



ABOUT HSC

Founded in 2003, Ho Chi Minh City Securities Corporation (HSC) is a leading securities brokerage firm and investment bank in Vietnam. HSC provides an array of financial products that cater to private and institutional clients, including professional investment advisory services supported by solid, trusted, award-winning research expertise.



THE CHALLENGE

- Need for increased professionalism and consistency in research reports
- Time-consuming technology bugs
- Lack of support to streamline research authoring and production workflows



THE SOLUTION

- Access to FactSet's Assistant Editor tool, to ensure consistency in brand and visuals
- Reliable framework and technology
- Customization, collaboration, and personalized support



THE RESULTS

- Polished research reports on par with that of global institutions
- Greater efficiencies from the integration of FactSet Partners authoring tools
- Increased volume of reports created

Ho Chi Minh City Securities Corporation Improves Quality of Research Reports with FactSet Partners

The research team of Vietnam's leading investment bank improved its efficiency to easily produce professional, quality research with FactSet Partners' authoring, and publication solutions.

THE CHALLENGE

As the Head of Research for HSC, Christopher Hunt leads a team that is responsible for creating research that provides fundamental insights and analysis to private and institutional clients.

Vietnam is an increasingly active and profitable financial market. At the moment, global bulge bracket competition is minimal, but that is likely to change relatively quickly.

"We want to maintain an edge in our local market. The key to remaining competitive and producing high-quality research is to have great analysts as well as powerful technology," says Hunt.

Despite clear goals, the team faced several challenges. Analysts spent a significant amount of time addressing technology bugs, their reports lacked consistency, and the support needed to solve these challenges was not readily available.

“Our analysts see the convenience of these tools and are using them in large measure to create great, high-quality reports. I can say we have without a doubt the most professional-looking research in Vietnam,” says Tulk.

THE SOLUTION

Familiar with FactSet from previous roles, Hunt and Philip Tulk, HSC’s Head of Product Management, contacted FactSet to inquire about its research production solutions, specifically authoring and publishing tools. They required a reliable partner to support their efforts.

“We knew FactSet was a rock-solid solution, and solidity was what we were trying to deliver,” says Tulk.

While the ability to publish on the web, which FactSet’s solution fully supports, is convenient and aids remote working, it was FactSet’s Microsoft Word integration that Hunt and Tulk sought to address consistency concerns within research documents. This allowed HSC users to create nine predesigned yet flexible charts and graphs that reflect their brand. Analysts can now easily pull these visuals into their reports to improve clarity, professionalism, and uniformity.

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Reports a day produced
by a team of 12 analysts

Hours of
customer support

Predesigned, flexible
charts and graphs

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Throughout the implementation process, FactSet’s team facilitated open conversation and offered constructive feedback on how the research analysts could get the most value from the authoring solutions. This customization, collaboration, and personalized support has kept Hunt and his team enthusiastic about their FactSet experience.

THE RESULTS

Since implementation, HSC’s research is now on par with global institutions, giving them a strong competitive advantage. The team’s twelve analysts produce an average of five reports a day. Turnaround time has improved significantly, which is important as HSC’s retail clients value a constant news flow.

“The support that FactSet has given us has been very important and very crucial,” says Hunt. “There’s nothing more frustrating than buying something off the shelf, rolling out a project or solution, and not getting the support after the fact. I’m absolutely very comfortable in saying that FactSet’s aftersales care has been excellent.”

“It’s been a good, proactive experience. I truly felt as though I’m in a partnership. FactSet is a responsive organization that is client-focused, and that’s what you want in a solution,” he adds.

As a result of this positive experience, HSC is exploring additional solutions and integrations within the FactSet Partners suite, including distribution tools and the research access portal.



CHRISTOPHER HUNT
Head of Research



PHILIP TULK
Head of Product Management,
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DISCOVER SOLUTIONS

FactSet creates data and technology solutions for investment professionals around the world, providing instant access to financial data and analytics that investors use to make crucial decisions.

FactSet Partners Solutions

Streamline your research process with fully automated and highly configurable tools.

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Solutions for Research

Find and implement new ideas first.

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