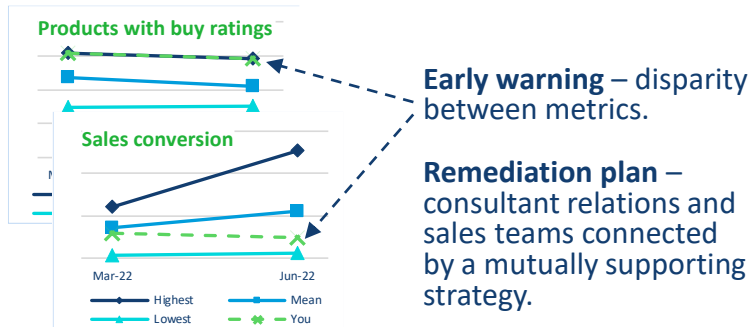


Leading asset managers are now responding rapidly to client behavior

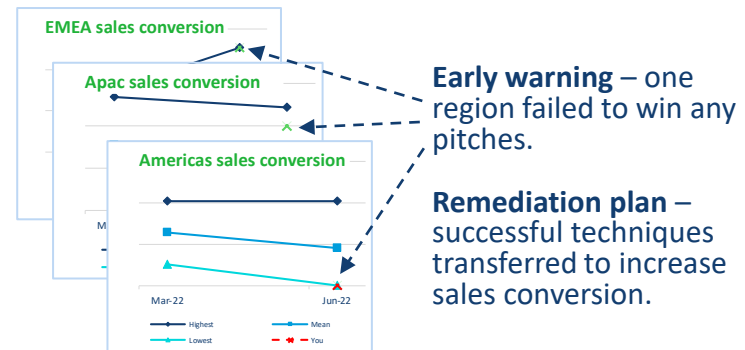
"We used to think we 'did' insights, but it turns out we were just paddling in the shallow end."
A Head of Business Intelligence

Tactical use cases

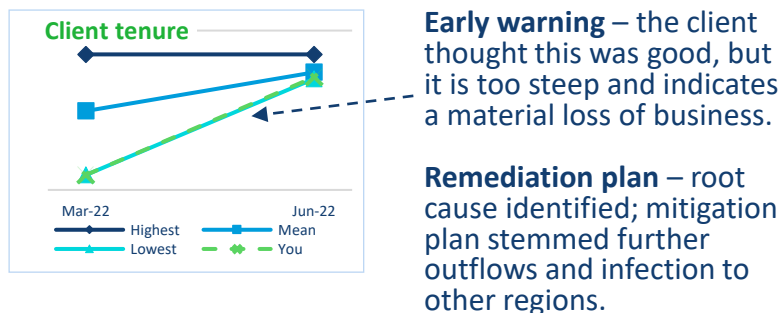
Seize growth opportunities (buy)



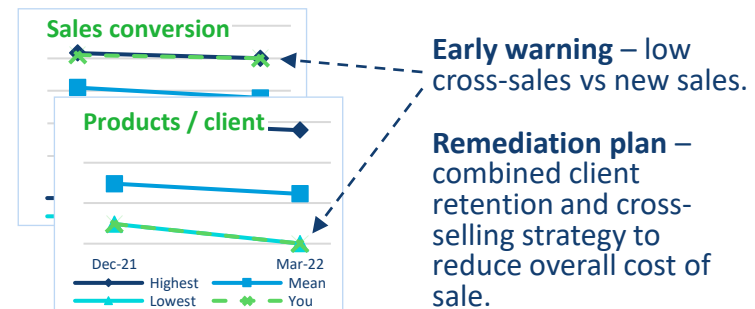
Optimize sales conversion (buy)



Limit client retention issues (stay)



Minimize cost of sale (buy more)



Early warning that more than pays for itself