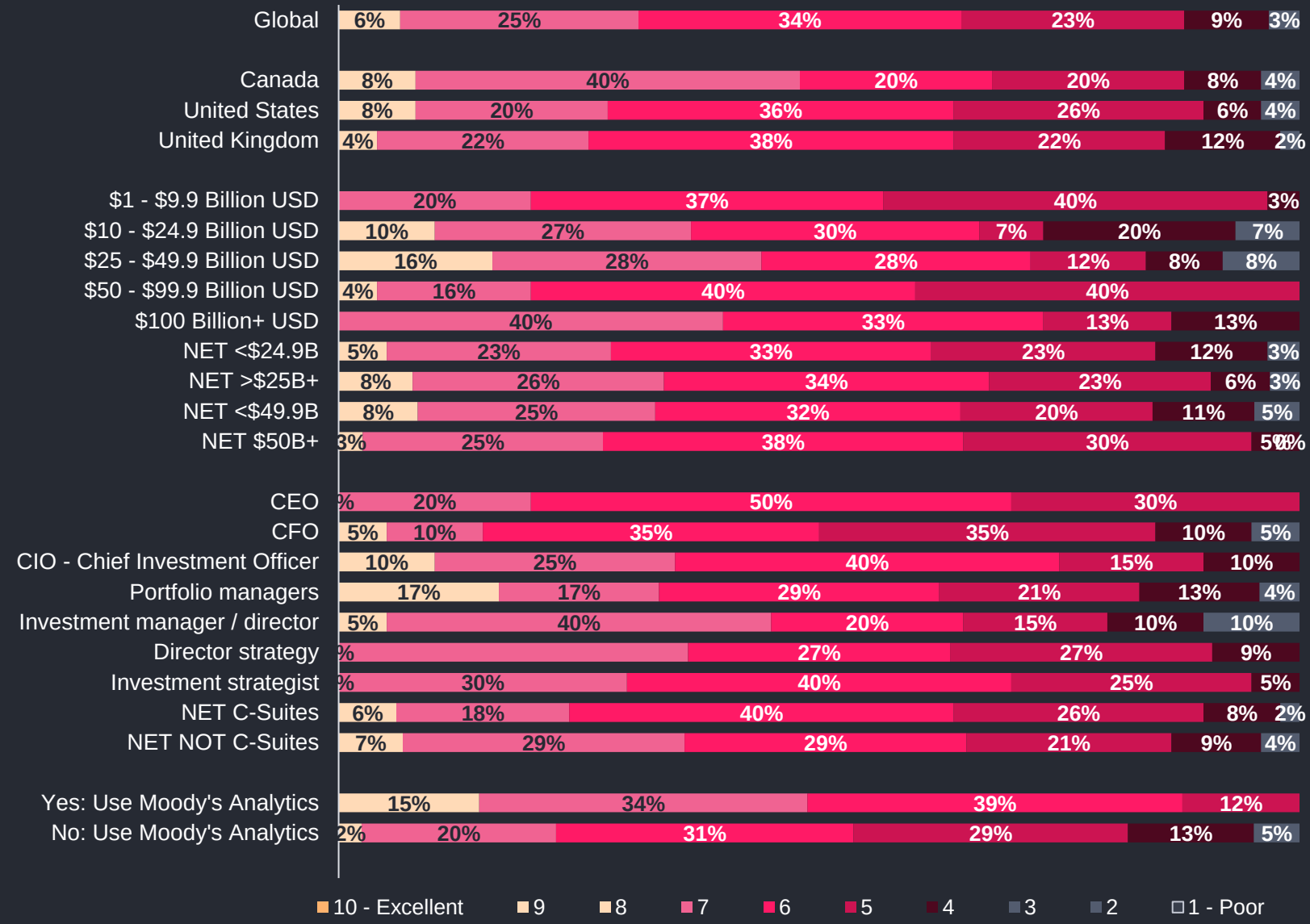
- In Canada - Moody's strongest performance ratings are innovative technology and trusted.
- However, across all attributes, there are no scores for excellent performance (rated "10" or "9").
- 88% to 92% of the scores across all 4 attributes are "4" through "7".
- On a positive note, there are very few bottom 3 box ratings.




