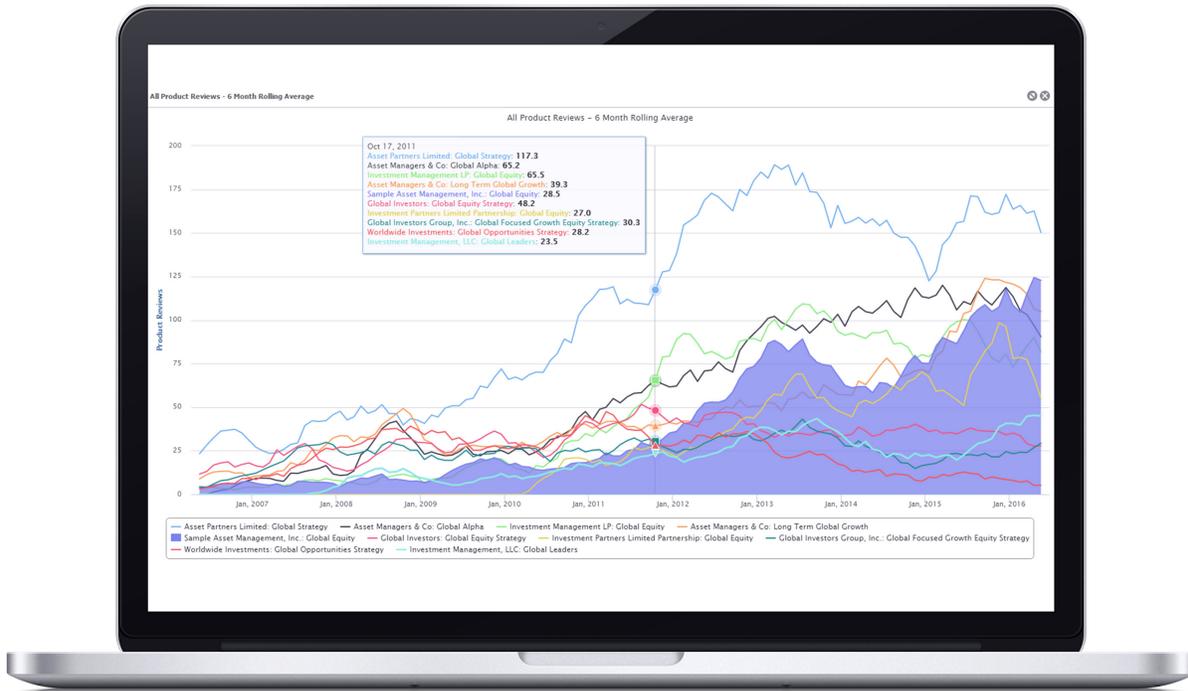


Advantage

Product Overview

Gain a unique view into the research activity within the eVestment platform. Advantage shows you which specific data elements are being researched and what criteria is being used to compare managers. This intelligence allows asset managers to better assess their competitive position, and gives investors and consultants the information they need to better anticipate future trends. Asset managers can also view how many screens they are passing or failing – and whether fails are due to missing data or not meeting criteria.

