

SIMFUND CANADA™

The Trusted Business Intelligence Tool for Strategic and Product Decisions in the Canadian Fund Market

Simfund Canada combines the wealth of Investor Economics fund industry databases with the technological and analytical prowess of Strategic Insight's nearly three decade-long history of the Simfund solution. Simfund Canada is a highly interactive web-based decision support and market analysis tool that empowers its users to quickly construct fund industry analyses and pinpoint emerging trends in the Canadian funds industry.

ABOUT US

As part of Asset International's Strategic Insight division and headquartered in Toronto, Investor Economics is the foremost independent source of business intelligence on the asset management, wealth management, banking, brokerage, and insurance industries in Canada. We focus on competitive intelligence, analysis of key trends and market measurement to identify the most accurate information possible for our clients.

For the past 27 years Strategic Insight, with offices in London, Hong Kong, Melbourne, New York, Boston and Toronto, has supported asset managers around the world with one mission: Growth. The 200+ clients we serve around the globe use our services including the Simfund business intelligence suite to direct their efforts wisely and grow their businesses.

FEATURES

- Trusted Investor Economics data enhanced by global research and local market expertise
- Quality data from Investor Economics enhanced by the Simfund user interface integrates seamlessly into existing workflow
- An "all in one database," including a broad-based investment fund universe (ETFs, funds of funds)
- Exclusive access to Investor Economics proprietary databases, including the multi-series and fee/expense ratio database
- Provides historic perspective with monthly industry asset and flow data back to 1990; as well as investment return ratings and top holdings information
- Asset categorization including the CIFSC and Investor Economics asset classifications

BENEFITS

- Empowers user to conduct in-depth analysis via a self-service model
- High-touch support and service from experts on the ground, including analytical and client services teams
- Ability to share compiled analytical views with internal audiences and Investor Economics internal experts
- Increases productivity and problem-solving with the ability to create custom reports by funds, flows, fund size, fund series

VALUE TO SENIOR MANAGEMENT

- Fosters a deeper understanding of industry developments and emerging trends; provides the forum for monitoring success of product ideas and competitive analysis
- Improves analyst productivity and effectiveness by delivering critical information in a single data source

VALUE TO PRODUCT DEVELOPMENT

- Ability to run extensive reports and cross-tab data saves time
- Full access to Investor Economics analytical team to spot trends and formulate projections

VALUE TO SALES & MARKETING

- Fast and accurate insight into the Canadian market
- Establish strong connection to leading customers and prospects

KEY CANADIAN CONTACTS

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