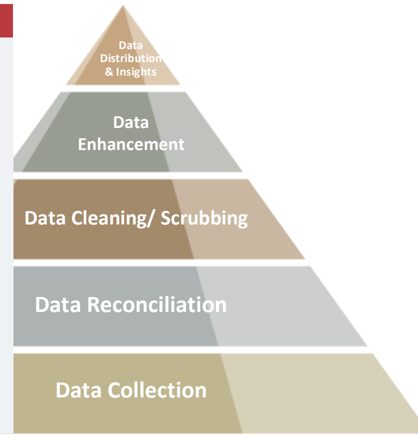
Many asset management firms struggle to obtain timely and reliable sales, asset, and prospecting contact data for both operational purposes as well as to gain new strategic insights that help drive business growth. Data quality issues can decrease sales and marketing effectiveness, increase costs and hinder a firm's ability to target the opportunities that are most likely to grow the business.

It is important for asset managers to have the best resources, expertise and data-related processes in place to obtain timely and accurate sales, asset and contact data. SalesFocus Solutions can ensure asset managers realize the full value of their data in order to:

- Increase sales and marketing effectiveness while reducing costs.
- Increase the firm's ability to find new profitable business opportunities.
- Find new cross-selling opportunities within existing accounts.
- Provide an early warning to identify accounts that may be at risk of redeeming assets.

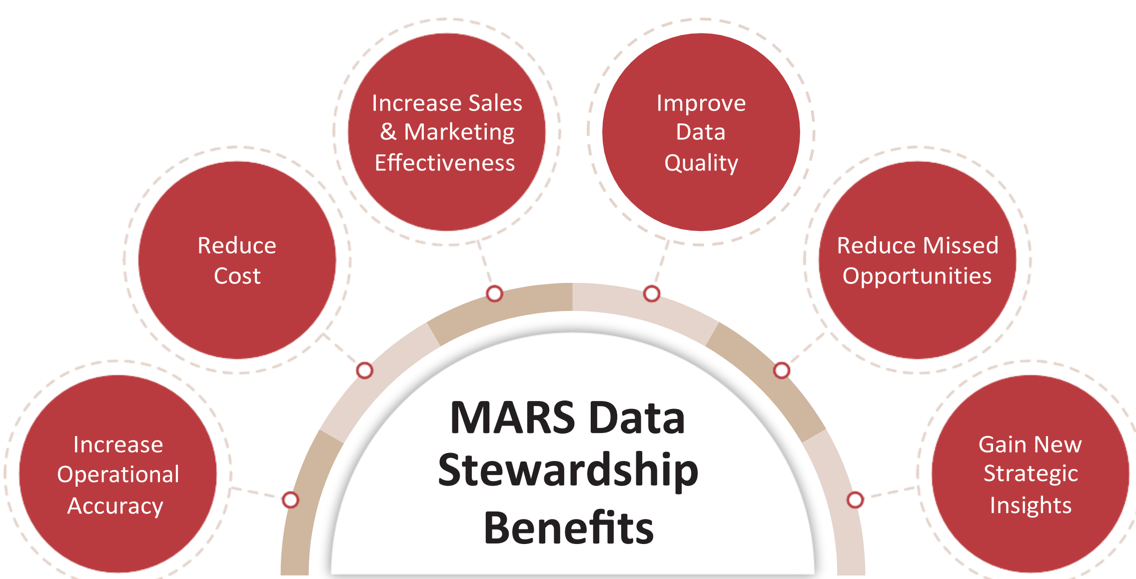
DATA STEWARDSHIP PYRAMID

The growth of your business depends not only on the performance of your product offering, but also on the key decisions your business makes relying on the data you are using to focus your Sales and Marketing teams. Data timeliness and quality are critical to driving good business decisions.
Poor data quality not only increases the cost of sales and marketing, but also leads to missing new business opportunities, poor prospect/client communications and a lack of insight into which accounts might be at risk of redeeming assets-all of which contribute to giving your competitor's an edge.



As a leading provider of distribution intelligence and sales reporting, we've created this white paper to help asset managers better understand the expertise and processes required to most effectively manage data, and to help firms overcome various data-related pitfalls.

Our "Data Pyramid" model depicts the processes that are essential to provide high-quality data to asset managers to best support their business analysis, reporting, and decision-making in order to drive their strategic growth. These processes include Data Collection, Data Reconciliation, Data Cleaning/Scrubbing, Data Enhancement, and Data Distribution.



