

Omni

Product Overview

Omni is a technology-based solution that provides investment managers with expertise and guidance to improve market exposure by populating databases with accurate, timely and consistent data.

Your database profile is your first impression to the institutional investment community. Consultants and investors rely on databases to conduct research, perform due diligence and monitor managers in their portfolios. Omni helps to minimize the time and effort required when reporting data, while increasing accuracy, timeliness, and consistency, leading to increased viewership.

Clients can submit quarterly, monthly, quantitative and qualitative data across their traditional and alternative strategies to multiple third-party and consultant databases, including eVestment.

Two levels of service to best meet your needs

Omni Source

Omni Source takes the complexity out of database submissions and data calculations for quantitative information. eVestment analysts work with you to establish a raw data submission file format and frequency which helps you to submit the highest quality data. eVestment then performs a rules mapping exercise on all key quantitative sections to ensure that your firm and product data is aligned accurately with each database. You then review this data mapping at several points during implementation.

Upon your final approval, implementation is complete, and you can submit to multiple databases simultaneously using our Smart Click™ feature, significantly reducing the time needed to make database updates from days or weeks to minutes. The eVestment Omni online console displays the status of each database update in real-time, so that you have complete transparency into this important activity.

Omni Complete

As a full-service solution, eVestment maintains a dedicated team of analysts who service and communicate directly with all Omni clients to help maximize your market exposure and positioning within each industry database.

The eVestment team handles the rules mapping and database population process on your behalf, giving you the time to focus on data review and marketing strategy. The eVestment Omni online dashboard allows you to monitor the progress of the database updates in real-time along the way. Omni Complete also includes the ability to populate both quantitative and qualitative information. Our full-service offering is ideal for the asset manager looking for more expertise and guidance when developing and maintaining a database population campaign.

Omni Complete can work with both traditional and alternative data, and includes coverage for the specific databases and needs of each asset class.

On average, Omni clients see a **27% increase in viewership** just six months after purchasing compared to an average viewership growth rate of 7% for all firms in the eVestment database.

HOW CLIENTS ARE USING OMNI

Expand database coverage

Ensure strategies are represented in important databases, regardless of your team size.

Increase accuracy

Know, with confidence, that your data is accurate — and consistent — across databases.

Increase presence in finals

Compete well from the beginning of the funnel to create greater opportunities for success.

FAST FACTS

Omni clients on average have 60% more data completeness and populate data 35% faster than managers who manually input data to eVestment.

Nearly 500 institutional asset managers are Omni clients.

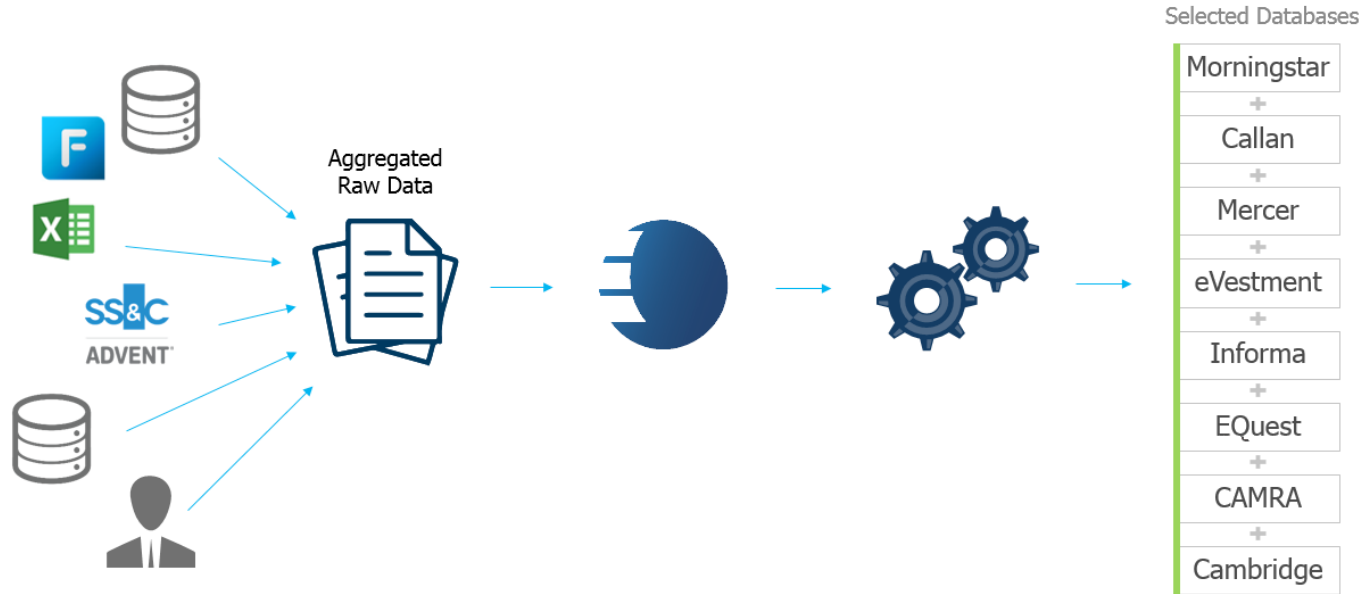
Over 75,000 alternative and traditional vehicles represented in the eVestment global database.

There are over 1 million individual product screens per year on the eVestment database.



Omni Capabilities

How it works:



Reduce the Risk of Exclusion from Screens

Because we track what investors and consultants are searching for, we can tell you how many screens you pass, as well as the reasons you may have missed out on a screen — allowing you to optimize your submissions for maximum inclusion.

Smart Click Console

With Omni Source, control the data submission process through our Smart Click Console. You can choose to update only a single data section, an individual database, or update all data sections across all databases simultaneously.

Custom Data Mapping

With Omni Source, your data is mapped and then translated to the specific requirements of each database. With Omni Complete, we do the work for you to populate firm narratives and other detailed database fields.

Data Submission Tracking

With Omni Complete, you can track the progress of your database submission efforts with reporting and collaboration through our online dashboard. Our team will also be in regular communication with you to ensure outstanding results.

Quality Assurance

Clients are provided a preview of their data for quality assurance, and accuracy is confirmed by the client before any data is submitted to the various databases. Analysts are alerted to any issues before delivery with built-in validations.

Dedicated Team

From strategy to execution, you are guided by our seasoned team of professionals specialized in database marketing aimed at institutional investors and consultants. In addition, you have access to our global client support staff for ongoing needs.

About eVestment

eVestment, a Nasdaq company, 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.