EVERSTELL

Profitability Analytics for Financial Services

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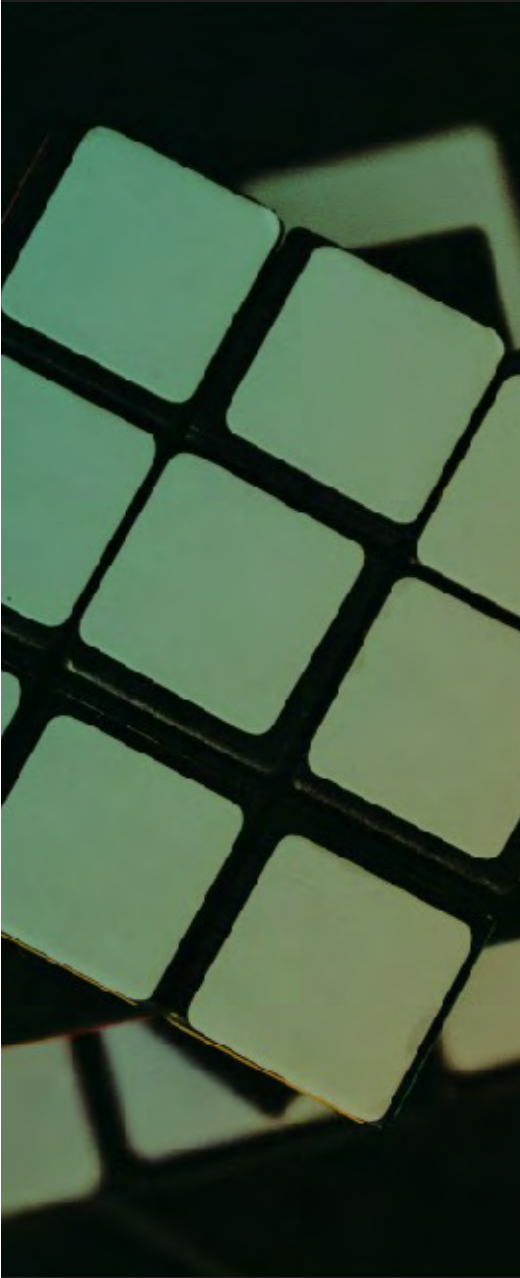
Overview

The Everstell cloud-based profitability platform allocates and aligns revenues and operating expenses based on resource consumption of the management company. It provides asset management firms with meaningful insights, correlations, and analytics to improve margins and operating leverage.

Enhanced Profitability Model

- Multi-dimensional profitability
- Calculates firm and portfolio profitability
- Measures consumption of resources and costs
- Calculates ROI on projects and firm investments
- Calculates partner/investor return by fund/strategy
- Drills down into expenses

Framework Objectives

- Transparent allocation methods across all OpEx
- Accountability of key expense ownership
- Governance over expenses and cost centers

Cost Savings

Predictive Analytics

Calculate ROI

Transparency

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Accountability

Enhance Strategy
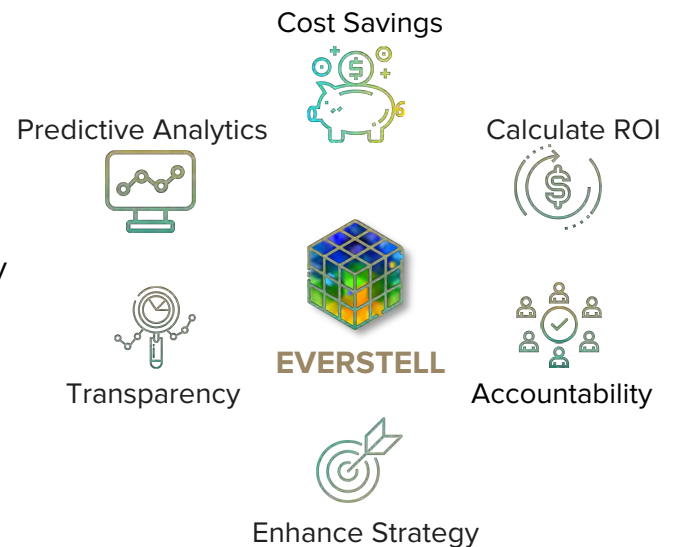
All In One Solution

Everstell streamlines sophisticated expense allocation and revenue attribution models developed using a cost-efficient implementation approach.

