

# STRATVALUE® | Tools

the obvious Front and Middle Office platform choice  
for smaller (and not so small) Financial Intermediaries and Asset Managers  
only two clicks away > [www.stratvalue.com](http://www.stratvalue.com) > Tools

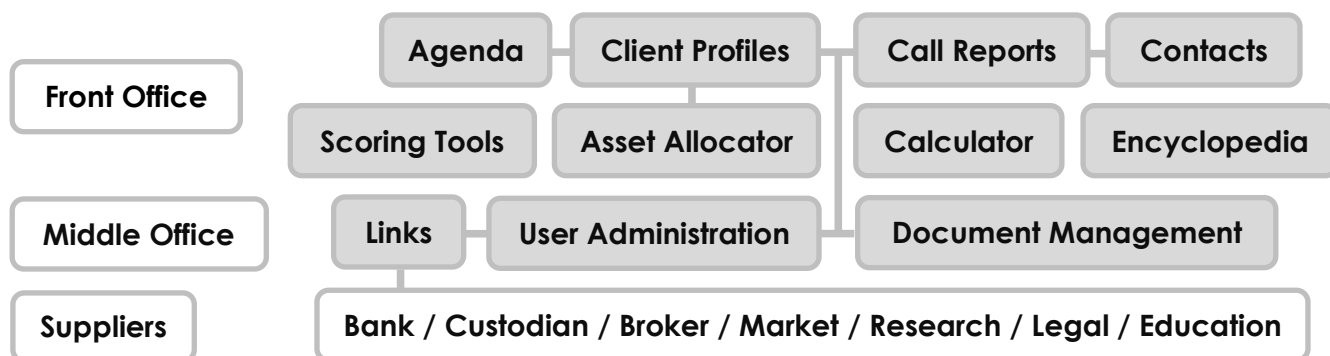
meet your future work bench, the new industry standard  
check it out for free and fill in your registration online – a smart move

it just does what you need – and what big suppliers would like to offer too  
with a global perspective to serve your international clientele  
process driven, intuitive, differentiating clearly common user roles  
reflecting long relationship management experience  
your needs in client servicing in mind  
with focus on productivity, economies of scale and regulatory reporting needs  
offering the most exceptional value for money in the market place  
subscribe to the entire package or selected individual Tools  
Web based with the latest dedicated server technology  
autonomous from other software with links to user support systems  
complete encryption from database to end-user access  
strictest password regime, Swiss hosting and legal data protection  
written in PHP JavaScript and multi-browser capable  
for your office or on the go

- 1 Client Relationship Management System and User Roles (Licenses)
- 2 Asset Allocator
- 3 StratValue's Proprietary Dynamic Relative Value and Growth Scoring for Equity Markets
- 4 Subscribers' own Dynamic Relative Value and Growth Scoring
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- 7 Encyclopedia
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**STRATVALUE®** | Tools gives the user an innovative format for five basic functions in a secure, autonomous and expandable application – ideal to choose and work with your most trusted suppliers; the functions are:

- **Managing** client relationships (CRM)
- **Allocating** asset class mixes to client risk parameter choices and simulating tactical overlays, your top down investment strategy tool (Asset Allocator)
- **Scoring** relative dynamics of equities for multiple industry groups and markets, your bottom up selection tool (Scoring Tools)
- **Organizing** a team of financial market specialists (User Administration, Links)
- **Communicating** proficiently with your client base (Document Management)



## 1 Client Relationship Management System and User Roles (Licenses)

Find your daily agenda first when opening this tools box

Manage client profiles, automatically post their required annual update, birthdays etc. in your daily agenda and keep your contact data base up-to-date

Write call reports and swiftly integrate client instructions into your agenda; search the data base history to cover all know-your-client requirements

Export your clients' strategic allocation from the Asset Allocator to the client profile

Use the document management functionality to handle your document editing, storing and outgoing as well as incoming client communication more efficiently

Easy to learn, intuitive, straight forward to use and compliant with your regulator's requirements, just and only doing what it is meant to do

Combining Swiss data protection standards with state of the art server technology, encryption and strictest password protection requirements

Fully manageable by Advisor licenses, granting read only access to Compliance licenses and limited access to Analysts or the Administrator; the entire tool box is built around a user role concept with licenses for the following specific access and data management privileges:

- Advisor / Relationship Manager: exclusive privilege to use the client relationship management tool for a defined client range; a free deputy license with the same privilege for the same client range is also available; read only license for Compliance
- Analyst: exclusive data input privilege for Dynamic Relative Scoring Tools; limited access to CRM (own Agenda and Contacts); a free deputy license with the same tasks is also available; read only license for all other users
- Administrator: exclusive privilege to manage all system user data including their authorizations, the links provided and the document management editing and mailing functions; a free deputy license is also available; limited access to CRM (own Agenda and Contact Management)
- Compliance: read only privilege across all user licenses and exclusive release privilege for the Document Management Tool and the CRM Compliance Check; a free deputy license is available; limited access to CRM (own Agenda and Contact Management)