Q: How do you rate the brand Moody's Analytics on the following attributes? (n=25)

# MOODY'S ANALYTICS ATTIBUTE PERFORMANCE: Innovative Technology

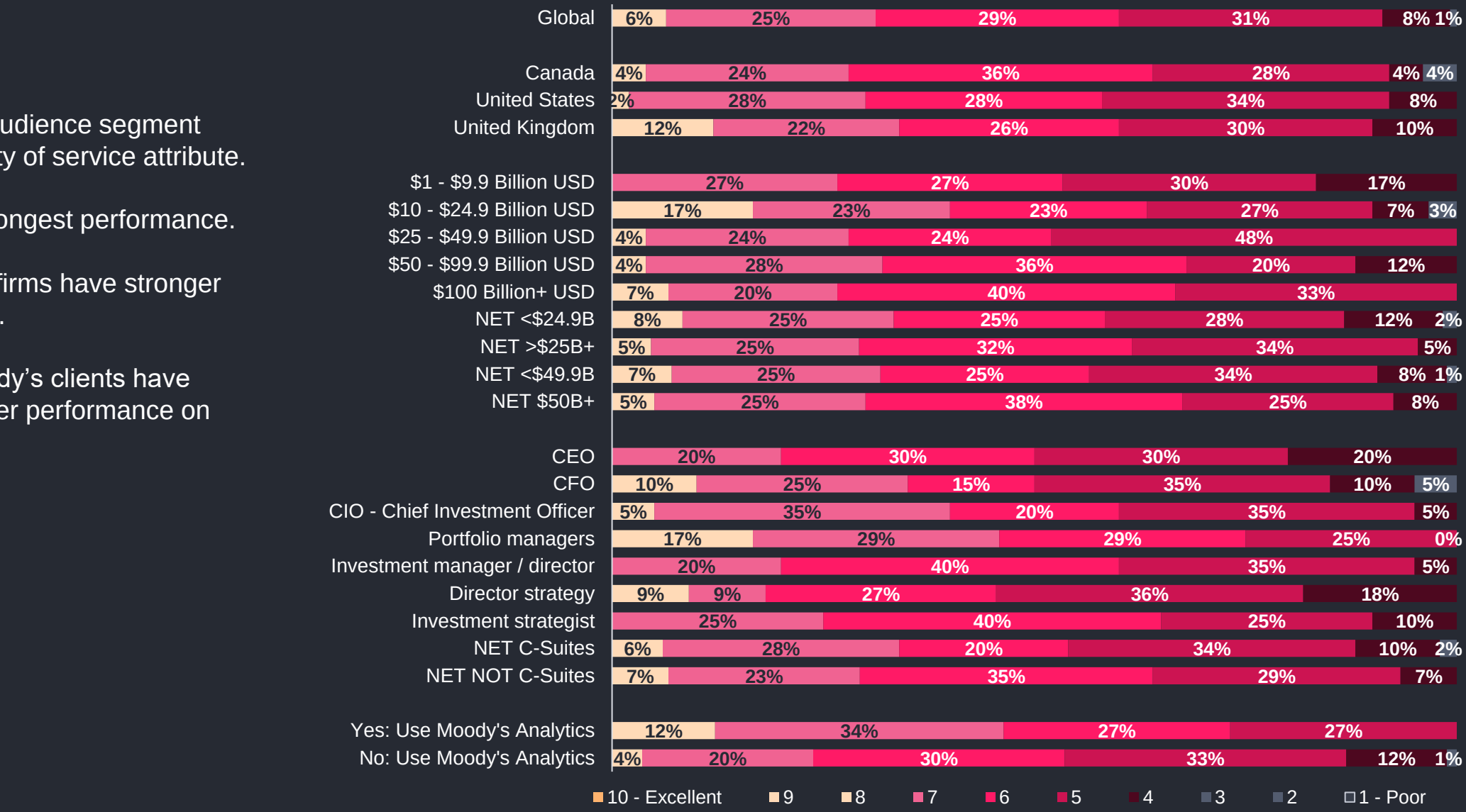
- Global and audience segment view of innovative technology attribute.
- Canada is the strongest performance.
- Larger AUM firms have stronger performance – esp. fewer lower scores.
- Current Moody's clients have much stronger performance on the attribute.




