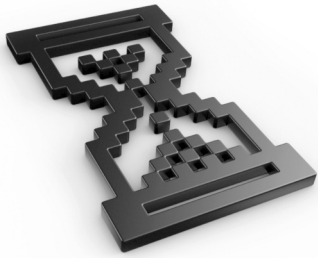


## Performance Measurement



“InvestEdge calculates and presents data in a format that is extremely valuable to our investment team and officers. The system enables us to quickly analyze and report on the details of any account.”

**Scott Neff,**  
Principal,  
Glenview Trust

### Custom Presentations Made Simple

Reliable performance calculation results translated into easy-to-understand reports are a must for wealth management. Yet many investment firms (and third party performance vendors) fail to meet this critical requirement—meaning advisors are unable to present a true picture of performance for prospective and existing clients. This not only creates an uneven playing field, it causes a lack of confidence among clients and brings the integrity of the business into question.

To help firms with the challenges, InvestEdge ASP can include an optional performance system featuring GIPs-compliant calculations. The scalable, low-maintenance solution is a turnkey system for the daily calculation of asset level, time weighted rates of return, as well as the calculation of composite returns. Through a single interface, wealth managers can analyze investment strategies, compare results to benchmarks and indices, demonstrate attribution, and create straightforward and accurate reports for clients.

Daily extracts including account, asset, holdings, and transaction data complemented with data vendor feeds (Baseline, Factset, Morningstar, etc.) are used to calculate returns at the asset level for each account on the system. Asset-level performance enables returns to be rolled up into performance category returns; e.g. equity sectors, equity style, asset class, asset subclass, etc. As a result, firms can report on performance in manner that mirrors the actual allocation of the assets.

InvestEdge also calculates asset weighted performance composites (both net of and gross of fees). This enables investment managers to make valid, relevant performance comparisons against all assets managed to the same style. Composite universes can include groups of accounts with similar objectives, as well as individual managers, etc.

To calculate composites, InvestEdge uses a methodology based on time weighted rates of return, daily valuations, and trade date and accrual accounting for holdings. This equips advisors to analyze and report on key composite metrics such as portfolios and assets within the

composite and annual rates of return. In addition, firms can measure dispersion, including standard deviation of portfolio returns for any period, as well as cumulative returns for the composite and corresponding index over any time period.

Coupled with the system’s reporting features, performance measurement from InvestEdge means managers can dynamically report on a holistic or apportioned view of any account, as well as groups of accounts. And thanks to customizable benchmarks, unlimited indices, and detailed attribution, demonstrating performance has never been easier.

### Accurate and Timely Results

Reduce performance delays and improve accuracy:

- Calculate performance daily...stop estimating day-weighting of transactions.
- Manage performance down to the security level.
- Eliminate performance delays at period ends.

### Composite Calculation

Manage portfolio participation for large numbers of accounts:

- Track portfolio participation.
- Create composites for any asset class.
- Measure dispersion.
- Calculate net or gross of fees.

### In-depth Reporting

Quickly and easily translate performance returns into client-friendly presentations:

- Demonstrate performance in manner that mirrors the actual allocation of assets.
- Report performance over user-defined time periods.
- Customize benchmarks and indices.
- Provide detailed attribution analysis including security level.