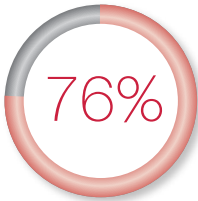


# D-VIEW



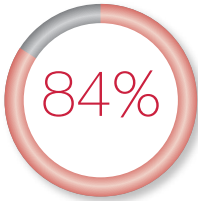
DISTRIBUTION VIEW  
FOR INTELLIGENT ANALYTICS



of global UCITS managers have a range of funds in 2 or more domiciles\*



of cross border funds are Luxembourg or Ireland domiciled



of asset managers have set DIGITAL and NEW TECHNOLOGY as their top priority\*\*

\*Simfund data base

\*\*SGSS TLV survey 2018

**Data management** is a key success factor in designing an effective **distribution strategy**.

In an ever more competitive environment, asset managers are facing the need to better understand their **investors'** and **distributors'** behavior.

Establishing a comprehensive overview of **distribution trends** across domiciles and fund ranges is a complex and costly process.

This is where SGSS D-VIEW can bring unprecedented added value: giving asset managers access to the latest technology to truly understand their global distribution.

## SGSS D-VIEW:

### 3 PILLARS TO BUILD AN EFFECTIVE DISTRIBUTION STRATEGY



#### SALES & MARKETING

- Sales indicators
- View sales performance by market & product
- Identify hot products and markets

Adjust marketing campaigns & investor communication to market trends



#### DISTRIBUTOR MONITORING

- Quick view of key relationships
- Distributor ranking
- Look through on investors

Analyse investor/distributor trends over time



#### PRODUCT MANAGEMENT

- Effective product sales & relative performance
- Rank investment strategies
- Predictive sales

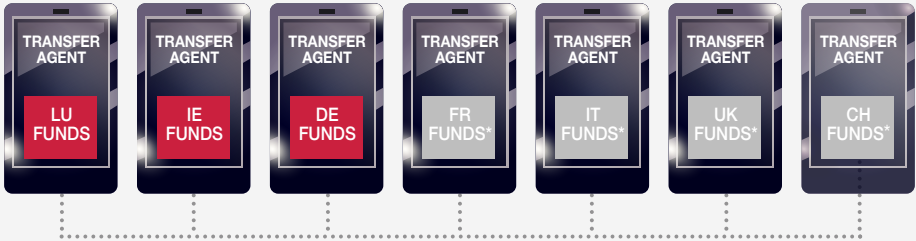
Match product strategy to your market

#### DISTRIBUTION STRATEGY

Review your global strategy and adapt your investment decisions in terms of distribution trends and sales performance

## THE PROCESS

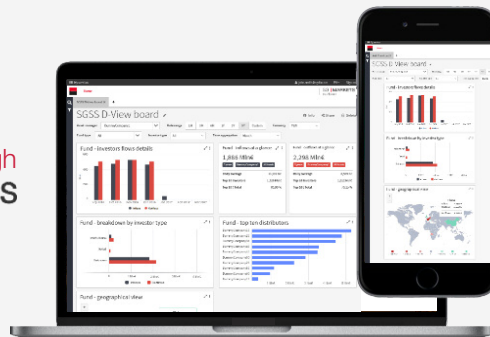
### TRANSFER AGENCY DATA



### SGSS DATA LAKE



### SG DASHBOARD



Available through  
SG | MARKETS

\*Available in 2019

# SGSS SOLUTION FOR FUND DISTRIBUTION ANALYTICS

D-VIEW, enables you to:

better  
>> **KNOW**  
your investors/distributors

>> **ANALYSE**  
your sales performance

>> **DETERMINE**  
your distribution strategy

## LEVERAGING

### COLLECTION & AGGREGATION OF DATA

- Data collection of **global fund flows** by product, location and distributor
- Covering your **entire range** of fund domiciles via **open architecture**

### FLEXIBLE REPORTING & DATA VIEW

- Fully **customisable** dashboard views that you can tailor exactly to your needs, using the latest technology
- Filters and views saved and updated in **seconds**

## SGSS IS SOCIETE GENERALE'S BUSINESS UNIT DEDICATED TO SECURITIES SERVICES

Established in 27 locations worldwide with 4,000 employees, SGSS provides a full range of securities services that are adapted to the latest financial markets and regulatory trends: clearing services, custody and trustee services, retail custody services, liquidity management, fund administration and asset servicing, fund distribution and global issuer services.

SGSS is among the top ten global custodians and the 2<sup>nd</sup> largest European custodian with EUR 4,094\* billion of assets under custody\*. SGSS provides custody & trustee services for 3,461\* funds and the valuation of 4,118\* funds, representing assets under administration of EUR 636\* billion. SGSS ranks among the European leaders in stock option management.

\*At June 30th 2018

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**BUILDING TEAM SPIRIT  
TOGETHER**

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