All-in-one platform

Cloud-based profitability platform using Microsoft Azure and SQL with a Power BI visualization overlay with appropriate data security

Standard and customized reports

Scenario models, analytics, and KPIs provided on a monthly or quarterly reporting frequency

Rapid and comprehensive deployment

Leveraging significant years of industry leading practices, benchmarks, and accelerators

Full cost attribution

Validation of data throughout the input process via tier allocation methodology, guided set up using standard data templates or ETLs and connectors

Drill down capability

Drill down into the drivers of costs and consumption and reduce time compiling data, including the ability to download to excel

Dedicated technology support

Ongoing and implementation and support for updates, enhancements, and maintenance, requiring minimal support from client

Interactive Reporting

- Dynamic profitability dashboard enabling strategic decision making
- Leverage clear and simplified navigations
- Users can view key KPIs, trends and detailed performance
- Toggle between fund and strategy views
- Manage scenario analysis
- for "what-if" scenarios

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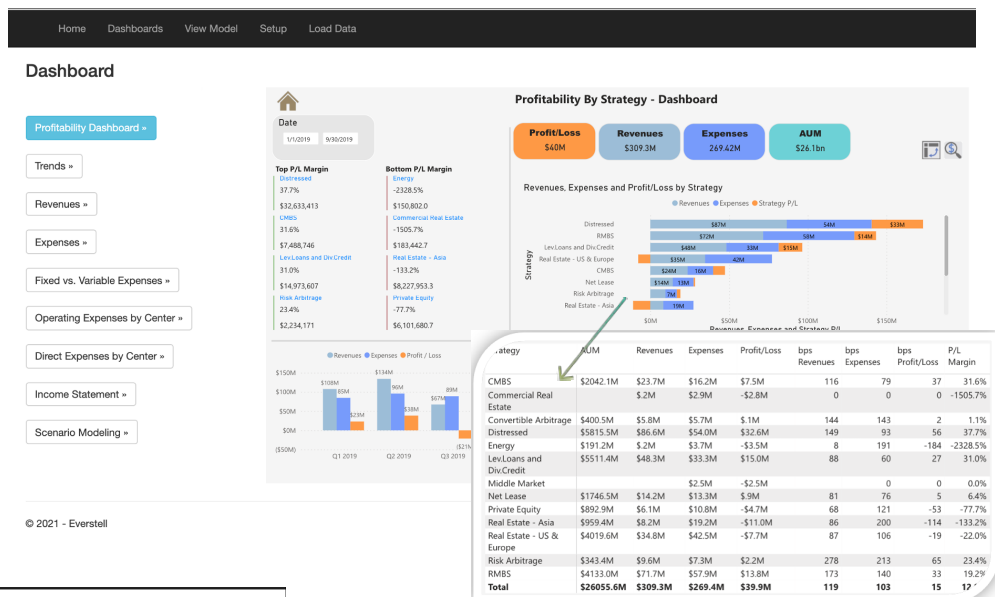
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Everstell offers several reports, out-of-the-box, including but not limited to:

- **Profitability Dashboard -**Multi-dimensional
- **Revenues -** showcasing management fees, performance fees (realized and unrealized).
- **Expenses** - direct, indirect, and overhead expenses with drill down to the cost center or account levels.
- **Operating Expenses by Center -** details on allocations by cost center and overhead expenses.
- **Income Statement -** multi-dimensional views with cost center and account level detail, including KPIs and Analytics.
- **Scenario Analysis** - forecast the impact of various growth scenarios on existing and new strategies and funds.

