

Mutual Funds Management

FundGUARD™
Predictive Sales Analytics Solution



Predictive sales analytics solutions by Angoss Software Corporation help manage over \$1 Trillion in assets for some of the leading global mutual fund and investment management firms. These firms are consistently realizing an increase in sales by more effectively managing and improving channel performance (Registered Investment Advisor, Broker/Dealer, Wirehouse).

Third-party financial advisors are one of the primary sales channels for investment management and mutual fund companies. Being able to effectively manage and improve sales performance through the financial advisor network is both an operational and performance imperative. An accurate and complete understanding of the financial advisor network is needed in order to better segment, target and manage the channel for improved sales performance and profitability.

Angoss applies an intimate knowledge of the investment management industry along with its proven predictive sales analytics technology to address these industry sales challenges. Advisor network evaluation, segmentation and targeting is automated and based on current value and long and short-term predicted behavior. Truly understanding the advisor network allows firms to strengthen advisor relationships and implement measurable sales processes that increase net sales.

Challenge

Historically, mutual fund companies were differentiated by the products they offered. As the market has matured, these companies face a landscape where similar products are available from many competitors. The implication is that in order to win, companies must now differentiate themselves through superior distribution.

Financial advisors play an important role in helping investors select the best combination of investment options for their portfolio. The ability for mutual fund companies to identify and engage those financial advisors that are best aligned with the company's products and offerings at the right time is a competitive advantage that translates into sales growth.

REPRESENTATIVE CLIENTS

- Nuveen Investments
- Brandes Investment Partners & Co.
- Invesco
- Oppenheimer Funds
- Ivy Funds

Financial advisor sales channel challenges include:

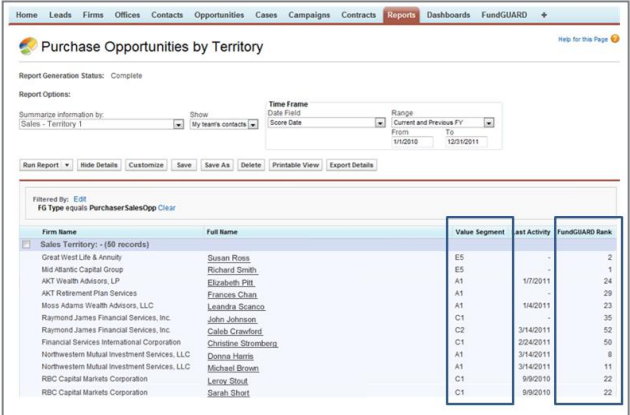
- Segmentation and profiling for performance measurement and channel planning.
- Targeting of individual or groups of advisors for purchases and redemptions.
- Allocation and adjustment of resources against groups of advisors and business objectives.

Solution

Angoss has helped many leading global mutual fund and investment management companies to better understand their sales and channel management processes with the goal to improve sales performance. Advanced, detailed data analytics and predictive modelling is applied against a customized and hosted analytical data mart comprised of unified, relevant sales and channel data.

FundGUARD gives sales and channel managers access to the insights and knowledge they need to make informed business decisions and implement sales improvements. The Angoss predictive sales analytics solution for mutual fund and investment management firms delivers a solution to:

- Segment financial advisor networks into distinct groupings
- Analyze channel sales performance
- Allocate resources based on predicted future performance
- Produce ongoing and timely ranked lists of individual advisors
- Report on pre- and post-implementation performance with in-depth analysis
- Measure overall channel sales performance against a number of key business variables



Report Generation Status: Complete

Report Options:

Summarize information by: Show Time Frame: Range: Score Date: To:

Run Report Hide Details Save Delete Export Details

Filtered By: E61
FG Type equals PurchaserSalesOpp

Firm Name	Full Name	Value Segment	Last Activity	FundGUARD Rank
Sales Territory: - (50 records)				
Great West Life & Annuity	Susan Ross	E5	-	2
Mid Atlantic Capital Group	Richard J. Smith	E5	-	1
AKT Wealth Advisors, LP	Elizabeth Pitt	A1	1/7/2011	24
AKT Retirement Plan Services	Frances Chan	A1	-	29
Moss Adams Wealth Advisors, LLC	Leandra Scianco	A1	1/4/2011	23
Raymond James Financial Services, Inc.	John Johnson	C1	-	35
Raymond James Financial Services, Inc.	Calish Crawford	C2	3/14/2011	52
Financial Services International Corporation	Christine Strombers	C1	2/24/2011	50
Northwestern Mutual Investment Services, LLC	Donna Harris	A1	3/14/2011	8
Northwestern Mutual Investment Services, LLC	Michael Brown	A1	3/14/2011	11
RBC Capital Markets Corporation	Larry Short	C1	9/9/2010	22
RBC Capital Markets Corporation	Sarah Short	C1	9/9/2010	22

“ Integrating these analytics with Salesforce.com allows our sales and marketing teams to be fully connected in our planning and our daily operations.”

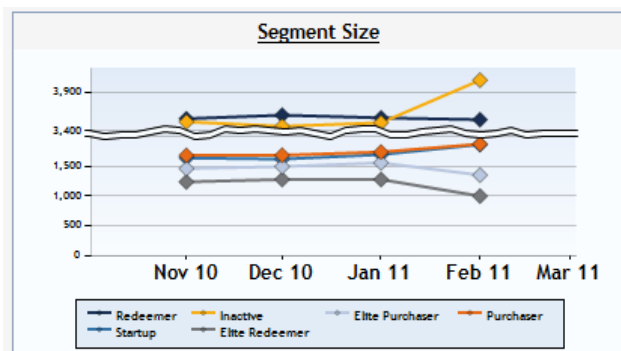
FundGUARD combines best-of-breed data analytics software, KnowledgeSTUDIO, with a world-class analytical data warehouse hosted on a secure platform

The fully automated platform is enabled for rapid integration into any enterprise – taking in data from all relevant business sources and provisioning enriched, prioritized data back into your sales organization. Most importantly, the platform gives sales and channel managers full insight into the effectiveness of the solution.

Benefits

Angoss solutions for sales analytics give mutual fund companies the tools necessary to transform their channel sales operations into a Sales 2.0 organization – optimized, measurable and repeatable.

Some of the leading global mutual fund companies are realizing a 2X increase in average deal size.



Leading mutual fund and investment management companies are now better able to:

- Analyze, discuss and act upon financial advisor network performance based on each individual advisor's affinity and predicted behavior.
- Target the right advisor at the right time and with the right message in order to strengthen relationships and maximize revenue.
- Measure the success of channel sales program based on advisor segmentation, program utilization, region, representative and many other variables.
- Gain full control over revenue performance today and in future.

FundGUARD empowers investment management and mutual fund companies to gain a better understanding of sales channel performance and increase revenue through predictive sales analytics.

" The tools and insights provided by Angoss are integral to our success. Angoss has been a true partner in building a more effective go-to-market strategy for our U.S. Private Client Services business."

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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