

Case Study: Gained Three Analyst Hours a Day with Automated Accounting

HORSEFERRY TRADING

Horseferry Trading is a Singapore-based single-family office led by a four-person investment team. Its asset classes include listed equities and private credits, options, and FX strategies. Its north star, or guiding principle, has remained unchanged since inception. That is, its benchmarks are to compound capital sustainably while preserving the core for future generations.

The Challenge

Horseferry's portfolio sprawled faster than its back office could keep up with. Asian equities before lunch. Chicago currency futures after dinner. Each trade landed in the same old Excel workbook. Manual entry turned into a daily marathon-like grind of typing prices, FX rates, and interest accruals, line after line.

The workload dulled visibility. With transactions scattered across spreadsheets, the story behind a position could vanish with a scroll. Quarter-end reports demanded a scavenger hunt through broker statements and reconciliation done by the eyeballing-it method. About three staff hours evaporated each and every day before any real analysis could begin.

Complexity climbed, as private credit, options, and FX overlays layered fresh risk onto the spreadsheet routine. A single mistyped keystroke could skew valuations, and on top of that, the team wanted same-day insight, not week-old summaries. Horseferry needed a system that would capture trades automatically, keep prices and rates in sync, and surface reliable numbers fast enough to guide tomorrow's decisions.

The Solution

FundCount tackled the bottleneck with two decisive moves. First, it set up a live data tap between Horseferry's brokers and a single general ledger, so trades now post themselves with prices, currencies, and coupon clocks already attached while the team sleeps.

Second, it layered a suite of dashboards on top, turning raw ledger entries into clear position views by the time the first espresso cools.



That automation changed the morning routine from marathon to spot-check. Analysts who once downloaded broker statements, keyed every trade, hunted down new trade advice, and reconciled FX rates now open FundCount, confirm the account value against the broker's figure, skim the transaction log to be sure nothing slipped through, and move on. Three analyst hours a day reappear, and the quarter-end close, that used to involve a two-week scramble, now wraps in about a week.

Crucially, the feeds speak every language in the portfolio: public and private equities, listed options, private and public credit, hedge-fund units, FX forwards and options, futures, even future options. Asian small-caps, Brazilian bonds, and Chicago currency futures all travel the same rails, so the numbers stay consistent when the team pivots strategy.

With data wrangled automatically, Horseferry's back-office trades firefighting for true oversight. Mornings are spent scanning market signals, not cell errors, confident the ledger will keep pace with whatever the trading day brings.

For quick flash figures the team leans on balance sheet and P&L views already inside FundCount, then drills deeper through custom advanced report set extracts when a position needs a closer look.

“FundCount freed up our time spent updating the database and made the process far less prone to human error. Now we can trade when the market blinks without dreading tomorrow’s data entry,”

— Investment Analyst of Horseferry Trading

With the ledger updating itself and dashboards ready with the sunrise, analysts channel those reclaimed hours into market research and timely trades. Error chasing has faded, same-day portfolio views are the norm, and the office has traded nightly spreadsheet treks for a system that keeps up with ambition while leaving room for the next idea.

The Results

Six months in, Horseferry closes its books before lunch instead of at day's end. Daily reports finish roughly three hours earlier, handing fifteen analyst hours back to the workweek. Quarter-end wrap-ups, once a two-week slog, now conclude inside seven days. The back office no longer waits for the trading desk; it moves in step with it.

Reporting gained teeth as well. FundCount's advanced report set spins out data tables overnight, and Power BI wakes up to dashboards that chart allocation, performance, and risk in fresh color.

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