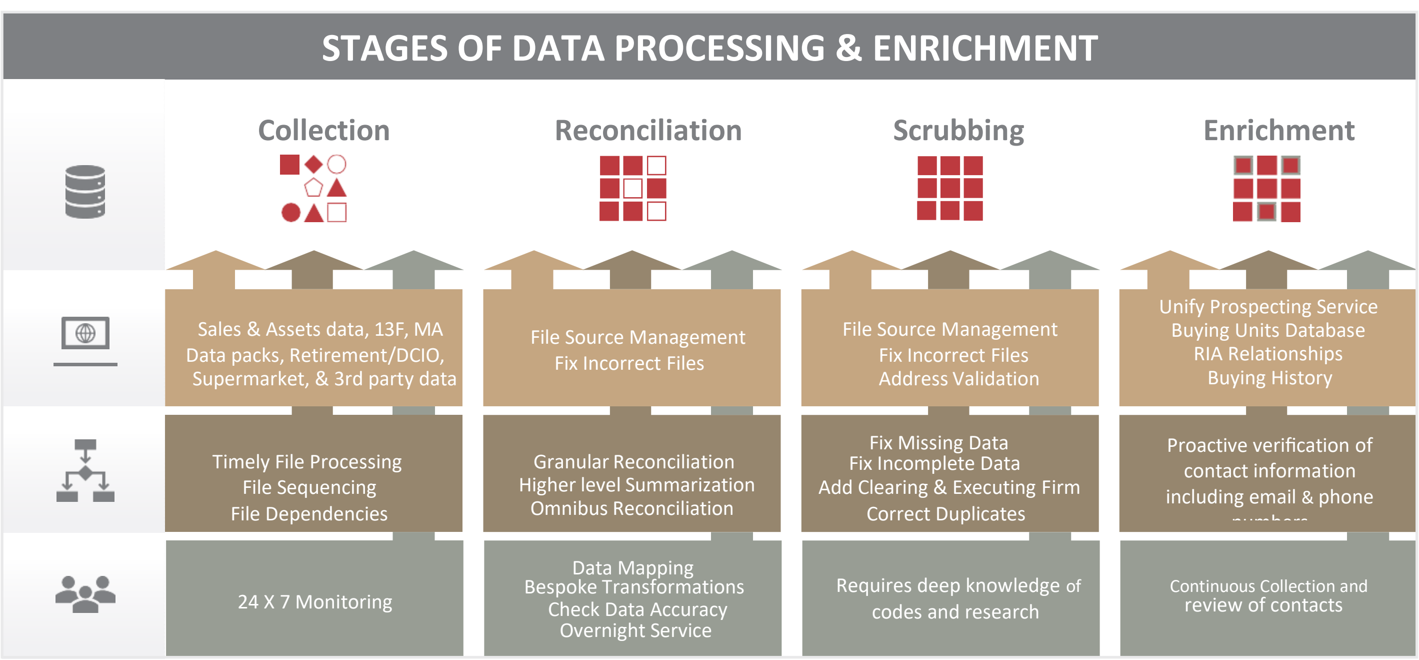
DATA COLLECTION

Data collection is the process of receiving and processing sales and asset data for all product types including mutual funds, ETFs, SMAs, UCITs, interval funds, DCIO/Retirement, as well as various alternative investment data. We receive data files from a number of sources including transfer agents, financial intermediaries, supermarket platforms, custodians, managed account platforms, as well as various sources of ETF holdings/sales data, retirement data, firm data packs, and third-party data (i.e.13F data, RIA data, market intelligence data, etc.).

Our data collection and monitoring process is a 24x7 operation. We have staff who continuously monitor incoming files from numerous data providers to ensure the files are complete, received at the time they are expected, and are free of errors like duplicated records. Large volumes of data must be processed promptly and any dependencies between the files that determine processing order must be considered.

Our team has many years of experience in data mapping and we work closely with our clients to provide bespoke mapping and logic for their data files based on their unique business requirements. We are able to exclude certain data sets, or report on data in a specific way to help ensure our clients are getting the most value from their data. We have also been able to leverage our long-standing relationships with many transfer agents and intermediaries to assist our clients in gaining access to valuable data fields that may not now be readily available to them.

A client's data procedures will need to be adjusted as new intermediaries or vendors are signed, or if file specifications change. Any changes to the procedures need to be thoroughly tested and closely monitored to ensure they are functioning properly. Files may be sent, or contain data, in varying frequencies (i.e. daily, weekly, monthly, or quarterly).



DATA RECONCILIATION

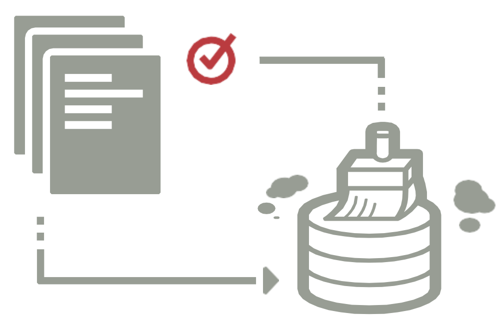
The ability to quickly and accurately process large volumes of disparate raw data files from a multitude of sources is crucial for an asset manager's sales analytics and reporting. Some files may be limited to firm level data, and others may include firm, branch/office and rep level data. In some files, account level data is also included. We will reconcile assets and products across all timeframes down to the lowest level of detail available in each file. This ensures that the sales data is the most comprehensive, and consistent.

