

Total Market

Benefit from fully integrated datasets that combine institutional and retail data.

Covering 140K products and funds representing \$120T in AUM, Simfund Total Market provides the most comprehensive view of institutional and retail assets globally, all on a single integrated platform.

Representing a significant expansion of the Simfund platform and dataset, Total Market enables users to access a consolidated view of institutional and retail financial product data – the most comprehensive and integrated view across the financial services industry.

Actionable Insights Through Expanded Market Coverage

- > Analyze strategies across asset classes to find opportunities in institutional and retail segments, including alternatives and other hard-to-access institutional data.
- > Conduct peer benchmarking for strategies across institutional and retail segments.
- > Identify product opportunities earlier to retain and grow competitive advantage.
- > Size the market and analyze your market share of your firm, peers and competitors.
- > Evaluate product and flow trends across vehicle types and asset classes.
- > Benchmark fee and performance data by managers, vehicles, product types and more.
- > Gain greater transparency into growing institutional vehicles through expanded coverage of CITs, SMAs, and private market data/alternative investments.



Competitive Intelligence



Product Strategy and Development



Fee and Performance Analysis



Peer Benchmarking



Market Sizing and Market Share



Trend and Flow Analysis

Benefit From the Power of the Simfund Platform

- > Comprehensive, integrated datasets.
- > Extensive peer group and competitive benchmarking.
- > Highly flexible and configurable analytics, tools and dashboards.
- > Enhanced Workspace and pre-set workbooks powered by Simfund data and insights.
- > Competitor analysis and automated email alerts.

Unparalleled Data Quality and Accuracy

- > Experienced team of in-house experts with decades of experience sourcing and delivering proprietary and third-party datasets.
- > Detailed quality assurance and oversight process.
- > Timely data updates.
- > Over \$3 Trillion in ongoing adjustments to remove double-counting and increase accuracy for self-reported institutional data.

Expanded Use Cases within the Simfund Platform



COMPETITIVE INTELLIGENCE

- › Benchmark firm and fund competitiveness by leveraging integrated institutional and retail data. See which managers are expanding across vehicle types.
- › Monitor market share across managers, asset classes and strategies in a vehicle-agnostic manner.
- › Analyze your firms' key product attributes against peers with granular fund benchmarking across institutional and retail segments.



PRODUCT STRATEGY AND DEVELOPMENT

- › Identify product strategies and opportunities to drive growth and competitive advantage. Explore new opportunities for product innovation and quickly assess pockets of potential growth and penetration.
- › Analyze investment vehicle trends to monitor the competitiveness of your fund lineup.
- › Facilitate strategic product life cycle management with flexible analytics.



FEE AND PERFORMANCE ANALYSIS

- › Benchmark fees and performance relative to peers and competitors.
- › Set pricing strategies based on market analysis.
- › Identify which funds are over/underperforming and implications for product expansion or consolidation.



PEER BENCHMARKING

- › Conduct benchmarking across managers by vehicle, asset class, net flows, fees, performance, risk, Morningstar categories, ESG factors and other dimensions.
- › Expand peer groups through expanded market coverage including retail and institutional assets.



MARKET SIZING AND SHARE

- › Size the market for various asset classes overall or by vehicle type.
- › Identify and benchmark your market share relative to peers and competitors.



TREND AND FLOW ANALYSIS

- › Identify and track trends and net asset flows across multiple dimensions based on Simfund's comprehensive datasets.
- › Create quarterly reporting across institutional and retail categories for relevant peer groups.

For more information, visit our landing page to learn more.

<https://page.issmarketintelligence.com/simfund>

About ISS Market Intelligence

ISS Market Intelligence (MI) is a leading provider of data, insights, and market engagement solutions to the global financial services industry. ISS MI empowers asset and wealth management firms, insurance companies, distributors, service providers, and technology firms to assess their target markets, identify and analyze the best opportunities within those markets, and execute on comprehensive go-to-market initiatives to grow their business. Clients benefit from our increasingly connected global platform that leverages a combination of proprietary data, powerful analytics, timely and relevant insights, in-depth research, as well as an extensive suite of industry-leading media brands that deliver unmatched market connectivity through news and editorial content, events, training, ratings, and awards.