Q: How do you rate the brand Moody's Analytics on the following attributes? (n=125)

# MOODY'S ANALYTICS ATTIBUTE PERFORMANCE: Quality of Service

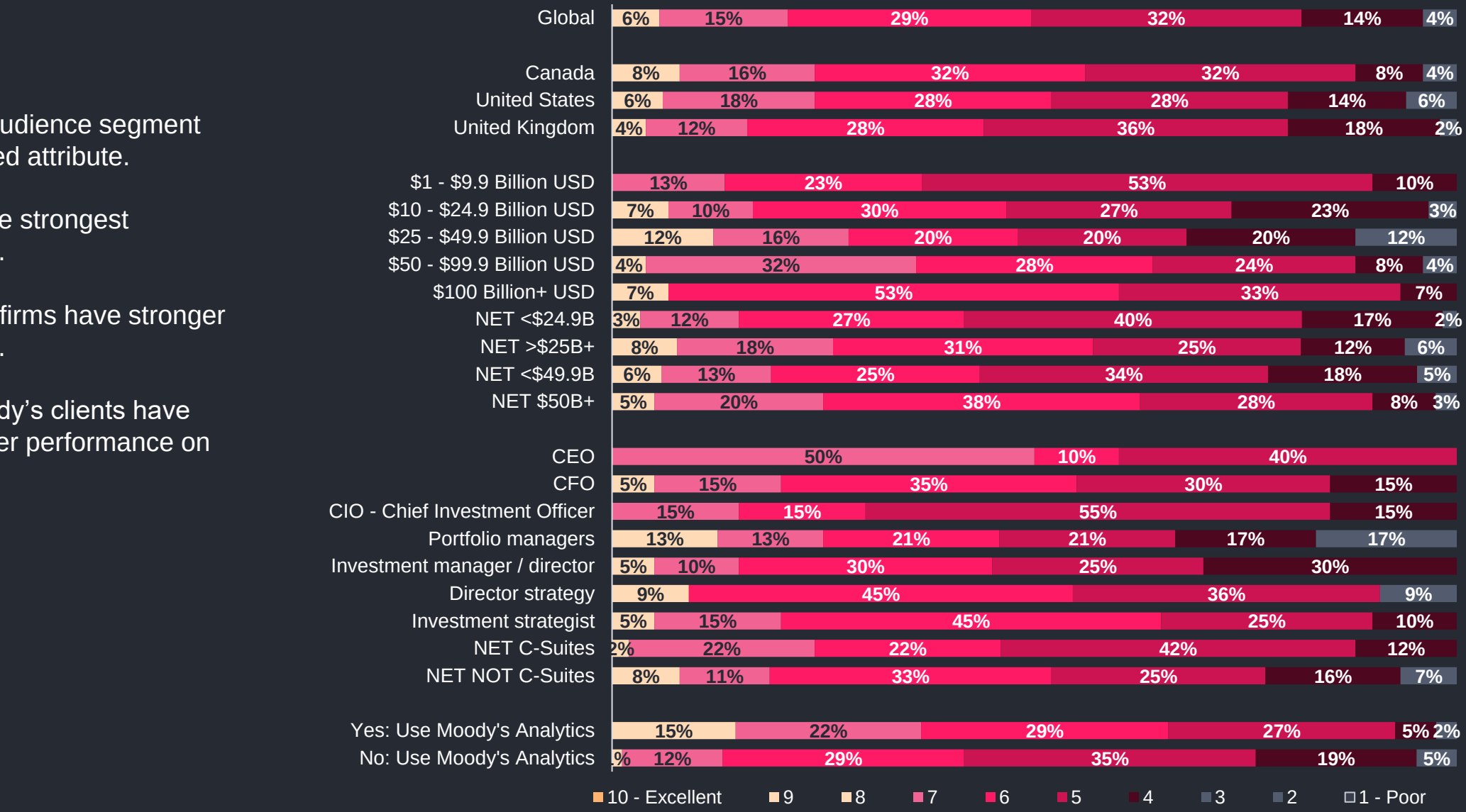
- Global and audience segment view of quality of service attribute.
- UK is the strongest performance.
- Lower AUM firms have stronger performance.
- Current Moody's clients have much stronger performance on the attribute.




