



Client Success Story **Desjardins Investments**

How Canada's top investment firm uses data to drive growth and a better client experience

"Our goal is to take as much research and data analytics that we can to develop the most innovative and efficient products for our members and clients to support their financial plans."

Carlos Da Costa Frias

Head of Product Development

Company

Desjardins Investments

Product of interest

Direct

Assets under management

\$39.9 billion

Use cases

Product Development, Research, Product Management

Industry

Financial Services

The Challenge

Desjardins Investments, a part of the colossal Desjardins Group—the largest cooperative in Canada and one of North America's biggest, stands as a paragon of financial empowerment and community growth.

As of 2023, Desjardins Group has:

- ▶ 7.7 million members and clients
- ▶ Nearly 60,000 employees
- ▶ \$422 billion in assets

At the helm of product development for Desjardins Investments, we have Carlos Da Costa Frias. Carlos and his team, with their ceaseless commitment to innovation, are crafting efficient financial products that have elevated Desjardins to new heights.

Desjardins' commitment to being the best version of themselves and showing up for their clients as the best resource they can have led them to look at where they could continue to iterate. To continue living up to their own expectations for excellence, Desjardins set out to find a solution to help bolster their product development with the support of high-quality data and remain a top choice amongst competitors.

The Solution

After some exploration, Desjardins found Morningstar Direct to be the best choice for their growth goals.

Product development and management at Desjardins Investments are significantly powered by transparent data. Specifically, Desjardins has benefited from Morningstar's quantitative research and reputable data, which are the bedrock of its decision-making process.

Carlos, a stalwart supporter of data and analytics, affirms the indispensability of such research and data for the success of a product. Morningstar's extensive research database and high-quality reporting capabilities have been instrumental in realizing this objective, enabling Desjardins Investments to pioneer in their field, continually.

"Morningstar has the most extensive database when it comes to mutual funds and financial products that we can use in our product development process. And that's extremely important to us."

Robust data + user-friendly = a solution to count on

Morningstar's exhaustive mutual fund database equips Dejardins to tackle data challenges head-on and arrive at data-driven decisions.

Add to this that everyone within (and outside) the organization speaks the "Morningstar language" because Morningstar is a Canadian standard for mutual funds, which simplifies internal communication.

The relationship between Dejardins Investments and Morningstar is one of strong partnership and collaboration – a symbiosis that fosters growth and knowledge. Morningstar's training sessions have exponentially improved Dejardins' reporting and analysis capabilities over time. The partnership isn't an association but rather a catalyst that drives Dejardins Investments to higher levels of expertise in product development and reporting.

Carlos fervently believes that Morningstar's tools are vital for other product development teams. He emphasizes how these tools allow you to easily access essential data that powers crucial insights about industry and asset class standing. It is this intelligence that uniquely empowers these teams to build compelling business cases for innovation and product development.

Internal efficiency leads to external client satisfaction

The missions of Dejardins Investments and Morningstar echo each other. Both organizations are devoted to equipping investors with the best tools and resources, aiming to empower them to achieve their financial goals.

"Because the relationship with Morningstar is so good and so intertwined with Dejardins, our reporting has gotten better. Our product development has gotten better. Our analysis of our products and the competitive products has gotten better. And that's really brought the team from a great level to an exceptional level."

Morningstar's sophisticated tools lend Dejardins the ability to support their members and clients effectively.

Dejardins Investments is a leader in responsible investment and are expanding their arm in this field. Their future goals also include opening access to products like alternatives and private funds to their members and clients.

On the path towards this goal, Carlos and his team at Dejardins Investments use Morningstar's innovative tools for effective product management and development. By leveraging Morningstar's data analytics and research, they have fostered a culture of informed decisions and innovation.

"As an individual in finance, in wealth management, we have the ability to use our expertise to really help members and clients achieve their financial goals and financial plans. And it's very rewarding as an individual in finance to be able to use sophisticated tools like Morningstar's to help clients get to that part of their life."

Dejardins' commitment to their clients is the gold standard

Dejardins Investments is recognized as one of the top investment firms in Canada, a testament to their unwavering commitment to data-driven success that helps offer the best support for their clients.

The robust partnership with Morningstar has significantly enhanced their productivity, and their future visions align seamlessly with Morningstar's mission of empowering investor success.

Dejardins' use of the vast Morningstar database and subsequent data-driven strategies have also enabled them to stay ahead of their competition and adapt quickly to changing market trends. This has revolutionized the way Dejardins approaches product development and decision-making, leading to increased efficiency, cost savings, and client satisfaction.

Desjardins Investments is a prime example of the transformative power of data-driven success. By leveraging industry-leading tools from Morningstar and embracing the culture of data analytics, they have achieved exceptional results in product development and management.

Ready to see for yourself?

Talk to a specialist about growing your business with Direct.

Visit: <https://www.morningstar.com/business/brands/data-analytics/products/direct> to learn more.

Desjardins Investments has not received any cash or non-cash compensation from Morningstar, directly or indirectly, in exchange for this client success story.