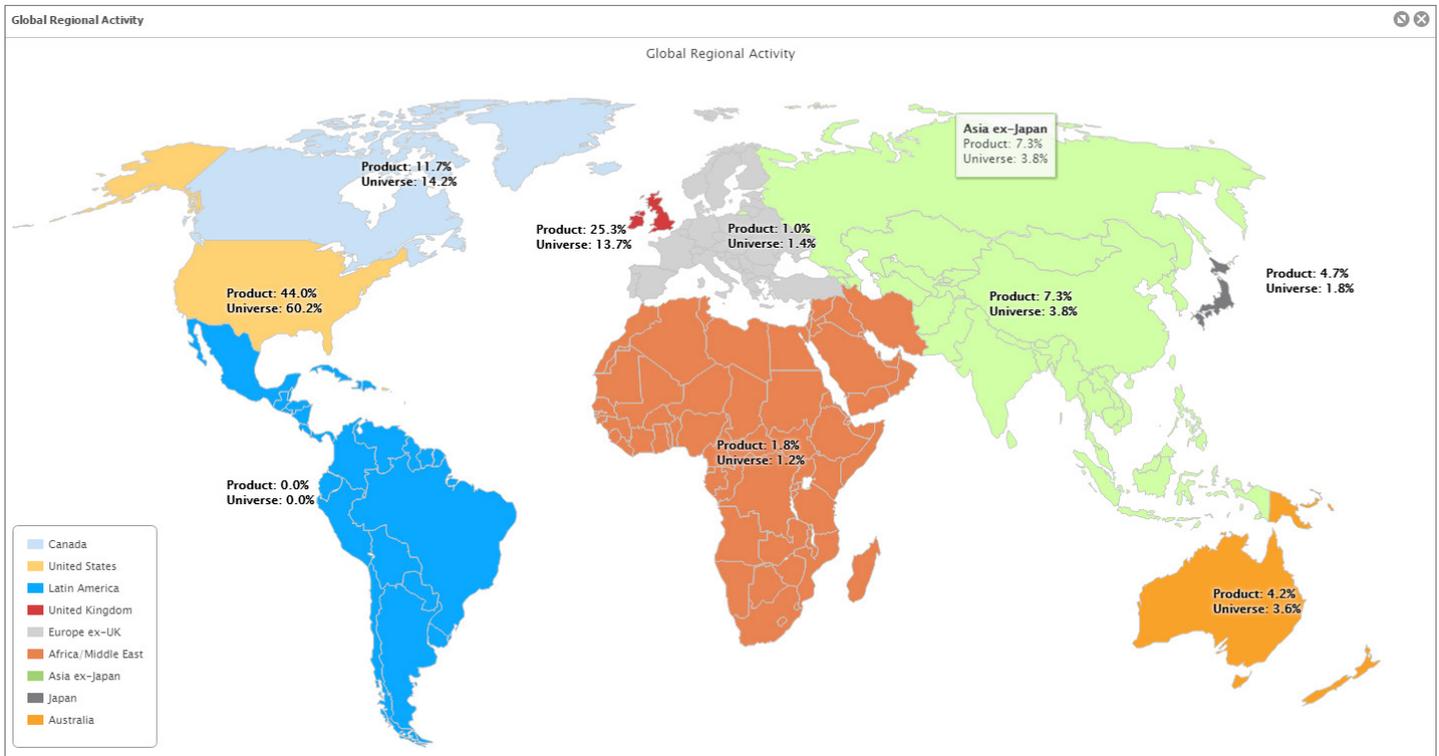


How clients are using Advantage

- **Evaluate marketing efforts.** Better understand if marketing efforts are successfully reaching the intended audience by geography or firm type.
- **Leverage the wisdom of the crowds.** Understand who, what and where consultants and investors are researching in order to validate internal methodologies.
- **Anticipate future trends.** Filter consultant and investor activity by region to see what products and strategies are gaining attention from local buyers. Knowing which managers are getting looked at by investors could give an indication of future inflows or outflows.
- **Pass more screens and prioritize database updates.** Asset managers can understand how many screens they are passing vs. failing and the reasons why. Learn which data elements are being searched for specific products.
- **Assess competitive position.** See which firms are being compared together by consultants and investors. Managers can better shape their marketing messages while investors can ensure they aren't missing out on a good manager option.



Advantage Capabilities



Highlight Growth Opportunities

Gauge international marketing efforts and determine if resources are deployed in the correct places. High interest from specific geographies may signify opportunities for growth.

Reduce Exclusion from Screens

Evaluate if you are falling out of screens because of missing data. See which data elements are being searched on for a product, competitive products and across the entire database.

Understand Product Views

Gain insight into how products are being viewed by institutional investors and consultants on the eVestment platform over time, and where those views are coming from.

Anticipate Future Trends

Pinpoint managers in your portfolio who are getting attention. Knowing which managers are getting looked at by other investors could give you an indication of inflows or outflows.

View Perceived Peer Group

See the top 10 products managers are most often charted with. Managers can learn who investors see as the competition. Investors can see products peers are comparing.

Better Forecast Flows

Use investor and consultant activity coupled with flows information* to calculate predictive changes several quarters in advance. See where gains and losses are anticipated.

*Available to clients subscribing to both Advantage and Asset Flows solutions.

About eVestment

eVestment provides a flexible suite of easy-to-use, cloud-based solutions to help the institutional investing community identify and capitalize on global investment trends, better select and monitor investment managers and more successfully enable asset managers to market their funds worldwide. With the largest, most comprehensive global database of traditional and alternative strategies, delivered through leading-edge technology and backed by fantastic client service, eVestment helps its clients be more strategic, efficient and informed.