Q: How do you rate the brand Moody's Analytics on the following attributes? (n=125)

# MOODY'S ANALYTICS ATTIBUTE PERFORMANCE: Trusted

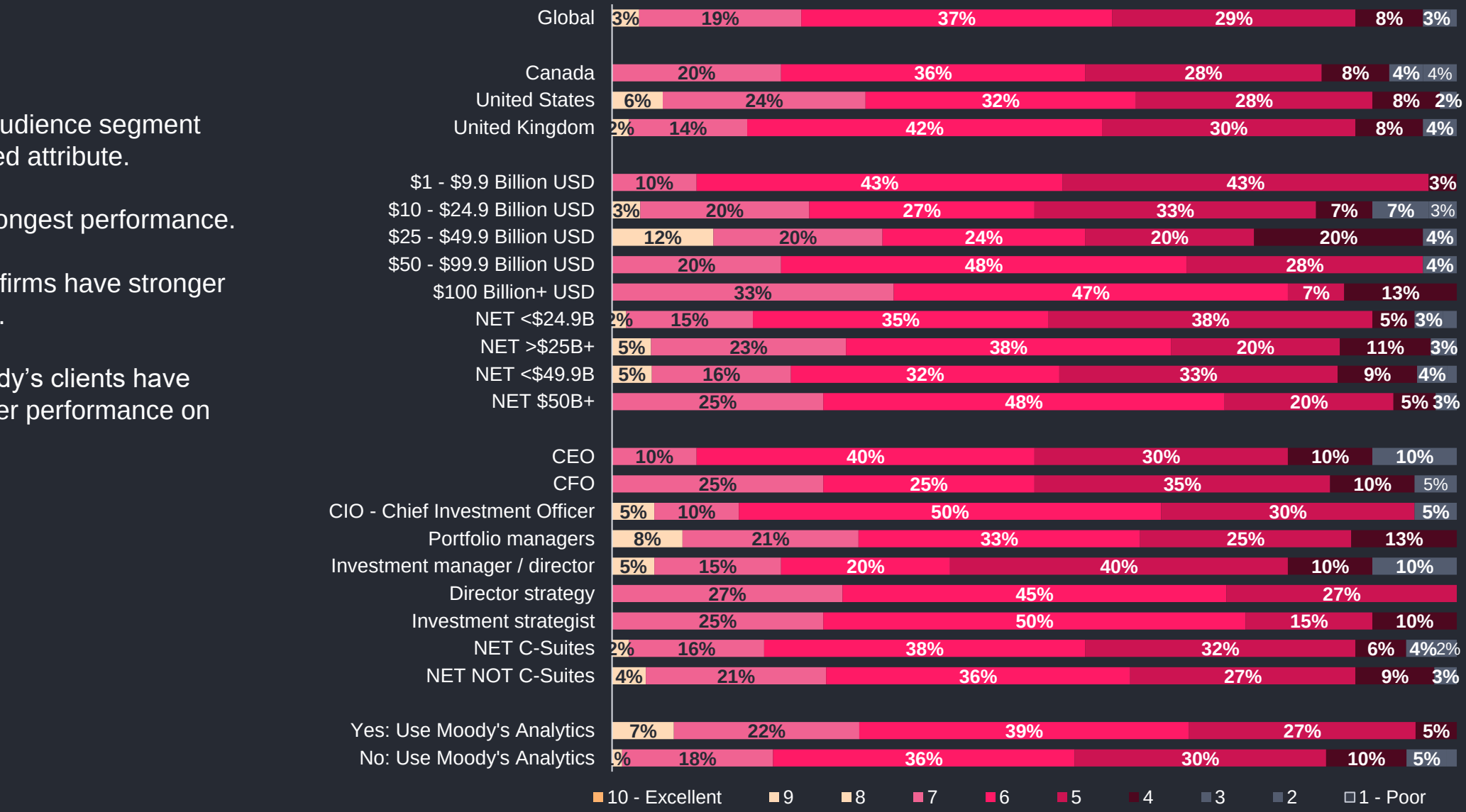
- Global and audience segment view of trusted attribute.
- Canada is the strongest performance.
- Larger AUM firms have stronger performance.
- Current Moody's clients have much stronger performance on the attribute.