We will also "roll up" the data to the highest level of detail. This provides asset managers with the ability to "slice and dice" the data in various ways in order to gain insight into sales and uncover new opportunities. It is important that asset managers can quickly and easily view aggregated sales and asset data down to a very detailed view for management reporting and analysis and to gain insight into trends and sales performance.

One of our competitive advantages and a feature many of our current clients find valuable is our ability to reconcile all files and accounts (including omnibus accounts with many underlying clients) down to the lowest level of detail and to provide this data in various reports and interactive tools that help our clients with analysis.

DATA CLEANING/SCRUBBING

After the raw data is received from various data providers, the data is reviewed to identify any issues, fill in any missing gaps, resolve duplicates, and manage any moves or merges. These critical functions are performed manually as well as by automated processes. Many knowledgeable resources are required to research and investigate incongruities with trades sent by the providers.
Correct codes for Reps may also need to be researched due to Reps commonly moving between firms. The resolution of these issues may require numerous phone calls and emails, as well as online research.



Historically, firms may have employed a large number of staff to manage data cleaning, however today many firms have realized the benefits of outsourcing this effort. This can reduce a firm's operating expenses and ensures that the firm's resources are focused on core business activities.

As data comes in from transfer agents, supermarket platforms, or other financial intermediaries, SalesFocus Solutions performs data cleaning activities on behalf of its clients such as:

- Managing clearing and executing firm relationships
- Identifying and reconciling all missing code values and transaction records through the intermediaries and transfer agents
- Reviewing each trade to ensure that there is a proper firm, office, rep, name and address attached to it
- Obtaining missing data by making calls and researching trades
- Performing analysis to ensure there are no duplicate firms, office and reps

The proprietary MARS Unify database proactively maintains Rep data on approximately 700,000 active reps. Leveraging Rep CRDs, we provide firm, address, status and name updates to our client's MARS databases. MARS Unify provides asset managers with the ability to stay on top of firm and rep changes, regardless of whether the rep has placed any trades with them.

Various sources are used to obtain Rep data and we also have the transactional and position data for a large number of advisors. By combining that information with publicly available data we have built processes to identify discrepancies and to validate that we have the most current information for advisors, even if websites and intermediary lists have not yet been updated. We load all our sources of Rep data into a master database and review, research and correct any instances where there are inconsistencies.

SalesFocus Solutions partners with Intelligent Search Technology to leverage their NameSearch® software that helps prevent data duplication. This software increases the integrity of the data by correcting variations due to misspellings, transcriptions, transpositions, acronyms, phonetics, sequence differences, nicknames and many other common errors found in data.

Adding a list of contacts to a firm's CRM system or sales database can result in duplicate contacts created in the system. However, MARS flags these contacts and determines which, if any, fields from the contact record need to be merged to ensure the integrity of the database.

As soon as data files from providers are received and processed our Data Cleaning team starts work to resolve and research trades to ensure that our client's reports are ready to be run at the start of their business day.

DATA ENHANCEMENT

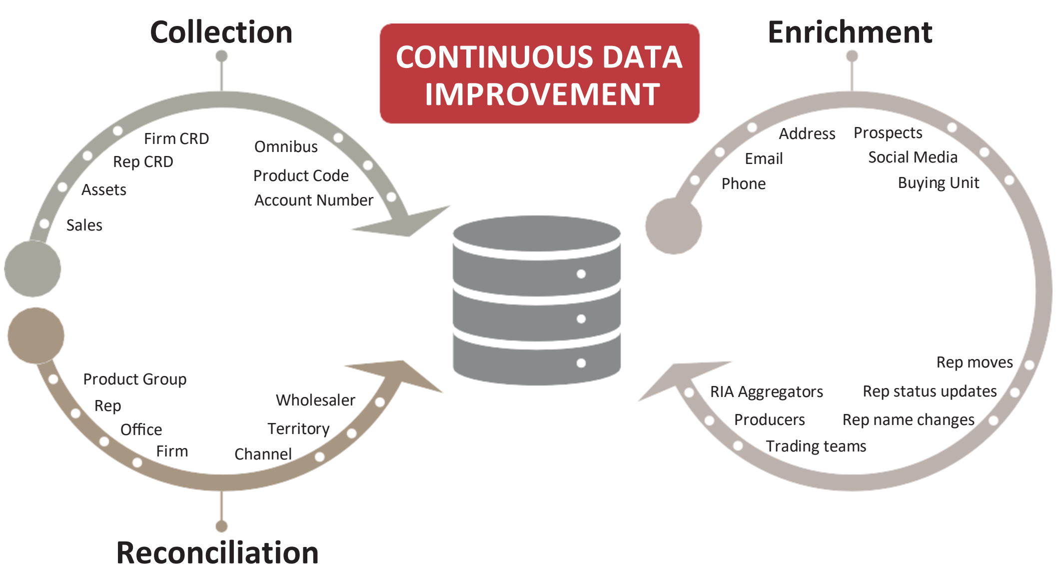
To gain a competitive edge, many firms are complementing or enhancing contact data with additional types of data like firm data packs, prospect data and intermediary team/buying unit data.

