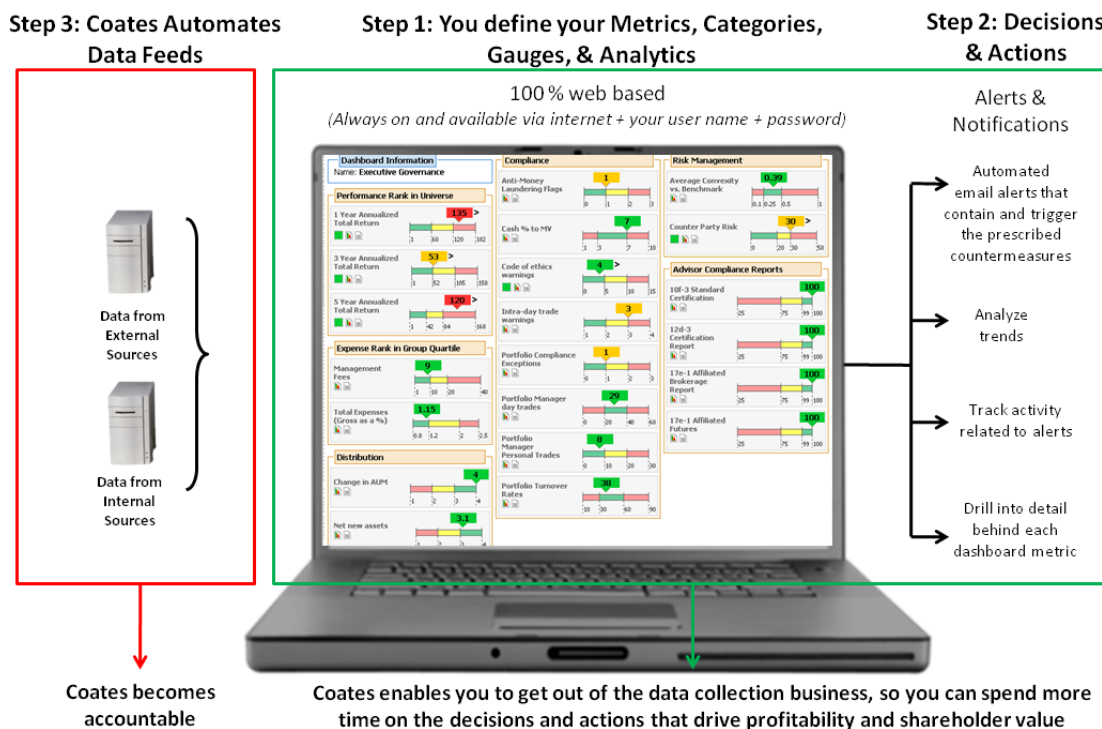


**Challenges – How to do more with less? How to make information more actionable & usable?**

Business Intelligence within Investment Management has historically been a manual, time and resource intensive process. With escalating regulatory requirements and increased scrutiny on the expense side, executives need solutions that streamline monitoring of Operational activities associated to Risk Management, Compliance, Fund Governance, and Board Reporting.

**Solution - Streamline how information gets processed and the actions that ought to be triggered!**

Greater emphasis must be placed on the decisions and actions that affect profitability and shareholder value. The Coates Analytics Intelligent Dashboard service consolidates your actionable metrics in to a secure online dashboard that places the value for each metric in the context of a traffic light gauge, and drives intelligent alerting and notifications automatically based upon movements of metric values within the benchmarks that you set. Coates mines the data and presents you with the results for each of the action measures that you define.

