

# FundGUARD™

On-Demand Sales and Marketing  
Optimization for Mutual Funds  
and Wealth Management

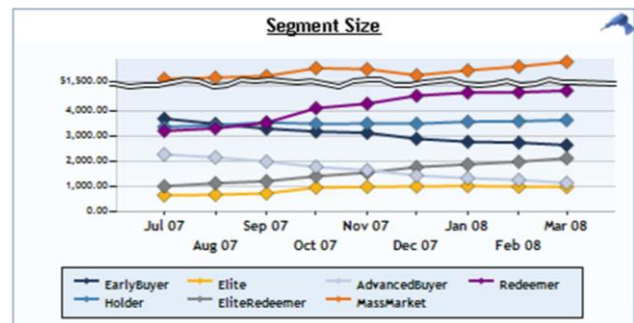


**FundGUARD is the only solution that provides sales leaders and marketing professionals with predictive insight proven to increase sales volume and productivity.**

FundGUARD is an on-demand predictive sales and marketing solution that helps fund distributors increase assets under management. FundGUARD leverages Angoss' industry-leading analytics capabilities to align sales and marketing strategies using sophisticated predictive modeling and segmentation. FundGUARD provides actionable insight and sales activity prioritization deployed through a stand-alone web portal, or fully integrated into your CRM system.

## Prioritize Sales Activity

The segmentation and predictive modeling provided by FundGUARD highlights those customers that are most likely to positively respond to sales activity in the short term. It also provides insight into longer term customer value, allowing sales teams to align their coverage strategies against current and projected performance. This insight allows sales teams to prioritize specific accounts for development, value enhancement and other pro-active steps to minimize redemptions.



## Add Intelligence to your CRM Platform

FundGUARD integrates seamlessly with most major CRM platforms such as Salesforce.com, Seibel, SalesPage, SalesLogix, and Microsoft Dynamics. This provides simple targeting information right inside your CRM system, with the look and feel familiar to your inside and field sales representatives.

## Control Distribution and Manage Technology Costs with a Fully Hosted Solution

As a fully-hosted SaaS solution, FundGUARD helps manage your technology costs by eliminating data hosting, software installation and hardware maintenance costs, without sacrificing advanced features or application speed. Our platform allows Management to extend or restrict secure access and control what types of data and features are available to each user.

## Comprehensive Feature Set

- Predictive sales activity prioritization for current customers
- Predictive growth and cross sell model
- Lead list generation, based on best customer profiling
- Management dashboards reporting ROI, coverage effectiveness and advisor segmentation
- Drill down reports by team and region
- Fully hosted web portal environment with no hardware or software to maintain
- User-friendly web interface provides easy access for field teams, and remote offices
- Security controls on what types of data and features are available to each user
- Seamless integration with Salesforce.com, Seibel, SalesPage, SalesLogix, Microsoft Dynamics and other CRM platforms

## Flexible Deployment Options

FundGUARD can be purchased as an on-demand subscription or licensed.

Import, host and integrate data from multiple client and external sources to provide a unified data analytical environment.

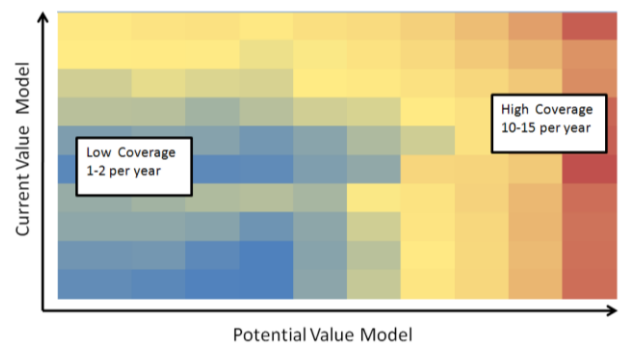
Examples of data sources include:

- Transactional Data Sources (internal systems, Broadridge, FundSERV)
- Industry advisor Databases (Discovery, Coates, Meridian, RIA Databases)
- CRM Sales Activity Data (Salesforce.com, Oracle Siebel, SalesLogix, SalesPage)

## Subscription Options

### Analytic Data Mart

Provides an on-demand hosted data mart specifically designed for predictive analysis, reporting and measurement needs of marketing and sales organizations.



