

paicr

17th Annual Conference

Blurred Lines: *The New Marketing Ecosystem*

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Polishing your Consultant Database Profiles for Maximum Visibility



Presented by: Rick Gagnon
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Today's agenda

- Who we are
- Importance of Databases
- Database Tracking
- Auditing Databases

Who we are:

Compass iTech / ProFusion

- Approximately 20 years of history with databases.
- Developers of the proprietary data distribution technology – ProFusion
- Updated over 2 million web pages/40 million fields since ProFusion launch.
- Services
 - **Database Population Services** (ProFusion Subscription or Full Outsourcing)
 - **Database Auditing**
 - **Database Project Work** (i.e. new product/database build-outs, data restatements etc...)

Importance of Databases

Frontline of Institutional Marketing

- Gateway to RFPs, search invitations and new assets.
- Shadow Searches becoming more prominent than ever.
- Your profile is out there working when everyone else has gone home.
- Investment Manager success is dependent on the quality of their database profiles

Takeaway: *Complete databases with the same level of detail and attention that you would an RFP.*

Database Tracking (Monthly / Quarterly)

Consultant Databases	Update Category	Firm-Wide Data	Large Cap Value	Small Cap Value	Employee who Completed Work	Preliminary Return Double Check	Final Return Entered	Final Return Double Check	Comments
Morningstar									
	Performance	N/A	7/3/2015		John Doe				
	AUM	7/21/2015	7/21/2015		John Doe				
	Characteristics	N/A	7/10/2015		John Doe				
	Holdings	N/A	7/10/2015		John Doe				
	Investment Professionals	7/21/2015	7/10/2015		John Doe				
Informa (PSN)									
	Performance	N/A	7/3/2015		John Doe				
	AUM	7/21/2015	7/21/2015		John Doe				
	Characteristics	N/A	7/10/2015		John Doe				
	Holdings	N/A	7/10/2015		John Doe				
	Investment Professionals	7/10/2015	7/10/2015		John Doe				

Database Matrix (Inventory)

Performance Asset Management													
	1	2	3	4	5	6	7	8	9	10	11	12	
Products / Database	Callan	Cambridge	DeMarche	eYestment	Informa (PSN)	Investment Metrics (Equest)	LCG Associates	Mercer	Morningstar	Nelsons (Lipper MarketPlace)	Pavilion	Wilshire	Commentary
Global Equity	B	1	B	1	B	B	B	1	B	B	1	1	
International Equity	1	1	1	1	1	1	1	1	1	1	1	1	
Small Cap Value	1	1	1	1	1	1	1	1	1	1	1	1	
Core Fixed Income	1	1	1	1	1	1	1	1	1	1	1	1	
High Yield	B	1	B	1	B	B	B	1	B	B	1	1	
Total Products	3	5	3	5	3	3	3	5	3	3	5	5	
1 = Populated in Database B = not in database but needs to be built out.													

Database Statistics 101

	Web Pages	Fields
Firm Level	59	2,007
Product Level	232	4,553
Total	291	6,560

Magnitude of Web Pages and Data Fields to Navigate each Quarter

Firms with:	Web Pages	Fields
1 product	291	6,560
10 products	2,379	47,537
20 products	4,699	93,067

