

HELPING CLIENTS GO DIGITAL WITH PURPOSE-BUILT TECHNOLOGY

Tom Burroughes, *WealthBriefing* Group Editor, talks to **Tim Loughrey**, VP, Client Success at **Canoe Intelligence**.



Tim Loughrey
VP, Client Success, Canoe Intelligence

What sets you apart from your peers this year and why?

Canoe is a purpose-built technology. Originally incubated in a multi-family office, Canoe was designed to execute on the exact alternatives document and data workflows our clients are performing today. From collecting documents to extracting relevant data and delivering it to the needed systems, we thoughtfully consider our industry experience and client needs to make the transition from manually-intensive to automated workflows simple. This allows our evolution to be organic and drive continuous value for our clients and partners.

How have your colleagues contributed towards the success of your organization?

Our innovative and diverse team has played an immense role in Canoe's success. With a mix of industry expertise and top-flight engineering talent, we are able to balance client workflow needs and aspirations with the development know-how to execute on it. Much of our team began their careers as capital allocators and this is simply part of our DNA. This expertise shows itself in how we develop the platform and in how we provide our clients with solutions.

What are you going to do to stay on the front foot in a fast-growing but also challenging region such as this?

We truly partner with our clients and continually rethink the way we solve their challenges and help them achieve their ambitions. It's this iterative mindset that has led us to develop the Canoe product as it is today. We've been fortunate to assemble an innovative group of leading institutional investors and allocators and help them drive ROI in their businesses. We're excited about the future and continued growth of the product for our clients.

What have been the challenges you have had to overcome to reach such a standard?

The past two years have certainly posed challenges to the entire world and created new paradigms for working. Our cloud-based technology allowed Canoe's business to go uninterrupted with no loss in efficiency for our team or for our 150 global clients.

Canoe's machine-learning and AI platform continues running, learning, and processing client documents, even when employees aren't working. We're proud of what our team was able to accomplish for our clients during this time period in bringing stability, efficiency, and automation to an otherwise evolving and sometimes chaotic working environment.

How has your business and business model reacted to the pandemic? Has morale amongst your colleagues held up well during the pandemic? What have you done to bolster their spirits?

Entering the third year of this pandemic, our team has remained focused and engaged. Even though our team is dispersed globally, we meet in person on a regular basis to ensure we're aligned on our vision and product development priorities as well as maintain those connections with each other that sometimes get lost in a remote environment.

Have your differentiators become more important to your business? Are they still relevant?

Since the beginning, we focused on developing an end-to-end, automated workflow for those investing in and allocating to alternatives and private markets. From document collection to data extraction to system-agnostic data delivery, we were the first company to automate this work and our approach continues to be a key differentiator in the marketplace.

Whom do you look to for inspiration?

Our clients are our inspiration. As we listen to their challenges, it's our responsibility to translate their ideas into actionable technology solutions. In working with our innovative clients, we've uncovered new ways that Canoe can be used to empower data science initiatives and streamline how clients can gather documents from multiple, distributed portals. Moreover, having a team full of industry practitioners amplifies our creativity and allows us to spearhead the evolution of how to best manage alternative investments. Our clients push us to continue innovating, testing, and building purpose-built solutions.

What do you hope will be the result of receiving this accolade?

We are honored to be recognized by *WealthBriefing* in the WealthTech Americas 2022 Awards. Receiving this honor validates the tech-forward approach we've taken in building our company and in redefining alternative investment data processes for our clients. With additional awareness of Canoe and our approach, we hope to help many more family offices and wealth managers reduce friction in change management, unlock their alternative investment data and scale their businesses. ■