The MARS Unify Prospecting service proactively adds accurate and up-to-date contact details (email and phone number) to Reps in our client's MARS databases, regardless of whether they have had any trades. This ensures that all Reps in MARS can be easily contacted for prospecting purposes and included in marketing campaigns.

Our Intermediary Teams/Buying Units Database consists of over 15,000 teams with over 60,000 members, including both registered and non-registered advisors. Our database currently has all teams from Merrill Lynch, UBS, Morgan Stanley, Wells Fargo, Ameriprise, Mass Mutual, Robert W. Baird, and RBC, and we are in the process of incorporating teams from AXA, LPL and Wells Fargo which we expect to accomplish shortly. The database includes team name, address, phone number, email, title, bio, area of focus and social media links for all registered and non-registered members.

In addition, we are also tracking RIA aggregator relationships, Rep categories for producers and various Rep lists including Barron's top advisors and buying history by Morning Star category.

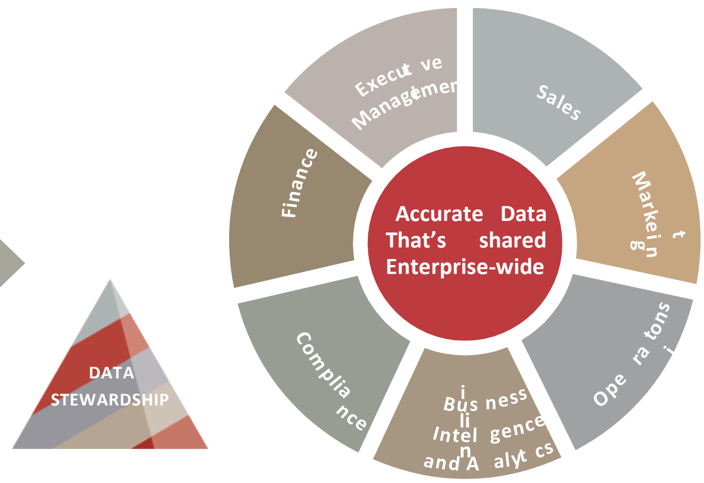
Our enhanced data services can help a firm identify and target the right individuals within a team, and ensure that all Rep contact details are accurate and current, even when a Rep moves between firms. Our enhanced data services can also help a firm better measure profitability, market penetration and sales effectiveness.



DATA DISTRIBUTION & INSIGHTS

Retail and Institutional Channels
All Product Types

- Mutual Funds
- ETFs
- Managed Accounts
- DCIO / Retirement
- UCITs
- Alternatives
- UMAs
- Interval Funds



When a firm has unreliable, or contradictory data between their CRM and sales reporting system, one-off and inconsistent fixes are often made that cause inefficiencies as well as data integrity issues. This may lead to a firm missing prospecting opportunities that puts them at a disadvantage to their competitors.

Accurate and consistent contact, sales and asset data enables all areas of the business to focus their skills and efforts on core business activities and enables the Sales and Marketing team to focus on new and strategic opportunities confidently. A firm's operating costs may also be reduced by outsourcing its data stewardship.

SalesFocus Solutions can provide the expertise and tools necessary to improve the timeliness and quality of a firm's data, while reducing operating costs. Our comprehensive data stewardship processes result in complete, consistent and accurate data that can be shared enterprise-wide to gain new business insights and to help drive business growth.

About SalesFocus Solutions

SalesFocus Solutions is a Phoenix American company and a Fintech leader based in San Rafael, California which provides the asset management industry's all-in-one sales and marketing solution for actionable business intelligence. MARS provides data collection, data cleaning, sales analytics, reporting, and market intelligence capability. We have a diverse, global client base of leading and boutique asset management firms. SalesFocus Solutions serves clients with more than $3 trillion in assets under management. For more information on how the MARS product suite can assist your company visit our website at

www.sfsmars.com

People

A large 100+ member dedicated, full service team, specialized in data reconciliation, maintenance and enrichment to ensure that you are running your business on pristine data

Platform

A custom built technology platform integrated with industry leading partners and resources will ensure that you will stay ahead of curve

Process

A robust process developed and mastered over 10 years by servicing all possible business models will ensure that all your special business needs will be met

The MARS Stewardship Difference