

Unity™ Benchmarks

Industry-Standard Benchmarks Are a Hassle for Fund Administrators

Collecting, Calculating, Delivering Is Time Consuming and Costly

Industry-standard indices serve as yardsticks for fund managers and potential investors to measure a fund or portfolio manager's performance. But for fund administrators, collecting index data each day is a complex task. Traditionally, it involved manually collecting data from multiple sources and then calculating benchmark total returns for specific periods of time.

Collecting Data

- Pulling data from multiple Web sites and databases manually is time consuming, costly and error prone.
- Licensing index data from multiple sources can be cost prohibitive.
- Once collected each day, index data must be integrated with other internal systems to provide fund-specific performance comparisons.

Calculating Returns

- Fund managers and service providers must calculate 1-, 5-, and 10-year total returns for each fund's relative benchmark. And, for funds less than 10 years old, they also need to calculate the benchmark return based on inception date.
- For more relevant comparisons, custom benchmarks often need to be created by blending and weighing multiple indices.

Delivering Comparisons

- Index comparison data needs to be readily available to multiple internal users, including fund accounting, fund administration, performance, fund services and marketing.

These problems have created an intense need for an end-to-end solution that combines the necessary technology to eliminate manual processes and provides fund companies and service providers with single source access to a comprehensive list of index data providers.

Streamline Benchmark Collection

Unity Benchmarks is the ultimate solution for collecting index data from multiple sources and delivering it to your users on a daily basis. Leveraging Confluence's unique Web service platform, thousands of leading domestic and international indices are delivered seamlessly to your fund accounting, performance and fund services teams — giving them the information they need to evaluate the performance of your funds and/or sub-accounts for internal fund management and sales and marketing purposes.

Unity Benchmarks is available as an extension of **Unity**, the Confluence platform, or as a stand-alone product. Either way, your organization will benefit from automating the benchmarks process.

Reduce costs, eliminate risk, elevate service levels and increase scalability, while delivering timely and accurate benchmark performance to fund services, marketing, sales, portfolio management and eCommerce departments.

Unity Benchmarks gives historical and daily values for the indices you select, delivered to your database on a nightly basis. Because data passes directly from our database to yours using the Confluence Web services synchronization technology, there are never any files to handle or process manually. Not only will your users have access to thousands of equity, fixed income and REIT indices, they can also create an unlimited number of blended indices using Confluence's custom benchmarks functionality.

Unity Benchmarks offers quick installation and implementation to meet your specific needs.

Reduce Cost – Require significantly less staff and reduce your daily index collection and benchmark calculation time from hours to minutes.

Eliminate Risk – Ensure that historical index data and benchmark comparisons are universally correct by verifying data once, storing it in one central repository, and reusing the cleansed data for multiple benchmarking needs.

Elevate Service Levels – Increase internal customer satisfaction by delivering standard benchmark information faster — and respond to ad hoc requests with ease and speed.

Increase Scalability – Add an unlimited number of indices and benchmark comparisons without the need to increase staff.

Gain Unprecedented Control

Unity Benchmarks is an end-to-end solution that lets you gain control over the benchmarking process — from the collection of third-party index data, calculation of performance, verification of accuracy, and delivery to sales and marketing stakeholders. Because validated data is stored in a centralized database and reused for multiple purposes, you gain peace of mind knowing that accurate data is being used for sales and marketing purposes.

Unity Benchmarks lets you automatically collect the index level prices to create:

- Benchmark total returns
- Blended benchmark total returns

Collect – Using Web services synchronization technology, Confluence seamlessly passes index values daily to your database, so there are never any files to handle or process manually.

Create – Automate the calculation of index returns, ensuring the most accurate performance numbers.

Confirm – Confirm your index data and calculations once and store your historical data in a central database, where you will always know that they are correct.

Deliver – Quickly generate and distribute benchmark performance reports to fund services, marketing, sales, portfolio management and eCommerce departments.

