

**Morley Fund Management**  
London

**Industry:**  
Fund Management

Morley is the UK-based asset management business of Aviva plc. Firms within the Morley group of companies manage £165bn (€246bn) from offices around the world as at 31 December 2006.

Morley manages both institutional and retail funds. It also acts as investment manager for a range of retail investment funds, marketed in the UK under the Norwich Union brand and in Europe under the Aviva brand.

Morley has won numerous industry awards including:

Equity End User of the Year,  
Derivatives Week DEAL Awards 2006

Property Fund Manager of the Year,  
Pensions Management Awards 2006

Best Commitment to Raising Standards of  
Trustee Education,  
Engaged Investor Awards 2006

Property Fund Manager of the Year,  
Property Week Awards 2006

SRI Provider of the Year,  
Global Pensions 2006

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**"Using the hosted version of Innate provided a very quick and simple implementation and fuss free deployment to users."**

Ross Miller, Programme Office Consultant,  
Morley.

**Morley improves resource planning and management by integrating resource and project planning**

**Challenges**

- Integration of individual Microsoft Project plans to show overall resource demand
- Facilitation of future scheduling based on resource demand
- Create a clear understanding of future resource requirements to assist the decision making process around resource fulfilment

**Solution**

- Implemented a hosted version of Innate Resource Manager to improve demand modelling and forecasting
- Innate's "spreadsheet" approach to inputting data had a significant positive impact on high level planning and template creation.
- Synchronisation of Microsoft Project plans with Innate, providing up to date information on resource availability; thus assisting the management of stakeholder expectations.
- Utilising Innate's scenario analysis functions to re-plan and reschedule work to balance resource demands to the available resource pool
- Using Innate's reports to monitor resource demand, plan synchronisation, performance etc.



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