	Advisor	Analyst	Administrator	Compliance
CRM - Agenda	●	●	●	●
CRM - Client Profiles	●	●	●	●
CRM - Call Reports	●	●	●	●
CRM - Contacts	●	●	●	●
Asset Allocator	●	●	●	●
Growth Scoring	●	●	●	●
Value Scoring	●	●	●	●
StratValue Scoring	●	●	●	●
CPanel - User Administration	●	●	●	●
CPanel - Links	●	●	●	●
CPanel - Document Management	●	●	●	●
Calculator	●	●	●	●
Encyclopedia	●	●	●	●

● ● Full or partial access     
 ● View/read only     
 ● No access

## 2 Asset Allocator

Find the appropriate asset allocation for your diversified client portfolios according to the most important strategic parameters and adapted to your client's product suitability:

- Reference currency (USD, EUR, GBP, CHF)
- Acceptable currency diversification according to the client's specific requirements. Note that currency diversification is reflected in the equity allocation only, as equity exposure compensates best for currency fluctuations
- Client's budget impact on the asset allocation process: determine the required cash flow of an investor, match it with the required minimum fixed income capital to reach the budget and automatically adjust the asset mix to these constraints
- Risk capacity measured by investment volume, total investable assets as percentage of total assets and desirable investment horizon
- Risk propensity measured by acceptable risk and reward expectations
- Investment experience

Simulate and integrate changing economic and market environments with tactical overlays; StratValue provides trend and forecast data on interest rates, inflation rates and equity market performance to support your top down decision process. Consolidate different asset allocations of a client to gain an overview over his multiple holdings

Expand and customize the traditional strategic and tactical asset allocation by introducing non-traditional instruments or hedging operations

Export your investors' strategic asset allocations to their client profiles

## 3 StratValue's Proprietary Dynamic Relative Value and Growth Scoring for Equity Markets

Avail yourself of expertise with a proprietary scoring model that supports sustainable medium and long term investment performance; we crunch the numbers of a large sample of companies on a quarterly basis and you enjoy results provided by Tools with its proprietary methodology of unbiased and objective data processing to improve your odds for successful long-term investment decisions; or use the same scoring process by subscribing to the Dynamic Relative Value and Growth Scoring Tools to analyze your own sample of companies; view below tool description for more information

Identify investments with sound or weak fundamentals and the long-term potential of high or low alpha, follow a Value or Growth Style, work with the PEG Ratio or other criteria first and only then add your usual providers' short-term decision making and trading support to your Scoring Tool choices; combine this bottom-up analysis with your

top-down investment decision process supported by the Asset Allocator Tool. StratValue Scoring supports the most important selection criteria and styles

The repeated relative out-performance of StratValue's own portfolios was achieved by a disciplined application of StratValue's proprietary Scoring Tool with an equal weight selection process; the scoring results primarily reflect the companies' dynamic and relative ability to grow their top and bottom line revenues, gain or lose productivity, achieve above or only below average returns on investment and pay out or cancel their dividends based on the development of their net operating results

#### 4 Subscribers' own Dynamic Relative Value and Growth Scoring

Get clear perspectives on a selected companies' sample from different angles based on the most important fundamental data, compare results according to value or growth criteria: get forced rankings of fundamental data over a five year time line (Gross Revenue, EBITDA, Net Income, Earnings per Share, Dividends per Share and Dividend Yield)

Analyze fundamentals and their dynamics, score their relative results and more technical key market factors before investing: select your choice of market factors (Price/Earnings ratio, PE/Earnings Growth ratio, Volatility, Consensus Opinion, Share Price Momentum vs. Market Momentum, Industry Group Rotation)

Put numbers into visualized perspectives for better investment decisions by positioning individual company results within their industry group and market or index, or within the entire sample across all markets

Obtain the basics for a disciplined, consistent, structured and informed long term equity investment process before you add your usual short-term decision and trading support to your scoring choices for best timing

Give your equity selection process a systematic approach and professional presentation standards: produce single criterion or full company report presentations with tables and graphs

Update company data on a quarterly basis to allow for a continuous dynamic relative scoring of the most important ratios and key figures of your sample

Benefit from the Analyst Monitor function to supervise the accuracy and quality of your Analysts' data and recommendations

Comply with regulatory requirements to record investment recommendations and decisions for the entire advisory and asset management staff

Easy to learn, intuitive, straight forward to use and simple in its updating and data maintenance; fully manageable by Analyst licenses, granting read only access to other licenses

## 5 Document Management

Document Management offers four basic functions: editing, customizing, printing/ mailing and storing/history; it allows you to manage the entire range from account documents to invoicing and communicating proficiently with your client base

Different user roles have specific privileges with a central role for Compliance to oversee legal, regulatory and firm policy quality requirements for documents leaving the system

## 6 Financial Calculator

A financial calculator at your fingertips: it gives you all the finance calculation capability you will ever need.

## 7 Encyclopedia

Find the most commonly used terms and definitions in finance with links to synonyms and related terms

## 8 Links for Markets, Research, Portfolios and Compliance

These are links to your providers of market information, research data, custodian as well as broker-dealer services and computer based compliance consulting and educational tools of your choice

The Administrator manages these links on the user's behalf

Links have no interfaces to any other operating system for integrated or common functionalities

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