

CASE STUDY

Distribution Services — Supporting Global Cross-Border Fund Distribution with Scalable Infrastructure

Challenge

Increasing cross-border fundraising activity has turned distribution into a complex operational function shaped by local market rules, licensing requirements and investor expectations. Managers operating across multiple jurisdictions often face constraints around MiFID licensing and local regulatory permissions and platform access, while still needing to maintain control over investor relationships and brand presence.

As distribution footprints expand, many managers approach Waystone because their existing operating models are not designed to support global distribution at scale. Establishing compliant distribution infrastructure across regions such as the EEA, UK and UAE can be time-consuming and costly, diverting attention away from portfolio management and capital raising. Often, managers require rapid access to new or expanding markets, while others need ongoing distribution support that can adapt to changing products, strategies, regulatory regimes and investor demand.

Ideally, a distribution solution needs to be fully compliant, cost-efficient, flexible and capable of supporting cross-border fund distribution without disrupting existing investor relationships, compromising branding, or requiring significant internal build-out or long-term licensing commitments.

Solution

Waystone partners with a range of global asset managers to deliver tailored distribution services designed to support cross-border fund distribution at scale. Solutions include market route analysis, distribution hosting leveraging Waystone's regulatory licences, global fund registrations and platform access, as well as ongoing maintenance, distributor and sub-distributor due diligence, regulatory reporting, financial promotions approval where required alongside guidance on where opportunity lies. Services are delivered through an open-architecture model, interacting with a wide network of distributor platforms and market-data vendors via secure, controlled interfaces.

Crucially, Waystone's services are fully scalable and modular, allowing clients to select either end-to-end distribution support or specific components — such as distribution hosting, market access, distributor due diligence or UK financial promotions approval — depending on their internal capabilities and growth plans.

Managers are able to expand distribution into new jurisdictions without the cost, delay or operational burden associated with building local infrastructure internally.

Results

Across these engagements, Waystone's distribution services clients achieve consistent and measurable outcomes:

- Accelerated speed to market across the EEA, UK, UAE and other global jurisdictions
- Established compliant, scalable distribution infrastructure without the cost, complexity or delay of acquiring local licences
- Full control of investor relationships and brand presence while meeting regulatory obligations
- Reduced operational, regulatory and oversight burden associated with cross-border distribution
- Flexibility to adapt distribution models as products, strategies, regulatory regimes and investor demand evolves
- Improved efficiency and cost predictability through flat-fee, turnkey solutions and streamlined processes
- Scalable infrastructure capable of supporting future market expansion and evolving distribution strategies

Waystone's global distribution capabilities, combining deep regulatory expertise, open-architecture market access and flexible service models, enable asset managers to understand where opportunity lies, scale distribution with confidence and raise assets at pace while retaining control, compliance and operational efficiency.

If you have any questions regarding the themes raised in this case study, please contact your usual Waystone representative or our team via the button below. You can also find more insights from Waystone's experts and join our mailing list on our [News & Events page](#).

[Contact Us →](#)