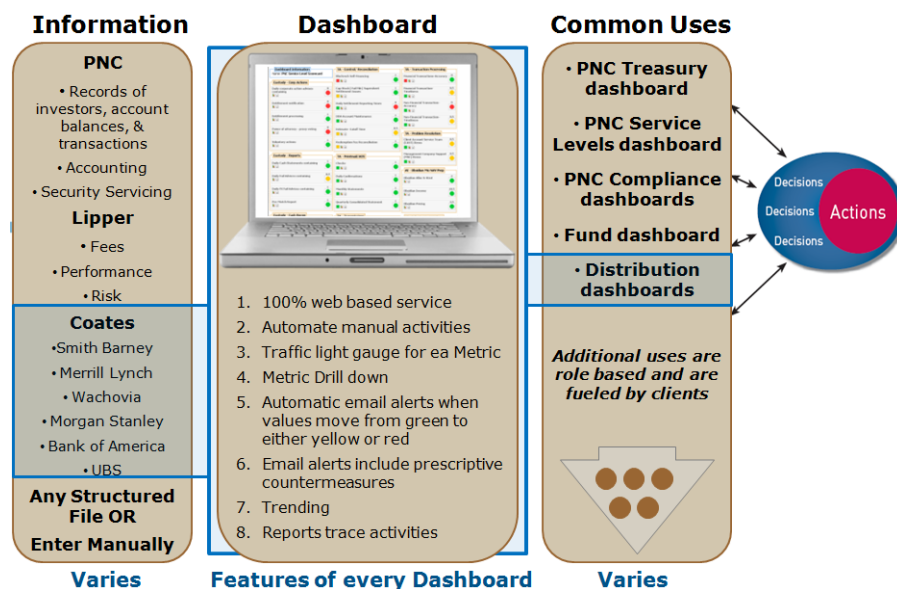


**Business Value – Transform information in to action!**

1. **Rapid Dashboard'ing:** The dashboard is configurable to present only the metrics that you define. This flexibility requires that you distinguish between the measures that require action versus those that are informational. As part of this process, metrics are grouped into categories that you define, and the traffic light gauge and benchmarks to be employed for each metric are selected.
2. **Dynamic Display:** Intuitive traffic-light gauges enable you to easily understand which areas are in good shape vs. those that need improvement. Because the dashboard is web-based, it is always available and can be accessed via any browser with your user name and password - this means that there is no software that you need to have installed on your PC.

3. **Data Collection:** Coates works with each client to set up a secure FTP site, and implement automation for structured files from any source to be placed on the FTP site with the appropriate degree of frequency. Coates then implements automation on top of the files to feed dashboard metrics. This process significantly reduces the amount of time spent going forward on data collection and analysis.
4. **Interactive Metric Drill Down:** The dashboard allows the viewer to drill down on any metric when detail is needed. Documents can manually or automatically be linked to any dashboard metric – doing so eliminates the risk and implications associated to sensitive information that might otherwise be inadvertently emailed to individuals outside of the firm.
5. **Intelligent Alerting:** Notifications can be sent to stakeholders that you define when metric values move from either green to yellow or red as well as from yellow or red and back in to green. The email alerts can trigger action measures based upon conditions that you define. Such functionality enables you to save time and money because meetings do not have to be organized to figure out what is happening, why, and what ought to be done.
6. **Historical Trending:** A simple and consistent method to trend each dashboard metric reduces time and expense that would otherwise be spent to determine whether you’re getting better, or headed towards a problem.

**Illustrations – One product, many uses!**



Just like Excel, there are infinite applications of this dashboard service. The dashboard pulls information from any structured file, and you can also manually enter metric values directly in to the dashboard. The Intelligent Dashboard contains a fixed set of features – features that are listed under the middle column above. The variability is the data sources that can feed the dashboard, and how the output is labeled.

Through our parent company, PNC, there are a variety of dashboards available. These applications of the dashboard do not require PNC clients to think about what measures to capture and drive alerting off of. Another illustration of the Intelligent Dashboard service are the Distribution dashboards - these drive alerts on monthly Mutual Fund, ETF, UMA, and SMA sales metrics collected from each of the major wire-houses.

Coates can help you to get out of the data collection business and spend a greater proportion of your time on the decisions and actions that affect profitability and shareholder value. To learn more, visit us on the web at [www.coatesanalytics.com](http://www.coatesanalytics.com) or phone us at 610-558-1323.