Q: How do you rate the brand Moody's Analytics on the following attributes? (n=125)

# MOODY'S ANALYTICS ATTIBUTE PERFORMANCE: Depth of Experience

- Global and audience segment view of trusted attribute.
- US is the strongest performance.
- Larger AUM firms have stronger performance.
- Current Moody's clients have much stronger performance on the attribute.




Q: How do you rate the brand Moody's Analytics on the following attributes? (n=125)

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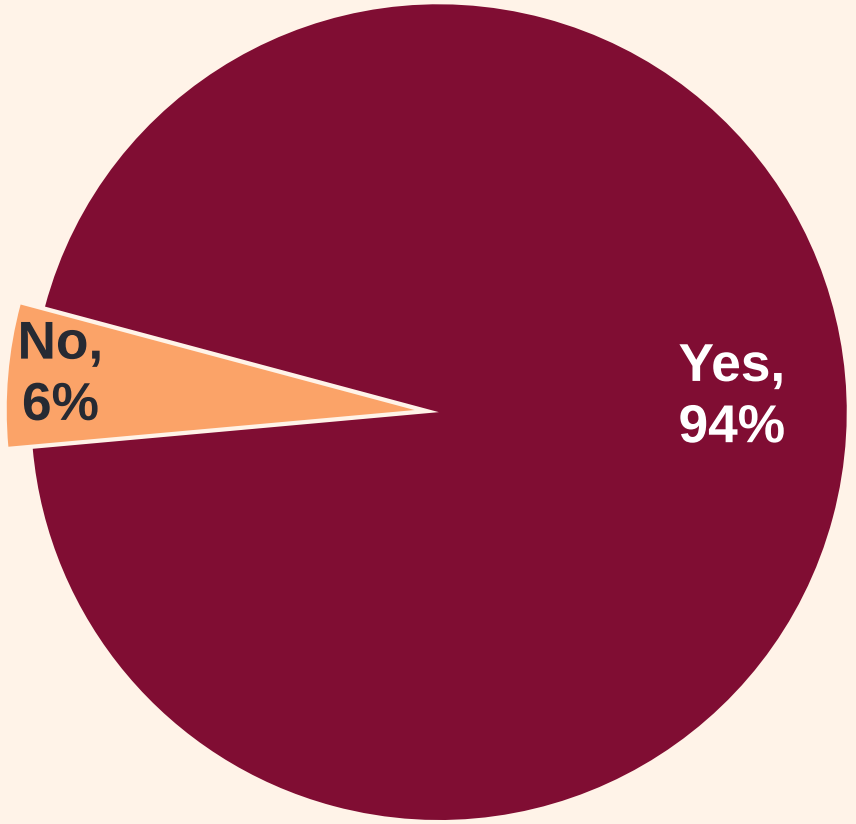
# Interest in learning more about Moody's Analytics

## INTERESTED IN LEARNING MORE ABOUT HOW MOODY'S CAN HELP THEM: Global

- 94% indicate they would you like to know more about how Moody's Analytics can support their organisations.




Q: Would you like to know more about how Moody's Analytics can support your organisation? (n=125)

