

View detailed and summarized sales and asset data in Salesforce to focus on the opportunities which are the most likely to grow AUM the quickest



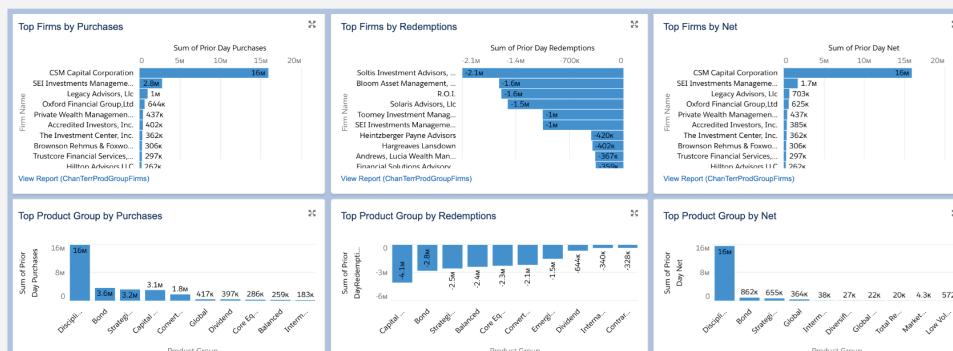
SALES GROW FASTER WITH MARS FOR SALESFORCE®

THE MARS FOR SALESFORCE® BENEFITS

- ✓ Real-time, bi-directional data exchange provides timely and accurate sales, asset, firm, branch/office, rep and account Information in Salesforce®
- ✓ Fuses sales data with CRM data to focus on the complete picture and those opportunities which are the most likely to quickly grow AUM
- ✓ Provides unique industry-specific dashboards and reports
- ✓ Our data stewardship service adds Rep Prospecting and Team Buying Unit contacts and provides customer-specific data cleaning processes and eliminates duplicate and inaccurate data



The MARS for Salesforce® integration leverages the data aggregation, cleansing, summarization and analytics power of MARS and provides accurate, up-to-date sales and asset data within Salesforce®



“ The MARS for Salesforce® integration has been a big success and helps us to remain focused because the information in Salesforce® is now timely, accurate (there are far fewer duplicates/ errors in the Salesforce® data) and provides a complete picture including sales and assets data for contacts

MARS is the asset management industry's leading platform for growing sales and retaining assets

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