

# OPALESQUE

## ABOUT:

Opalesque was formed in 2001 to provide professional news services to participants in the alternative investment sector. Since inception, Opalesque has been providing premium online information services related to the hedge fund and investment industries. The Opalesque publication Alternative Market Briefing is the only daily hedge fund news service read by the elite hedge fund managers themselves.

Opalesque is led by Matthias Knab, an internationally recognized expert on hedge funds and alternatives. Mr. Knab has frequently served as chairman of hedge fund conferences New York, Greenwich, Miami, London, Monaco, Tokyo, Shanghai, Hong Kong, Bahamas, Stockholm and Dubai. In addition, he has spoken at or moderated panels at hedge fund events or Roundtables in Chicago, San Francisco, Scottsdale, Denver, Toronto, Geneva, Zurich, Frankfurt, Cannes, Singapore, Sydney, Melbourne, Cape Town, Madrid, Moscow, Sao Paulo, Rio de Janeiro, Cayman Islands, Bermuda, Auckland, Abu Dhabi and Bombay, and lectured at numerous universities on the subjects of hedge funds and the state of the global alternative asset management industry.

After having been in the IT and consultancy business since 1988, in the year 2000 Matthias Knab started to publish a pioneering newsletter "Industry Report" which was focusing on the ascent of Electronic Trading within the online brokerage industry. It was at that time when he started to establish his first links into the hedge fund industry and became aware about the need of a daily, independent and encompassing news service on this thriving industry.

## THE REQUIREMENTS:

Offshore Staffing model has been one of the most highly accepted and appreciated service models' by all the Business Partners of Globals. In this model, our business partners could contract our staff that would be directly reporting to our business partner and would work as a part of the same team as that of our business partners'. The offshore team would be stationed at our state-of-the-art Offshore Development Center located in Bangalore, India. The globally acclaimed process allows our Business Partners to quickly and effortlessly transition and monitor their IT staff from an offshore location thus allowing them to save around 70% on the IT man power costs. Also, this would ensure efficiency and a reduction in the amount of time spent to recruit and monitor the staff personally given the field that they work in-hedge fund investments. Once the project is over, we were allocate them to another project or find an alternative if necessary based on availability of candidate requirements for the next set of projects.

Apart from this, we were also to set up a marketing and sales team that would work and coordinate according to the time zones of Asia, Europe and North America. Now this went quite smooth as we were able to hire and assign candidates at our office according to the varying time zones to handle the sales sections.

We acted as their pillar of support both technically and in terms of off-shore recruiting, also acting as their backbone for sales and marketing for their publications from here, thus streamlining the process for our client whose forte was mainly in investments than the above areas. We were also able to analyze

and understand the unique needs of the client, which we helped cater to by providing more practical solutions and always staying one step ahead in order to streamline the business.

**THE RESULTS:**

- The client did not have to worry about focusing on recruitment or to work on the technical side as we took up the entire role and helped benefit their business.
- Administration expenses were comparatively low making us the face of their business.
- The project was client-driven to an extent as well and since we were flexible to time zones, business went smooth on both sides.