### Predictive Analysis & Strategy Optimization

Easily extensible to support a diverse set of advanced analytics requirements to optimize marketing and sales effectiveness. Predictive models from Angoss, SAS or SPSS can be used to produce scores.

### Behavioral Segmentation

Understand the profiles and key behavioral triggers of your own financial advisors. This is typically done to understand the long term value of different advisor segments in order to develop a differentiated strategy.

## Prospecting

Understand the profiles of your own best financial advisors and apply these insights to your prospecting data to determine which advisors your new acquisition efforts should be focusing on. Advisor characteristics are often derived from third party sources like Discovery and Coates.

## Predictive Scoring for Sales Growth and Redemption Control

Mine your transactional and activity data to predict which advisors will buy, what they will buy and when. Use these insights to align your inside and field sales coverage to those advisors who are best positioned for growth based on data driven analysis of their past behaviors.

Avg Sales for Covered Purchase Leads		
Indicator	Last Month	Cummulative
Lead	\$57,041	\$60,730
Non-Lead	\$14,108	\$18,125
Difference	\$42,933	\$42,605
Actual ROI	\$53,494,939	\$437,470,799
Hypothetical ROI	\$372,532,571	\$3,270,550,099
Coverage All	6 %	5 %
Coverage Leads	14 %	13 %

## Advisor Loyalty and Retention

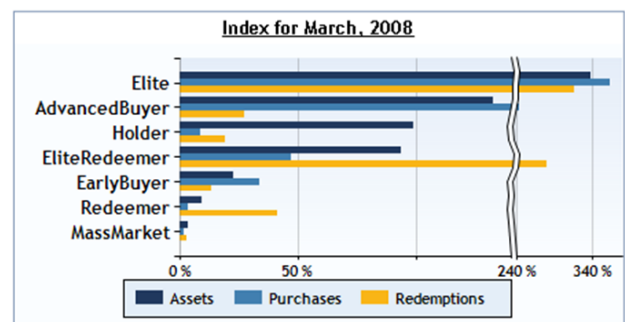
Understand the factors that directly affect advisor's likelihood to maintain, grow, or redeem assets in a given fund and across all funds. Drivers include fund performance, sales touch points, advisor demographics, funds held and marketing touches.

## Marketing Effectiveness

Examine marketing initiatives such as campaigns, websites, and road shows and their influence on short and long term impact on gross purchases, assets and NCF.

## Attitudinal Segmentation and Extrapolation

Gather survey data on existing channel partners as well as prospects to achieve attitudinal insights that can be valuable in growing existing relationships. The data is collected on sample clients and prospects and then extrapolated over all clients and prospects.



## New Advisor On-boarding

Understand the value drivers of long term positive outcomes for newly-acquired advisors including initial funds purchased, firms, and marketing-generated activities associated with on-boarding. Create a plan of action for optimized sales coverage strategies to accelerate growth by advisors most likely to build and maintain their relationships with your organization.

## Channel Analytics

Study the interplay between channel and asset stickiness. For example:

- Are broker-dealer channel-generated assets less sticky than those generated by independent financial planners?
- Are there sub-types in each channel that reverse this trend?
- Which channels can be leveraged most effectively for new business?
- Which marketing strategies are most effective across each channel?
- What differentiates behaviors within each channel?

## Asset Lifecycle Analytics

This is an analysis of assets over time held by advisors to understand asset flows within and across Mutual Fund products. This would be useful in understanding the profilers of advisors who are at risk of moving significant chunks of their business elsewhere.

## Reporting and Measurement

FundGUARD not only integrates and tracks your data; it provides an on demand system for comprehensive reporting and measurement of results. By accessing the secure FundGUARD portal, marketing and sales professionals can get close to real time feedback on the actual results of their marketing and sales activities.

## About Angoss Software

As a global leader in predictive analytics, Angoss helps businesses increase sales and profitability, and reduce risk. Angoss helps businesses discover valuable insight and intelligence from their data while providing clear and detailed recommendations on the best and most profitable opportunities to pursue to improve sales, marketing and risk performance.

Our suite of desktop, client-server and in-database software products and Software-as-a-Service solutions make predictive analytics accessible and easy to use for technical and business users. Many of the world's leading organizations use Angoss software products and solutions to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost.

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