Enhanced Workflow

Everstell's workflow is comprised of several capabilities:

- Transparent model set up and design
- View allocation rules and methodologies
- Export model and information
- Seamless data connectors and leverage a series of data tables and templates
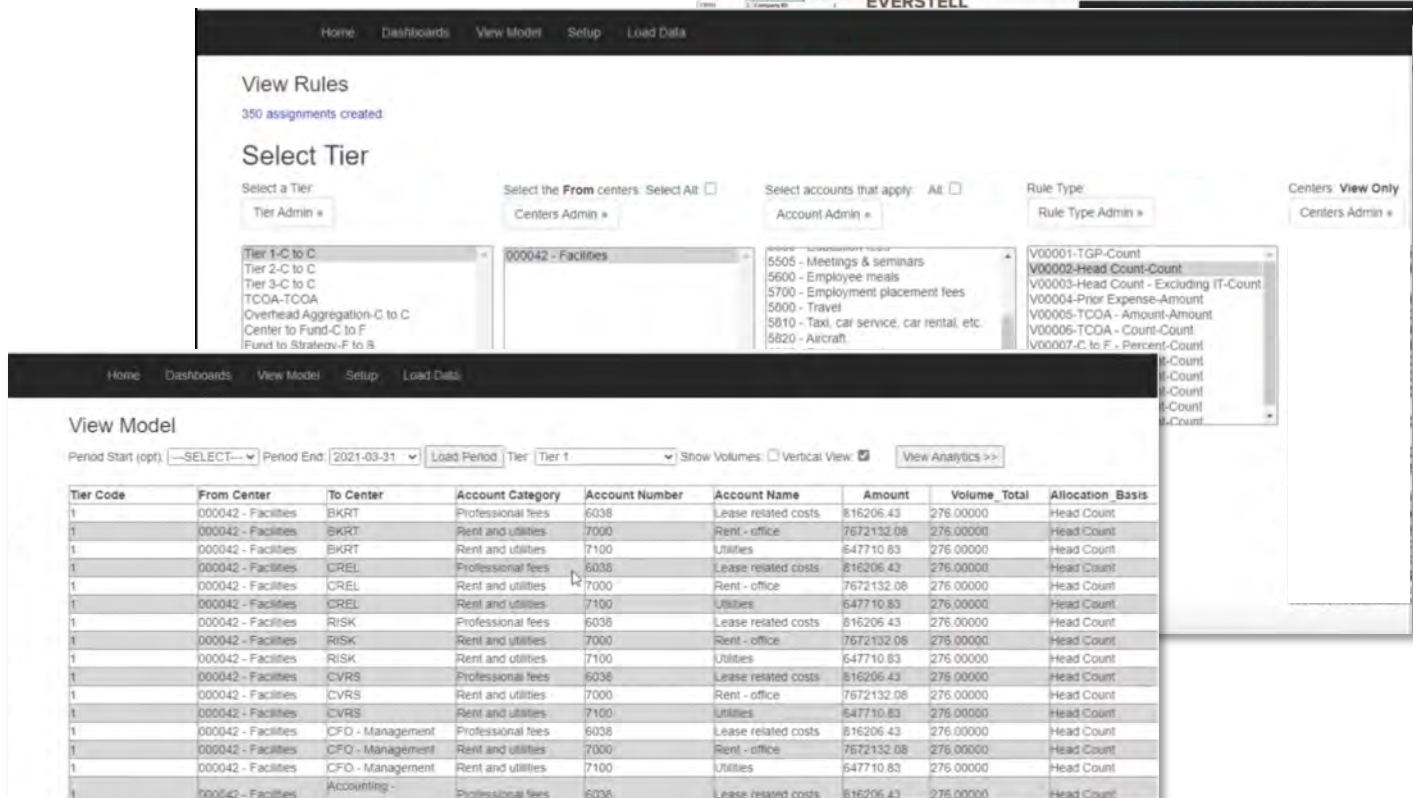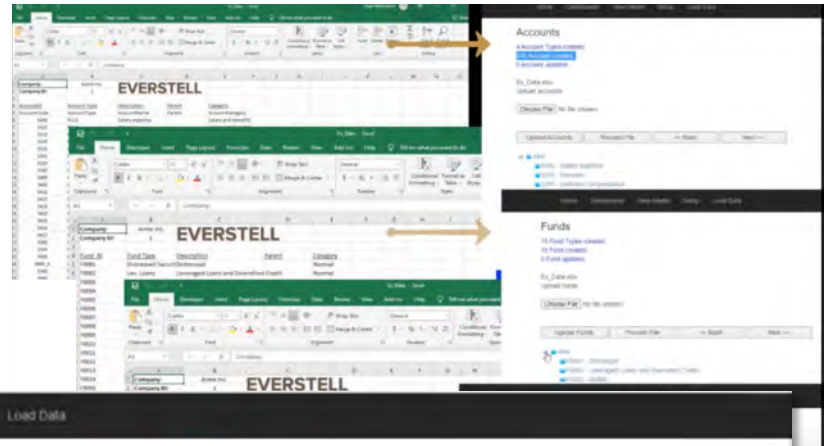
Design

