



Challenge

Efficiently track markets across asset classes and geographies and offer transparency by delivering fund data and value to key investors at an affordable price point.

Solution

Implement a branded CarryQuote application and integrate the firm’s daily NAV data.

Result

- Branded application for Rho’s clients » **Makes for a powerful marketing vehicle.**
- Daily mobile delivery of Rho’s NAV data » **Builds investor trust through transparency.**
- Affordable real-time market data solution » **Improves cost and operational efficiencies.**

Rho leverages a white-labeled CarryQuote application to push its NAV data and increase its marketing presence:

Rho Asset Management has partnered with CarryQuote to provide its employees and investors with:

- A custom branded application
- A fully integrated online and mobile application
- Access to real time global market data
- Access to daily performance data

Rho Asset Management faced many challenges such as monitoring numerous markets around the world within the confines of trading windows, a wish to deliver first class transparency to its investors and a limited budget.

The power of branding

Rho was provided with a white-label branded CarryQuote application, enabling it to capitalize on a powerful marketing vehicle. Rho has strengthened its relationship with its clients by increasing transparency and brand touch-points, as well as providing an easy way for investor’s to view fund NAV and key global market data via any mobile or online device.

Mobile delivery of portfolio data

With CarryQuote, Rho has been able to set new standards in transparency by delivering daily fund NAV data to its customer’s web and mobile devices. Rho’s COO, Christen Oesterbye, remarked, “Our investors appreciate that we are being proactive in providing daily NAV data, percentage returns and charts for all of our funds . Doing this with an easy-to-use application that is both mobile and online is a huge benefit.”

A powerful online + mobile solution

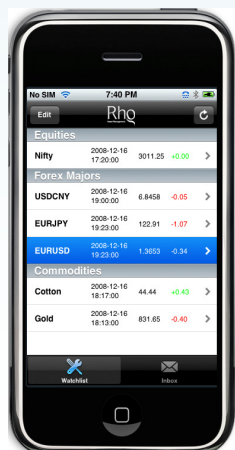
With CarryQuote, Rho’s employees and investors have anytime, anywhere access to real-time global market data, ‘hedge-fund quality’ analytics and interactive charts. They can also create and track alerts on positions, ensuring that they are always on top of key market changes.

“CarryQuote has revolutionized the way we track and interact with market and economic data. By distributing our daily NAV information directly to our investor’s mobile phones and computers real-time, we have set a new standard for transparency and level of service.”

- Christen Oesterbye, COO, Rho

Customer Profile

- Commodity Trading Advisor (CTA).
- Established 2007 in Zug, Switzerland.
- Active Funds:
 - Altius: medium-term trend following
 - Citius: short-term counter trend
 - Fortius: blend of Altius and Citius
- Focuses on Return Efficiency – high risk adjusted returns
- Rho aims to deliver ‘hedge-fund’ style returns in a CTA structure



A low cost, reliable and fully serviced application makes the difference

“We were impressed by how easy it was to implement and use CarryQuote. We didn’t need a ton of training, and the application was really ‘plug and play’ when it came to implementation. No in-house resources were needed to get CarryQuote up and running,” said Oesterbye. He continued, “CarryQuote interfaced with our funds independent risk reporting agent and deployed a custom branded site and mobile application that includes daily updates of our fund data as well as the corresponding charts. We have been extremely pleased with the product, and I think you can say the same for our investors.”

“CarryQuote has provided Rho with the perfect solution to increase our operational and cost efficiencies. Our employees and investors can now stay on top of critical market movements, regardless of time or place,” concluded Oesterbye.

Rho assumed no costs associated with exchange fees, integration, maintenance, or the delivery of CarryQuote data. As a result, they have been able to leverage a comprehensive real time global market data solution that is orders of magnitude less expensive than the other options on the market.

About CarryQuote®

CarryQuote® (www.carryquote.com) offers an award-winning market data technology that delivers real-time financial market information and analysis across asset classes and geographies to mobile phones and desktops at a fraction of the price of other market data providers.

To find out how you can benefit from CarryQuote, send us an email at: sales@carryquote.com