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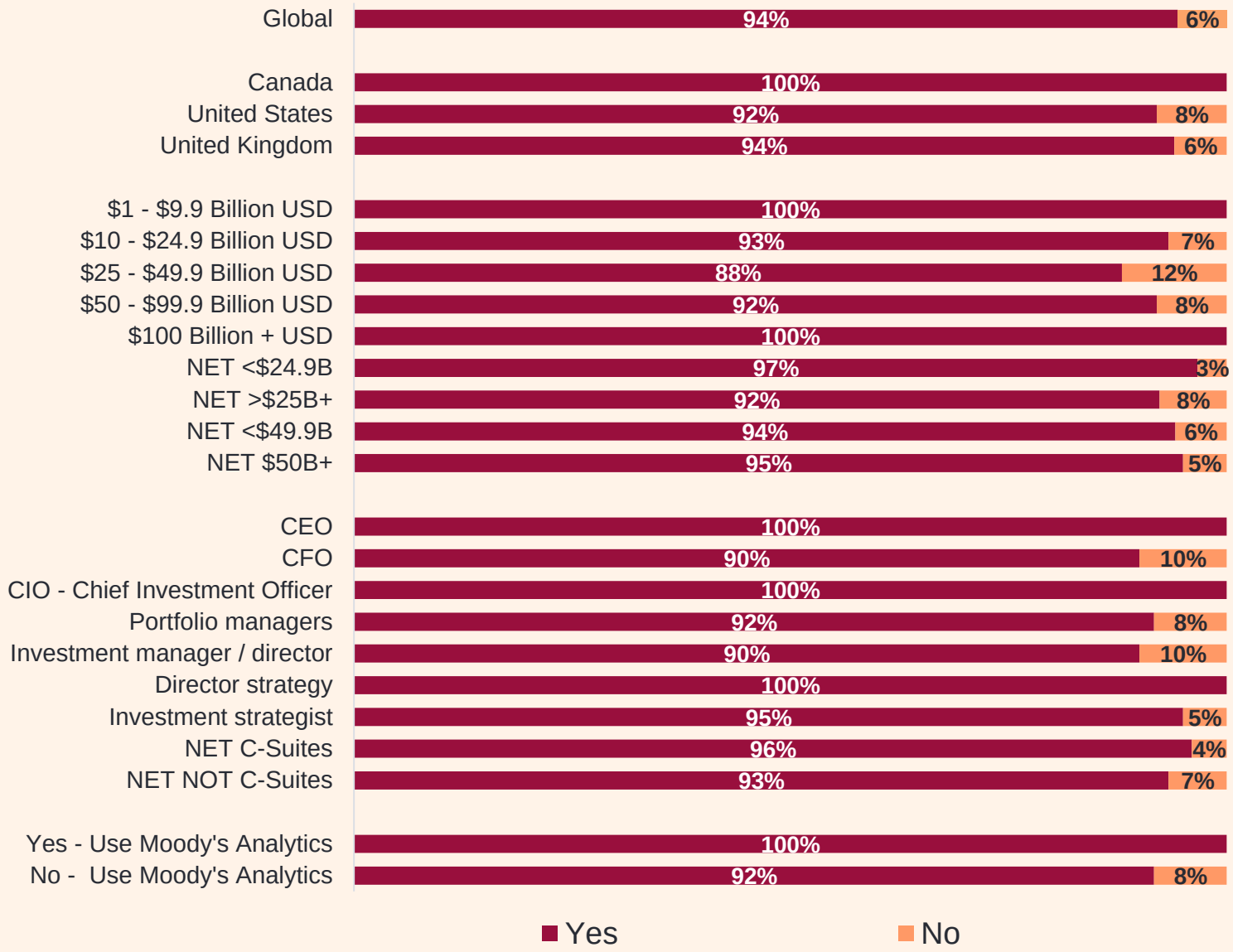
## INTERESTED IN LEARNING MORE ABOUT HOW MOODY'S CAN HELP THEM: By Audience Type

- Across every region, asset manager AUM, job titles, and current state of the Moody's Analytics usage – between 88% and 100% of the targets are interested in learning more about how Moody's Analytics can support your organization.
- Curious that 100% of existing customers would like to know more.




