

# SIMFUND ENTERPRISE 7.0™

## 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 ENTERPRISE 7.0™

Simfund Enterprise, 7.0 combines the most powerful version of Simfund yet with databases that cover all aspects of the data universe, as well as a valuable research component to provide your firm with the competitive edge it needs to succeed in today's market environment.

Includes the following databases:

- Simfund Pro, 7.0
- Simfund Global (Europe, Asia, Off-Shore)
- Simfund Latin America
- Simfund Canada
- Simfund Australia
- Simfund Sub-advisory
- Simfund VA
- Simfund Filing
- Research Services\*
  - U.S. Research
  - Global Research

## FEATURES

- Provides access to the most powerful version of Simfund, with nine distribution channels and over 900 distributors covering 140 mutual fund managers and 45 ETF managers;
- Offers historical assets and net flows – updated monthly – for a variety of data sets ranging from global to variable annuities;
- Provides extensive performance and fee data;
- Enables access to SI analysts for your custom ad hoc research requests; and
- Offers daily coverage of detailed fund changes – including weekly reports – and newly registered funds not yet available to the public.

UNDERSTANDING MY DISTRIBUTION PARTNERS: A LEADING DISTRIBUTOR					
TOP 3 NET INFLOW CATEGORIES					
Morningstar Category	Flows \$MM			Assets \$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%
<b>Total 3 Flow Categories</b>	<b>2,611</b>	<b>417</b>	<b>557</b>	<b>23,155</b>	<b>19%</b>
<b>Total Distributor</b>	<b>5,298</b>	<b>301</b>	<b>1,678</b>	<b>122,125</b>	<b>100%</b>

  

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%
<b>Total 3 Flow Categories</b>	<b>318</b>	<b>39</b>	<b>31</b>	<b>658</b>	<b>34%</b>
<b>Total Distributor</b>	<b>305</b>	<b>26</b>	<b>69</b>	<b>1,908</b>	<b>100%</b>

## BENEFITS

- Increases your firm's market share and decreases time to market by quickly identifying and marketing to your most important distributors;
- Offers a full picture of assets and flows on a global basis in addition to sub-advisory and variable annuities; and
- Provides a customized research component unique to your firm's needs.

## CONTACT

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

**Email:** info@sionline.com

**Call:** 212-217-6864

**Visit:** sionline.com

\*Includes 40 hours of on-demand customized research. Leveraging internal resources, including SI's proprietary fund databases and independent research, Strategic Insight analysts respond to your requests for timely data, presentations, tables and graphs customized to meet your specific needs.