



## Case Study — City of London Investment Management Company Ltd and Complinet

Working in partnership to reduce risk and increase performance

### The challenge

As regulation continues to evolve, compliance officers must ask themselves which risk and compliance processes are essential to ensure that their company continues to operate within the regulatory boundaries. They should also be looking for trends within the financial sector that will enable operational and strategic decision-making to remain compliant in the future.

Carl Baldwin, head of compliance at City of London Investment Management Company Limited (CoL), said: “Keeping up with ever-changing regulations across multiple regions around the globe is challenging, but particularly when we were relying on performing research ourselves. Training staff was also tough as it required everyone to physically be in one place since training consisted of internal, classroom-based presentations. We also needed one central repository where all policies and procedures could be managed in order to keep the business within the boundaries of regulatory practice. Ultimately, we needed to reduce the risk to our clients’ international portfolio investments.”

### Evaluation of solutions

CoL found Complinet’s solutions attractive for many reasons. Carl said: “Complinet’s in-house compliance and training experts had a full range of market ready e-learning courses to help us meet our compliance and regulatory training needs — including courses on anti-money laundering that provide guidance on specific country regulation.”

CoL moved forward with Complinet to transform its business by selecting a complete set of solutions including Regulatory Insight News and Analysis, Rulebooks, a range of e-learning courses, as well as Policy Manager — all of which are helping its business become more compliant with local regulation.

### Delivering the solution: reducing risk

Complinet’s Regulatory Insight solution highlights areas where Carl, who is based in London, can find information that would be difficult to find on his own. “All the information I need is in one place and all relevant to my job. Recently there was a notice and article regarding the US Department of Treasury and the Federal Trade Commission data security legislation, Identity Theft Red Flags and Address Discrepancies news alert sent by Complinet. According to the report, awareness was an area in which a lot of work was needed to ensure we were compliant with the legislation. I hadn’t been aware of ‘Red Flag’ and the potential implications for our business. Complinet’s news service has been essential for us — we would find it very difficult to keep up-to-date without it.”

### About the customer

City of London Investment Management Company Limited (CoL), founded in 1991, offers discretionary investment management services to institutional clients from its four centres in London, Philadelphia, Singapore and Dubai. Its objectives are long-term outperformance of the appropriate fund’s emerging market benchmark, and overall risk reduction.

One of the cornerstones of CoL’s business is its knowledge of ever-changing global compliance regulatory practices and how the firm continues to maintain compliance standards in each region where it does business.

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**Carl Baldwin, head of compliance,  
City of London Investment Management  
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### Deploying training courses quickly and efficiently

Most recently, CoL successfully completed the UK, US and Global anti-money laundering courses with great results. “It’s easy for me just getting people to take the courses when they want to do it, rather than us having to do internal presentations. The most impressive outcome of taking Complinet e-learning courses is seeing how the knowledge gained improves how we interact with clients, investors and third party providers. The impact is immediate. Our external stakeholders know we know what we’re talking about.”

### Innovation with Complinet’s Policy Manager

As Carl is forward-thinking, he is confident that CoL’s choice to use Complinet’s Policy Manager will continue to keep the company on track in terms of compliance. Carl said: “I’ve taken the decision to move forward with Policy Manager. We can track all the changes, keep different versions and stay on top of policies globally. It’s a tough job, but with Complinet’s Policy Manager I am confident that we are comfortably moving forward and growing the tacit knowledge base in our business.”

### Proactive account management: the right solutions at the right time

“Being a thought-leader in compliance is difficult as compliance officers spend so much time being reactive,” Carl said. “This is why I appreciate the support I have with my Complinet account manager. It’s a great partnership that we have and it’s been going really well. He’s actually helped me make decisions about what would be beneficial for our business, both now and going forward. Working with Complinet I feel like I’m in a very productive partnership that helps me stay up-to-date with regulatory changes as well as ahead of the game.”

### The future

CoL continues to transform its business by staying on top of all the similarities in regulation within each country that it does business, as well as track those regulatory changes which are different. “Complinet’s solutions have a significant impact on our business — and our clients — and it is a partnership which has been productive, proactive and we look forward to further developments in the upcoming months and years.”

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**Carl Baldwin**

#### Complinet products featured in this case study:

##### Regulatory Insight

- News & Analysis for UK, US and the Middle East
- Rulebooks

##### Policy Manager

##### E-Learning

- AML courses for UK, US and Global

For more information on any of Complinet’s products and services, please contact: [marketing@complinet.com](mailto:marketing@complinet.com)