Q: Would you like to know more about how Moody's Analytics can support your organisation? (n=125)

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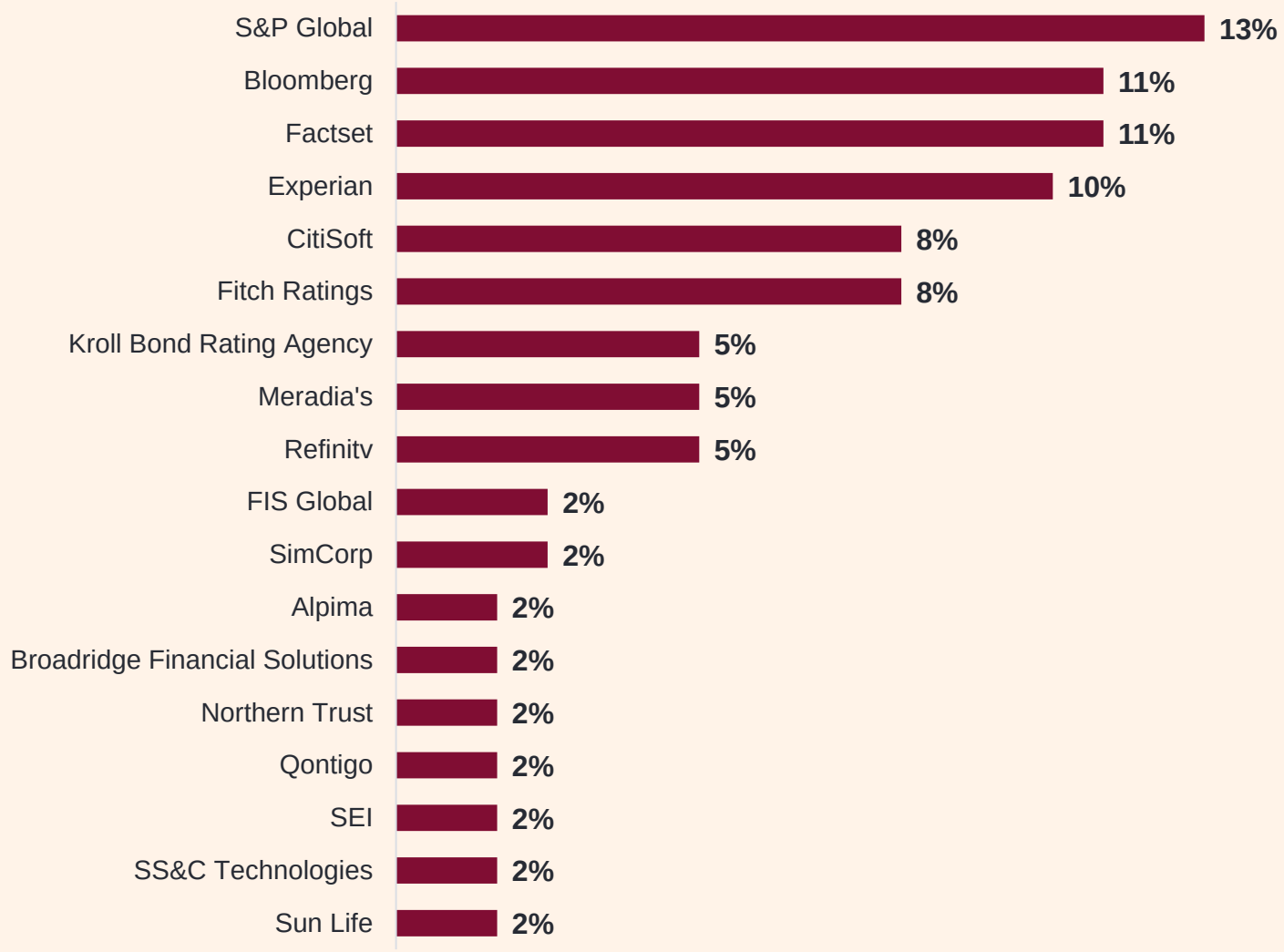
# Other firms would consider before Moody’s

## OTHER FIRMS WOULD CONSIDER – OPEN ENDED: Global

- Globally, S&P is the most cited firm asset managers would engage with before Moody's Analytics. Bloomberg, Factset, and Experian follow.
- Several other firms are cited one time: Addepar, BlackRock, BMO Wealth, Capterra, Charles Schwab, Fiserv, Goldman Sachs, Invesco Group, RBC Global and Third Financial.




Q: Which firms would you consider engaging with for Front Office Portfolio Analysis and Construction, before engaging with Moody's Analytics? All firms with 2 or more mentions are charted