

Stop Chasing the Data and Let the Data Come to You

A clean and robust repository for data-driven investment marketing, sales, & client communications



Single Source of Truth

The key to creating beautiful, error-free, and compliant communications is a single source of clean data.

The screenshot displays the Synthesis platform's Home page under the 'Data By Cycle' tab. On the left, there's a 'Cycles' section with a date range from 12/31/2020 to 12/31/2020, showing a 'Recent Cycle Trends' graph with a green bell curve peaking at 1. Below it is a 'Filter' section with 'Category' set to 'All' and 'Status' filters for Success (checked), Warn, Error, and None. A donut chart shows the distribution of these statuses. On the right, there's a 'View' section titled 'Profiles' with a table listing various profiles along with their due dates, data dates, categories, and updated by users. Buttons for 'Deselect All', 'Select Warning Loads', 'Select Error Loads', and 'Raise Issue' are available at the top of the table.

Profile	Due Date	Data Date	Category	Batch ID	Overall	Load	Validation	Calculation	Approval	Last Update	Updated By
MAFI-C AUM	1/8/2021	12/31/2020	MAFI AUM								abcfinaclfp_user
MAFI-C Characteristics	1/8/2021	12/31/2020	MAFI Characteristics								abcfinaclfp_user
MAFI-C Characteristics No Cash	1/8/2021	12/31/2020	MAFI Characteristics No Cash								abcfinaclfp_user
MAFI-C Holdings	1/8/2021	12/31/2020	MAFI Holdings								abcfinaclfp_user
MAFI-HQI AUM	1/8/2021	12/31/2020	MAFI AUM								abcfinaclfp_user
MAFI-HQI Characteristics	1/8/2021	12/31/2020	MAFI Characteristics								abcfinaclfp_user
MAFI-HQI Characteristics No Cash	1/8/2021	12/31/2020	MAFI Characteristics No Cash								abcfinaclfp_user
MAFI-HQI Holdings	1/8/2021	12/31/2020	MAFI Holdings								abcfinaclfp_user
MAFI-IC AUM	1/8/2021	12/31/2020	MAFI AUM								abcfinaclfp_user
MAFI-IC Characteristics	1/8/2021	12/31/2020	MAFI Characteristics								abcfinaclfp_user
MAFI-IC Characteristics No Cash	1/8/2021	12/31/2020	MAFI Characteristics No Cash								abcfinaclfp_user

Synthesis provides investment management firms with a centralized platform for managing investment data used in marketing and client communications.

The Synthesis platform is a largely hands-off data management system that collects data, provides real-time status updates, manages the process, and cleanses your files for consistency and accuracy.

With confidence in your numbers, you can create fund factsheets, websites, product guides, and other client communications that are beautiful, error-free, and compliant.

How It Works

1: COLLECT

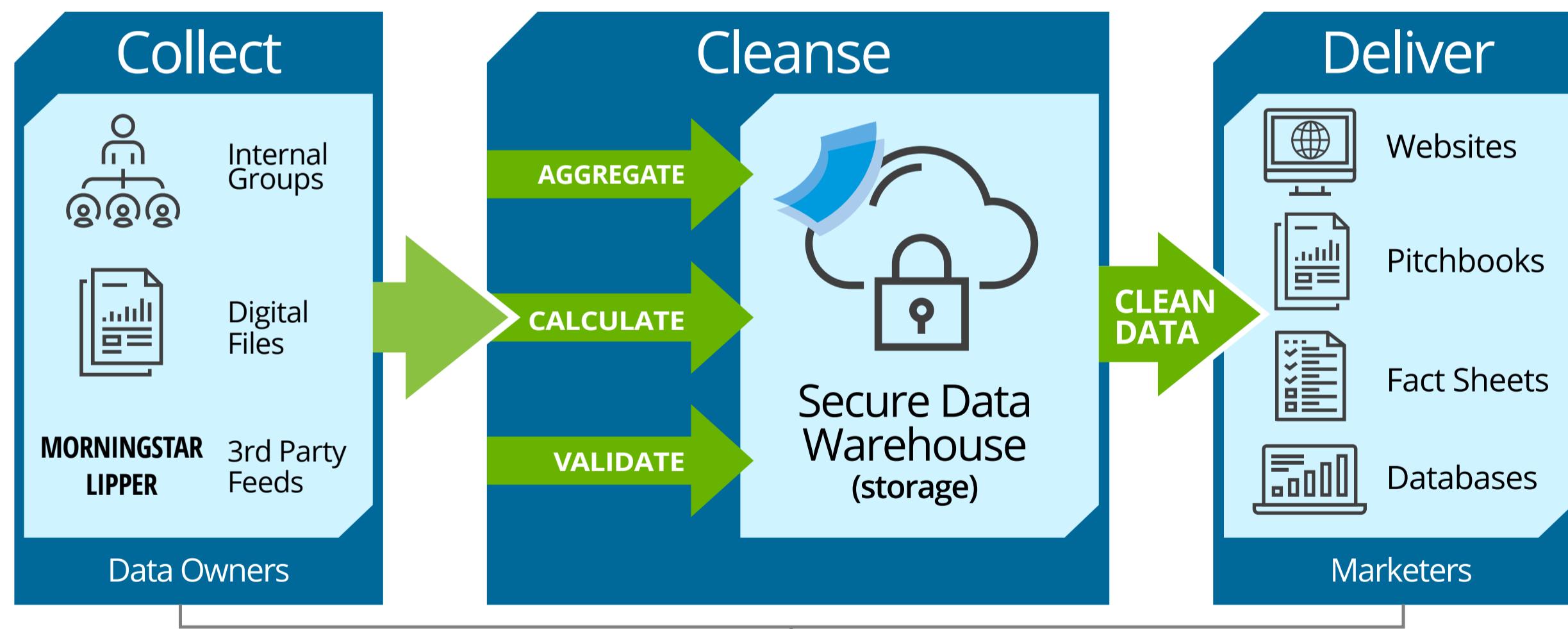
Synthesis takes the aggravation out of data aggregation. It collects all required data files via email, secure FTP, manual upload, web services, or other means. There is no limit on file type or number of files and no requirement for pre-cleansing. We accept your files as they are.

