**Improving the future for SimCorp**



**SimCorp**

SimCorp (www.simcorp.com) is a Company providing software and services to financial institutions such as banks, insurance companies and pension funds.

Their core product is the *SimCorp Dimension*, a front to back integrated investment management system. SimCorp was founded in 1971 and has its headquarters in

Copenhagen. SimCorp has over 1800 employees.

SimCorp is listed on the NASDAQ Copenhagen Stock-exchange.

SimCorp is considering using innovative technologies like machine learning to enhance their products and services – this is described in more detail in a whitepaper which we will post on Fronter. Also available for you is the annual report (www.simcorp.com/en/annual-report-2021).

**The Assignment**

Make suggestions for improvements in SimCorp’s business strategy and suggestions for new or changed applications of information technology aimed at improving competitive advantage for SimCorp.

Make your suggestions in the form of a proposed business strategy and describe the proposed IT-applications.

One of these applications should be an improvement of one of SimCorps’ existing core applications. For this application we want you to present a project charter for the suggested improvements based on the analysis described below (B).

In order to base your suggestions on a more solid foundation you need to perform the activities that are indicated below (in no predefined order).

A. Analyse SimCorps’ strategic positioning related to its competitive environment and its internal strengths and challenges.

* Which macro-related trends does Simcorp need to consider for its future business strategy?
* Discuss how SimCorp can grow their business in relation to its product, markets, and geographical reach.
* How can SimCorp best compete in relation to the developments of the competitive forces within its chosen industries?
* How can SimCorp’s internal resources, competencies and processes be orchestrated to support its competitive position?
* Identify new IT-applications that can bring competitive advantage to Simcorp – and that maybe even will alter their current business model.

B. Analyse how *SimCorp Dimension* is typically used in a customer organisation including typical functions in the customer organisation that uses or is impacted using the *SimCorp Dimension*.

Below this is

referred to as “the system”.

* Create a Data Flow model of the (as-is) system in a generalized customer organization.
* Identify potential problem areas (if any) in this system. Demonstrate where the problems are experienced and where they are created.
* Use the data flow model and your findings to suggest potential improvements of SimCorps’ software (integrations, new software functionality, …) and the processes involved delivering these.
* Explain how the model can be used and changed when SimCorp works with a new specific potential customer.
* How would you measure if your improvements of the system help?
* Investigate which data the system contains, where they are produced and how they can be utilised in terms of products or features available to customers or extra value created for the customers
* Suggest a methodology for developing/implementing the improvements considering issues with complexity, uncertainty, and change.
* Discuss the importance of IT governance related to the use of SimCorps software in the system
* Discuss how your suggested changes would demand changes in the IT governance at Simcorp and in the customer organization.

Make sure that you use your work with A and B when you define and present your suggestions

**Formalities**

**Coaching**

You can get coaching from teachers during the exam assignment.

Info regarding booking and availability of teachers will be communicated via Fronter.

Report must be approved before 3rd semester exam.

**Practicalities Research**

Research for information for the report shall be conducted primarily as desk research or using already planned session at KEA for questions.

Beyond this it is not allowed to contact SimCorp in relation to this assignment.

**Formal requirements**

The assignment is a group hand-in made by a group of 5-7 members.

The report must not exceed 15 standard pages (excluding appendices).

Appendixes should be kept to a minimum.

A standard page contains 2400 keystrokes (characters) including spaces. A figure counts as 1 keystroke irrespective of its actual size.

The report must be "readable" i.e. with 1 1⁄2 line spacing and margins of at least 2 cm with Times New Roman font (or equivalent) in 12 points.

Note that appropriate titles, headings, sub-conclusions, and figures eases readability.

We expect you to write the report in the format you have already learned at KEA, including problem formulation, methodology etc.

**Time schedule and deliveries**

Presentation by SimCorp at KEA, Monday August 29, 2022, 09.00 pm.

The assignment will be handed out and presented on Monday August 29, 2022.

You must form groups and upload information about this in a spreadsheet on Fronter no later than Wednesday September 7, 2022.

A SimCorp representative will be available for Q&A Wednesday September 7, 2022.

The assignment shall be handed in in Fronter, no later than Monday September 26, 2022, at 8am.

The group hand-in in Fronter must be with the same group as indicated in the earlier group formation hand-in.

You must hand-in a PowerPoint presentation of your work in Fronter, no later than Wednesday September 28, 2022, at 8pm.

You present your work for SimCorp at KEA, Thursday September 29, 2022

You will get feedback from the teachers at KEA, Friday September 30, 2022

**Mandatory assignment**

This assignment is mandatory, and both the report and the PowerPoint presentation must be approved by a teacher in the module, to take part in the 3rd semester exam.

To get your work approved it needs to be obvious that your group has put in a significant effort to produce it and that you have been working with all parts of the assignment.

Before the exam you will also need to create a summary of your work with this assignment, which you shall hand in as part of the exam portfolio.

For more details about this please refer to the semester-guide on Fronter.