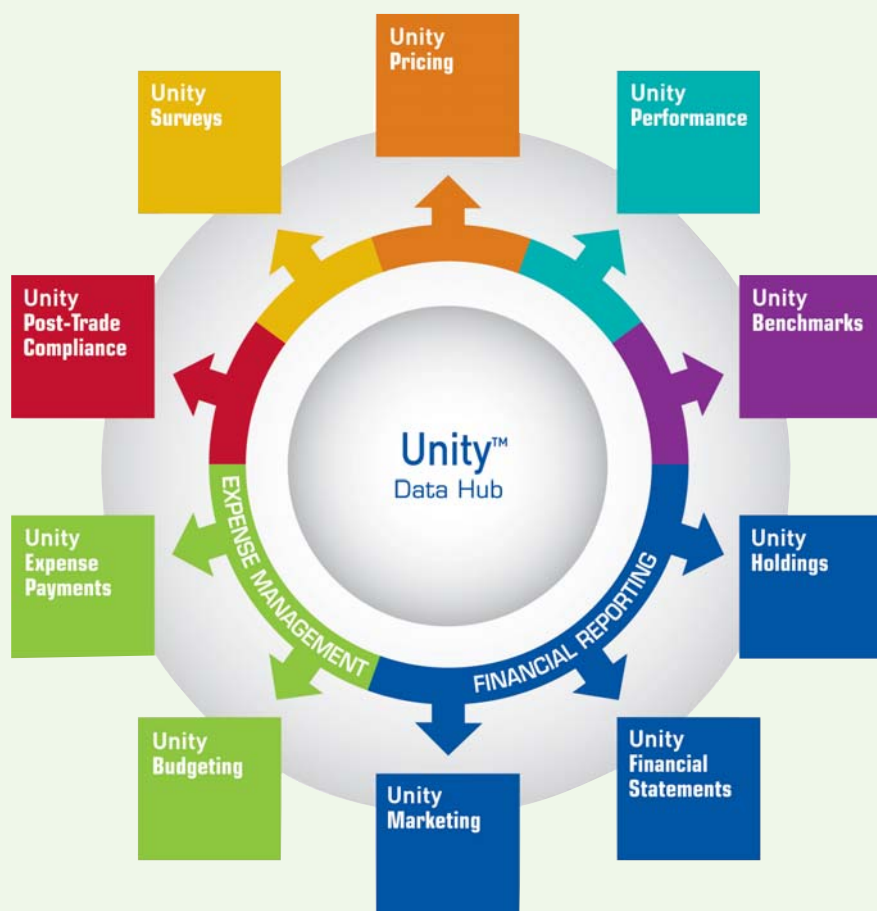


Unity™

Leverage the Power of One Central Database

Unity, the Confluence platform, has emerged as the administrative hub for asset managers. With a manufacturing discipline Confluence is defining and delivering the next generation of financial services for the back office.

Leveraging one centralized database, the Confluence platform replaces multiple time-consuming, costly and error-prone manual processes with the ability to achieve mass customization, process consolidation and complete automation of vital reporting functions. By utilizing Confluence our clients achieve tremendous peace of mind, substantial cost savings, faster reporting turnaround and the scalability to add new products without additional resources.



Unity currently consists of 10 product solutions that can stand alone or work together to leverage the power of a central platform database where data is verified once, stored and then reused for multiple purposes. In addition, financial reporting and expense management products are available as bundle packages to provide greater benefits and more efficient pricing options.

It's Your Choice: Install, Hosted or Service

Unity Benchmarks is available 1) to be installed as part of your company's technology infrastructure; 2) online for users who prefer a fully hosted option; or 3) as a service which Confluence hosts and operates on your behalf.

Confluence offers comprehensive packages of index values, with over 7,000 indices from the financial industry's foremost providers, including:

- Citigroup Global Markets
- Credit Suisse First Boston
- Dow Jones
- FT Interactive Data
- Goldman Sachs
- Lehman Brothers
- MSCI®
- Russell
- S & P
- Wilshire
- ...and many more

Over 40 percent of leading investment managers worldwide rely on Confluence for automated solutions that meet the demands of today's information-driven asset management marketplace.

Call Confluence today to learn how **Unity™** can give your organization
the edge to compete in today's information-driven marketplace.



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