

SIMFUND PRO 7.0™

REVOLUTIONIZING ACCESS TO DISTRIBUTION DATA

WE ARE STRATEGIC INSIGHT

For more than 20 years, Strategic Insight has been at the forefront of thorough, unbiased mutual fund industry research and business intelligence. We believe in the mutual fund industry. Our core mission has always been to strengthen the industry and help our clients succeed in the global marketplace by providing them with the research, data and analytical support they need to identify product and distribution opportunities and make smart business decisions.

SIMFUND PRO 7.0™

Simfund Pro, 7.0 combines the power of Simfund Basic with fund distribution data to provide the most powerful and comprehensive strategic business analysis tool available. Use the mutual fund industry's most holistic scope of distribution data to gain more efficiency for your firm and provide insight into developing traction with the right distributors.

FEATURES

- Offers unique transparency of \$6 trillion of intermediary-sold mutual fund and ETF assets and their corresponding net flows;
- Provides the industry's most extensive coverage, including nine key distribution channels, and tracks over 900 distributors;
- Delivers monthly asset and net flow data, available at channel and distributor level, in addition to existing industry-level data;
- Offers Strategic Insight enhanced investment objectives for target-date funds, fund-of-funds, hedge-like funds, commodities and ETFs;
- Provides gross performance and 10 years of fee and expense history;
- Integrates seamlessly into existing workflow; and
- Continues to offer hundreds of existing Simfund features.

BENEFITS

SENIOR MANAGEMENT

- Increases your firm's market share and decreases time to market by quickly identifying and marketing to your most important distributors; and
- Saves money and increases analyst productivity and effectiveness by using one data source rather than several.

UNDERSTANDING MY DISTRIBUTION PARTNERS: A LEADING DISTRIBUTOR

Morningstar Category	TOP 3 NET INFLOW CATEGORIES			Assets \$MM	
	Flows \$MM				
	YTD-7/12	Jun'12	Jul'12	7/12	Share%
Intermediate-Term Bond	1,439	306	341	12,648	10%
High Yield Muni	633	118	133	3,014	2%
Large Value	539	-8	84	7,493	6%
Total 3 Flow Categories	2,611	417	557	23,155	19%
Total Distributor	5,298	301	1,678	122,125	100%

MY FUNDS WITHIN THIS DISTRIBUTOR

Morningstar Category	Flows \$MM			Assets \$MM	
	YTD-7/12	Jun'12	Jul'12	7/12	Share%
Intermediate-Term Bond	200	17	20	444	23%
Large Growth	70	7	10	118	6%
Muni National Intern	48	14	0	96	5%
Total 3 Flow Categories	318	39	31	658	34%
Total Distributor	305	26	69	1,908	100%

BENEFITS CONTINUED

PRODUCT DEVELOPMENT

- Determines where existing funds fit best within the financial adviser community; and
- Informs which distributors show strong demand within investment categories where your firm has successful funds.

SALES & MARKETING

- Provides insight into how to focus marketing efforts to maximize traction with the right distributors; and
- Creates a greater understanding of the distribution channels and distributors that are growing.

CONTACT

For more information or a free trial of Simfund Pro, 7.0:

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