2: CLEANSE

Once all the files have been collected, the solution cleans the data using custom tests that check for existence, value range, statistical changes, and other client-specific requirements. Data owners are automatically notified if a file needs manual review. Data is stored in a standardized format for any internal or external outputs.

3: DELIVER

As files are approved, the correct and validated data gets pushed to downstream systems, reports, sites, and other enterprise tools for a seamless data management and marketing solution. Marketers can create beautifully compliant communications, without the all of the hassle.



With the Synthesis solution in place, all of your downstream activities become much simpler. With immediate access to clean data, your team can create beautiful, error-free, and compliant factsheets, pitchbooks, proposals, and more.

How It Works

Give your data the green light.

Synthesis uses a series of specific tests that check for existence, value range, statistical changes and other rules specific to your data. When data is loaded, Synthesis automatically performs the tests and provides a green, yellow, or red status for each file, along with a detailed report of any issues.

SYNTHESIS ALERTS YOU WHEN:

A new fund launched and now data is missing from the file.

A benchmark recently changed and the data file isn't updated properly.

Allocation or breakdown totals are not adding up to 100%.

Data that was there last month, isn't there this month. It just disappeared!

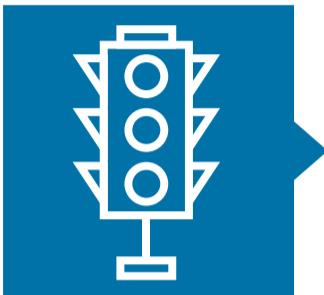
File is ready. A green status means the file has passed all the tests, has been validated and transformed, and is ready for marketing output.

File may have a problem. A yellow status means the file has been flagged for potential errors. An automatic notification is sent to the data owner and any interested parties. The data owner reviews the file, makes corrections if needed, and reloads it. Tests are re-run and the file receives the green light when it's clean and ready for marketing output.

File failed. A red status means definitive errors were detected. An automatic notification is sent to the data owner and any interested parties. Once the data owner corrects the error, the file is reloaded for another analysis. The file gets the green light when it's clean and ready for marketing output.

The Dashboard

A simple, interactive, and transparent overview of your data.



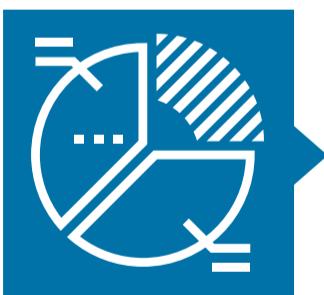
Receive real-time status updates. A green, yellow, or red symbol indicates a file's status. As soon as a file gets the green light, it's clean and ready for output to any marketing, client communication, or reporting system.



Improve accountability and transparency. The dashboard ties each data file to a data owner and due date. Then, it tracks when the last updates were made and by whom.



Manage user workflow. Each user has a customized dashboard view, based on their role and permissions. This controls the workflow and keeps it simple, organized, and efficient.

