

Unity™ Surveys

Surveys Are Critical to Sales Success, Yet Costly and Error-Prone

Demand for Customization Creates Complexity

Today's marketplace is an information-driven business where potential investors rely on multiple print and online sources for the information they need to make fund purchase decisions. Internal sales channels and third-party intermediaries, along with news publications, are important parts of the information supply chain. And institutional clients and regulators also have specific information demands.

That's why it is critical that fund companies deliver pricing, performance and portfolio holdings data to third-party intermediaries in a timely, accurate and reliable manner. Yet, manual or semi-automated report creation and delivery processes have proven to be costly and error prone in light of growing report volumes and increasing demands for highly customized reports to deliver data.

The following are some of the challenges.

- While the data elements may be the same, each intermediary requires a specific file layout.
- Each intermediary has specific format requirements — including comma delimited, Fixed Length or Microsoft Excel®.
- Each intermediary has specific delivery schedule specifications.

- Reliance on manual and semi-automated processes requires that data be verified prior to disseminating each report.
- A missed deadline could mean that a company's funds are not listed with a key service, resulting in lost sales opportunities.

The Automated Solution for Third-Party Reporting

Unity Surveys automates the third-party reporting process, including the collection of data, creation of reports, and delivery of daily reports and data feeds to a multitude of destinations.

The Automated Solution for Third-Party Reporting

Reduce Costs – Require significantly less staff and reduce your weekly processing time from hours to minutes.

Eliminate Risk – Eliminate error-prone manual processes. Ensure that data is universally correct by verifying it once, storing it in one central repository, and reusing the cleansed data for multiple third-party survey reports.

Elevate Service Levels – Outpace the competition and increase customer satisfaction by delivering reports faster and more accurately.

Increase Scalability – Add an unlimited number of new funds, share classes or information destinations without the need to increase staff.

Unity Surveys is available as an extension of **Unity**, the Confluence platform, or as a stand-alone product. Either way, your organization will benefit from automating third-party reporting.

Reduce costs, eliminate risk, elevate service levels and increase scalability, while delivering timely and accurate fund information to research firms, trade organizations, and regulators in the frequency and format they need.

Unlike current manual or semi-automated processes, **Unity Surveys** offers fund companies peace of mind by ensuring that they have the control to deliver the right information, in the right format, to the right people, at the right time.

As a result, fund companies are assured that potential investors have access to the information they need to make timely and informed investment decisions.

Gain Unprecedented Control

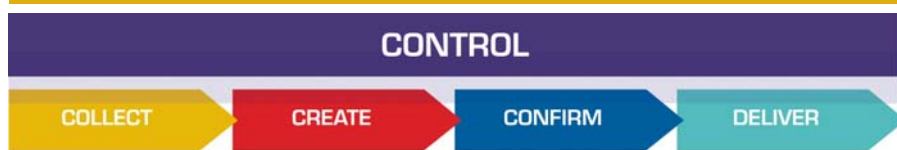
With **Unity Surveys** you gain control over third-party reporting by automating the entire reporting process — collecting all fund data into a central database, customizing reports and data feeds to the client's exact specifications, and delivering them to any destination within minutes.

Collect – Automate the collection of fund information — such as prices, net assets, subscriptions and redemptions — from various sources, including your fund accounting system or data warehouse, and consolidate it into one central database.

Create – Create reports in minutes using a number of standard formats.

Confirm – Confirm your numbers once and store them in a central database and know that they are correct, without the time-consuming task of verifying each report.

Deliver – Distribute reports automatically to any destination via e-mail, fax, FTP, etc. and according to any schedule.



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 Surveys lets you automatically create and deliver:

- Daily and weekly pricing reports
- Monthly and quarterly fund surveys
- Regulatory fund reports

Distribute reports to external destinations such as:

- Morningstar
- Lipper
- Thomson ONE
- The Investment Company Institute (ICI)

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.



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 or Hosted

Each component of the Confluence platform is available to be installed as part of your company's technology infrastructure or online for users who prefer a fully hosted option.

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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