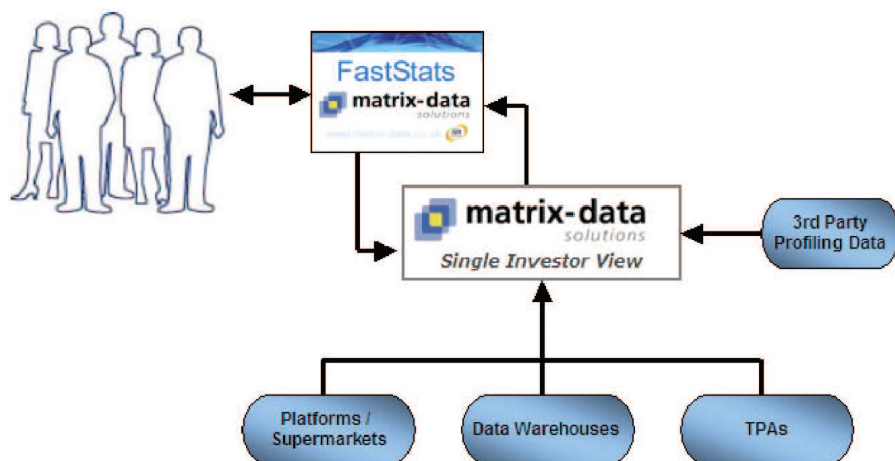


The Matrix-Data Single Investor View (SIV): The cornerstone of your TCF, product and marketing strategy. If you don't have one, are you missing out?

Fund management companies are smaller than many people think. Despite vast sums under management, many of the core components of firms are outsourced. This is particularly true of investor account administration that is usually outsourced to multiple 3rd Party Administrators (TPAs) dependent on product type.

TPAs lock away some of the most valuable information for fund management departments including marketing, product strategy and compliance. Matrix holds the key and can unlock a wealth of valuable information.

By integrating all your investor holdings, products, investment history, intermediary relationships, demographic profiles and much more, all in one Single Investor View we give you a unique, regularly updated window on your most important asset, your investors.



We achieve all of this without getting your IT teams involved and provide our solutions on an outsourced basis. By using cutting edge Matrix FastStats analytical software we empower you to manage your own investors.

Find out why some of the largest fund management groups use Matrix for their SIVs and other customer intelligence solutions. Call our sales team on 020 7074 1200 or email us on sales@matrix-data.co.uk.

MATRIX ADDS VALUE, BY:

- Aggregating all your investors, whatever the channel;
- Providing demographic and Share of Wallet profiling;
- Meeting your TCF obligations;
- Allowing on the fly investor segmentation and marketing execution;
- Delivering measurable ROI on product launches, campaign and investor communication, and;
- Providing secure information distribution for firm wide intelligence.

The Matrix 4 step approach to achieving a Single Investor View.

Step 1 – Investor Data Integration

Firstly we clean, match and integrate your investor account information from all in house and 3rd party sources. Sources could include:

- IFDS, BNP, BONY, Lloyds etc;
- Internal data warehouses; and;
- Platforms and fund supermarkets;

Step 2 – Creation of the Single Investor View

Once the data is clean and the sources are matched together, we incorporate 3rd party demographic information that adds the most value to your business requirements.

This could include:

- Share of wallet;
- Age and life stage profiling;
- Property value information, and;
- Many more besides.

Benefits and costs of each additional profiling source are discussed with your key stakeholders during a number of workshop sessions to unlock the value of your SIV.

Step 3 – Business As Usual Matrix FastStats System

The SIV is loaded and hosted at our data centre and made available to you securely using **Matrix FastStats**. This is a central information store that can be regularly updated on a monthly or quarterly basis as your business grows.

Step 4: Data Export

Data can be exported from **Matrix FastStats** with any number of key variables in order to carry out management reports, investor communications, surveys, marketing and seminar campaigns, and prospecting communication.

The results of each campaign can be fed back into the SIV. Our aim is to help create a “virtuous circle” of prospect selection, campaign execution, analysis, and profiling refinement, to continuously improve your overall investor intelligence.

MATRIX RECOMMENDS

- **Matrix FastStats - offers clients a user-friendly and intuitive tool to extract the maximum intelligence and benefits from the SIV with minimal effort and training;**
- **Matrix FastStats allows you to proactively work with your data to devise bespoke profiles and segments and analyse results;**
- **It allows “train of thought” analysis that will deliver immediate insight into the intermediary market;**