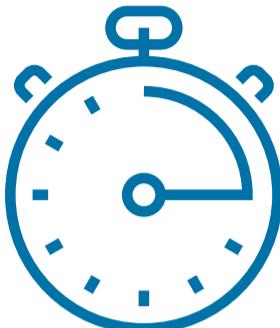


Run reports on-demand. Run instant status reports by date or date-range to view data load details, exceptions, and errors. Instant reporting allows you to quickly identify issues and solve them.



Track and resolve issues. Users can easily spot issues and notify data owners right from the dashboard. This provides transparency and open communication for tracking and resolving issues quickly.

Key Benefits



Provides faster access to clean data. Synthesis collects your fund data from internal and external sources including fund accountants, performance and analytics systems, compliance and fund administrators, and third parties like Morningstar and Lipper. The workflow manages responsible parties (data owners) to ensure your clean data arrives in a timely manner.



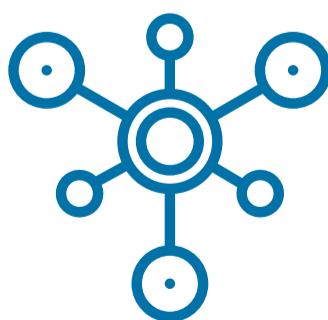
Gives you confidence in your numbers. Once your data is collected, we run various tests to validate and transform your data into an accurate and consistent form. The clean data is then ready for output to your marketing and client communications systems.



Ensures compliance & provides audit trails. By acting as a single source of validated and approved data, Synthesis reduces the risks of inaccurate or inconsistent data. Data transformation can be completed at the time of uploading or during reporting for maximum flexibility.



Manages workflows and real-time updates. The Synthesis solution provides high visibility across the enterprise using an intuitive user interface. Users can view the status of their data files at any time, raise issues, communicate with data owners, and export data as soon as it's ready.



Integrates with existing systems. Our data management solution can be used as a stand-alone solution or in conjunction with internal operational data warehouses to provide improved reporting-side data support.

Case Study

One of the largest global asset managers in the world processes 1.13 million data points per quarter with Synthesis.

SUMMARY:

Our client is one of the largest asset and wealth managers in the world, with \$1.5 trillion assets under management. In order to maintain their prestigious reputation with their global investors, accurate data and a quick time-to-market are of the utmost importance to the executive marketing team.

OPPORTUNITY:

Synthesis had the opportunity to implement a data management solution to help the client improve their data aggregation process, reduce errors, and improve time-to-market.

- The client needs an efficient and accurate solution for processing a large amount of fund data – over 1 million data points per quarter.
- The client produces over 35 document sets every quarter and needed a solution for feeding clean, consistent data into the Synthesis content automation platform.
- The accuracy and timeliness of their data is critical to meet time-to-market deadlines.
- The client needs a scalable and flexible solution that allows for any changes or modifications down the road.
- The client needs a solution that could easily integrate with other systems and processes that handle additional aspects of their communication strategy.

Case Study

One of the largest global asset managers in the world processes 1.13 million data points per quarter with Synthesis.

SOLUTION:

Synthesis conducted an analysis of every data point to create a scalable solution that could be easily updated and modified without being cost prohibitive. We worked hand-in-hand with the client to define business and data validation rules to deliver clean, accurate, timely, and consistent data to their marketing team.

OPPORTUNITY:

The marketing team is no longer bogged down by their data process. The responsibility is taken off of marketing and put back in the hands of the data owners.

- **Clean, consistent data:** The marketing team never has to worry about inaccurate or inconsistent data. Data is perfect and delivered on time.
- **Faster turn-around:** As soon as each data set is ready, it is automatically delivered to our content automation platform for updates to marketing documents like fund factsheets and product guides, which has improved turnaround times.
- **Improved workflow:** The high visibility of the platform has greatly improved the client's internal organization and workflow structure.
- **Custom reporting:** Reporting functionality is customized to track any statistics required by the client including total number of data points reported, number of funds, number of share classes, and more.
- **Reverse data-feed capability:** The clean data produced feeds into other systems and processes to ensure consistency across all of the client's communication channels.

About Synthesis



Synthesis helps investment companies automate for growth.

Asset and wealth managers, TAMPS, and private banks use Synthesis' automation platform to quickly produce data-heavy marketing content such as fact sheets, commentaries, pitchbooks, websites, and more.

By streamlining the data and content distribution process, investment firms can free-up their sales and marketing teams to be more efficient, strategic, and customer-centric. The result is less time spent on manual tasks and more time focusing on growth.

To learn more, visit www.synthesistechology.com.



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