Everstell's cloud-based profitability solution leverages widely accepted technologies such as Microsoft Azure Cloud Services, Microsoft Power BI and Azure SQL managing updates via a secure platform:

Everstell Platform

Everstell is an all-in-one solution providing extensive profitability models, analytics, and KPIs out of the box.

MS Power BI

Connect and consolidate data with ease using common MS connectors to bring in transactional, volumetric, and financial data from existing data sources.

Azure SQL Cloud Server

Cost savings for leveraging cloud-computing services with significant security benefits. The cloud enables updates directly to the Everstell platform without accessing sensitive client data.

Upload Updates

A unifying, collaborative environment and regularly updated services that help you manage and control Everstell application.

Prepare Updates

Everstell provides end-to-end support for provisioning, deploying, diagnostic telemetry, and configuration upgrades.

Implementation Approach

Everstell's 4-step approach provides significant results, analytics, and dynamic reporting requiring less time from your team to implement. It easily integrates within your existing and changing finance systems and operating model processes with no disruption.

Solution Setup
- Review profitability data types, periodicity, etc.,
- Review and setup org and account hierarchy
- Review and setup funds and strategy tables
- Setup drivers, allocation tiers and methods

Source Data
- Review/design updates to existing solution structure
- Source GL and Expense data into Everstell
- Identify and source data: G/L, AUM, volumes, etc.,

Testing & Reports
- Produce dashboards and reporting package
- Test data and outcomes and revise as applicable
- Review with client team and stakeholders
- Develop ongoing reporting plan

Finalize Requirements
- Review allocations, cost and strategy centers
- Review control checks and validation edits
- Finalize database, model, and reporting

Everstell Consulting Support Throughout

*The Everstell implementation timeline is subject to the project scope and availability of personnel and data.

Benefits

As firms continue to face increasing cost pressure and fee compression, implementing a comprehensive profitability solution will lead to margin improvements and increased competitiveness in an increasingly price sensitive market.

Enhanced Economics
- Increase margins with increased insights into OpEx and other overhead costs
- Improve your strategy to acquire new business and funds by getting the insights you need into margins and costs

Profitability Capabilities
- Support insights into the drivers of total costs to support root cause analysis and drill-down
- Transparency into model calculations in order to satisfy changes in the business

Stakeholder Management
- Ability to calculate ROI metrics on projects and firm investments
- Understand and justify consumption of firm expenses by funds and strategies
- Support investment management strategies with profitability management calculations

About Everstell

Everstell is a New York based FinTech analytics firm, which empowers asset management CFOs with strategic decision- making. Everstell's platform not only streamlines complex cost allocations across multiple dimensions, but also enables the rapid, accurate reporting, forecasting, and planning needed in today's volatile environment.

Background

- Specializing in finance technology programs and finance transformation initiatives.
- Design leading frameworks and develop cutting-edge reporting analytics to manage your business and enhance strategic decision making.
- Significant years of combined experience supporting the asset management industry.

Capabilities

- PROFITABILITY: Profitability design, allocations, reporting, financial planning, analysis, budgeting, and forecasting.
- ANALYTICS: Develop analytics identifying trends and variances to enable enhanced analysis and decision making.
- TRANSFORMATION: Finance systems enhancements, process flows, general ledger re-engineering.
- TECHNOLOGY: Comprehensive system implementation covering the full system development life-cycle.

www.everstell.com   info@everstell.com   https://www.linkedin.com/company/everstell