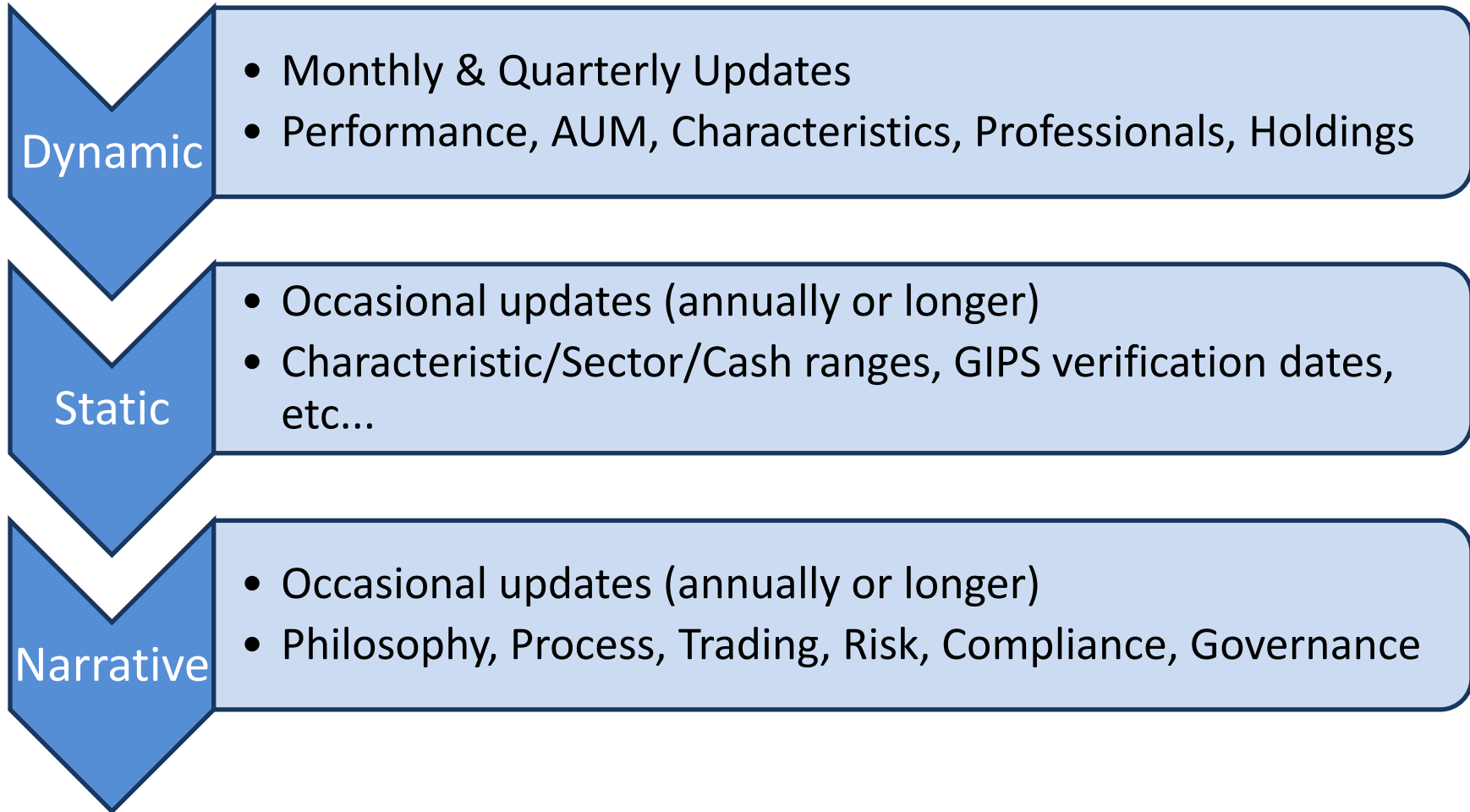
“With ProFusion, an investment manager no longer has to navigate through thousands of web pages anymore!”

Database Auditing

Shifting from data input to Profile Polishing



Auditing – Segmenting or Chunking



Auditing Strategies

Dynamic

- Review or upload all historical Performance.
- Other Quant data (i.e., AUM, Characteristics, Holdings and Professionals): Review quarterly historical data for gaps and inconsistencies.

Static

- Extract data points into external EXCEL data template.
- Route to SMEs for review and edits.
- Reload newly revised data points.

Narrative

- Extract all narratives from databases into Word file.
- SME Review for consistency and current relevance.
- Reload new narratives to databases.

Auditing – Additional Tips

- Print out firm and product reports from each database.
- Request reports from databases that don't have report generation capabilities on the website.
- Bulk uploads of data to over-write old data
- Schedule 3 - 4 databases a quarter for review.
- Sometimes data points can be confusing. Ask the databases what they want. (Avoid guessing!)
- Utilizing third-party vendors for database updates or audits can help if lacking in resources or capacity.

Database Stats – Key Search Criteria

Key Search Criteria	Level of Completeness in Databases
Performance	90-95%
Assets – Product Level	75-80%
Assets – Firm Level	60-65%
Account Turnover	20-30%
Portfolio Characteristics	60-70%
Sector Allocations	60-70%
Country Allocations	50-60%
Fees	80-90%
Ownership Structure	NA
Team Info	45-55%

Thank You

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