

Product Overview

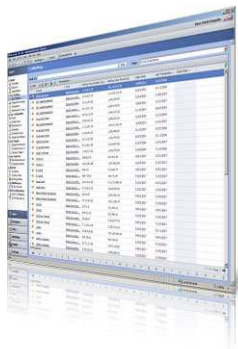
The logo for dCRM features the letters 'dCRM' in a bold, sans-serif font. The 'd' is blue, and 'CRM' is red. To the right of the text is a graphic of several blue and red squares of varying sizes, some overlapping, arranged in a pattern that suggests a digital or data-driven environment.

Edward Dove - President of Augustus Asset Managers, comments on why they chose dCRM

“ It’s an extremely powerful tool which will undoubtedly help us grow our business significantly in the future. ”

What types of organisations use dCRM?

Hedge Funds
Fund of Funds
Asset Managers
Fund Administrators
Private Equity Firms
Wealth Managers
Capital Intro Teams
Custodians
Other Service Providers



What is dCRM? dCRM is a workflow and relationship management system. It tracks, manages and reports on relationships between companies, contacts, funds and counterparties to enhance client or investor service levels.

Key Business Benefits

dCRM Key Features for Sales and Marketing

- Access details of all your interactions with prospective investors including meetings, calls and emails.
- Manage and report on your pipeline of investment opportunities.
- Analyse and segment your database of prospective investors to build lists of marketing targets.
- Implement and enforce structured sales processes.
- Track the sales person or distribution partner associated with each new investment.

dCRM Key Features for Business Management

Critical intelligence and reporting for business leaders, including:

- **Investor profiling:** Understand the breakdown of your investor base by investor type, geography or investment size.
- **Liquidity reporting:** Keep track of the liquidity profile of each of your funds.
- **Investor behaviour:** Use the capital flows data to analyse the investment behaviour of key investors.
- **Key account management:** Access records of all communication between everyone in your firm and your key investors.
- **ERISA Compliance Monitoring:** Monitor the percentage of ERISA assets in each share class.

dCRM Key Features for Client/Investor Servicing

- Maintain records of all communications between your firm and each client or investor including meetings, calls and emails.
- Track and report on current holding values, capital flows and investment performance by fund for each investor.
- Track lock-up end dates for each outstanding subscription for each investor to drive investor liquidity reporting.
- Define client tiering criteria and associated client service rules by tier.
- Generate activity reports to help leaders manage teams and ensure service levels.

dCRM Key Features for Investment Management

- Maintain records of all communications (meetings, calls, emails) documents and data relating to actual or potential deals or investments.
- Private equity deal tracking and deal pipeline reporting.
- Structured repository of research, analysis and due diligence information for fund of fund research and investment teams.
- Capture, store and report on company research for investment analysts.

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Investor Transaction Management in dCRM

The **dCRM Fund Flows module** enables managers to track the current holdings and transaction history of each investor in each of their funds.

Investor transaction data and monthly NAV per share data is imported into **dCRM** from files provided by your fund administrator. Each transaction is assigned to an investor and the system aggregates transactions to determine the holding of each investor.

This has a number of key benefits:

- **Investor holding summary:** At a glance, managers can see the current valuation of each investor's holdings.
- **Transaction details:** Managers can drill into the holding to see the full transaction history for each investor.
- **Transparency of the underlying investor:** Where an investor invests via a custodian or nominee, the transaction can be assigned to an underlying investor.
- **Fund investor profiling:** The profile of the investor base in a fund can be analysed to show the split by investor type (family office, fund of fund, etc) investor geography, jurisdiction or investment size.
- **Fund liquidity report:** Shows the amount of the fund that is out of lock-up each month going forward.
- **Investor liquidity:** Shows for each subscription, the proportion that has been redeemed to date and the lock-up end date for the remaining amount.
- **Investor performance reporting:** The transaction history data and NAV history data can be combined to calculate the actual monetary gain (or loss) for an investor.
- **Commissions:** Sales commissions and fee rebates can be calculated using the underlying transaction data.

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The dCRM system is a very powerful tool that has very quickly begun to pay dividends in our environment. Moreover, it is completely scalable so that no matter how large our company grows, this solution will grow with it. I would highly recommend dCRM to other service organisations and recommend they use Digiterre to work with them to discover the best adaptation of the system for their needs. ”

*John Graham, Partner and Client Services Director,
Rogge Global Partners*

Usability

- **Rapid User Adoption:** Full integration with Microsoft Outlook at the Exchange Server level and intuitive screens with an Outlook look and feel combined with interactive user help tools to ease user adoption of the system after just a few hours of training.
- **Scalability & Configurability:** dCRM is highly scalable with a robust Microsoft CRM chassis, supporting rapid growth. Easily customisable to meet specific business needs and to support the changing requirements of a rapidly growing business.
- **Simple Data Migration:** dCRM's Data Migration Framework greatly simplifies the process of combining, cleansing and migrating data from one or more pre-existing data source(s) to significantly reduce time scales.
- **Data Security:** Sophisticated access and security model support slicing of user views by client geography, regulatory jurisdiction, business unit or user group to provide data security right down to the field level if required.
- **Remote working:** "Decoupling" for remote laptop users when offline. Interact with dCRM while out of the office via a web browser or using a handheld device such as a Blackberry and synchronise with your email, diary and contacts.

dCRM Implementation & Support

- **Full Service Offering:** Inclusive of licensing, all processes surrounding deployment, upgrades, software updates and long-term support for core and proprietary elements.
- **Evaluation Period:** The pilot hardware is agreed and dCRM is installed on the target hardware with an evaluation period of three months.
- **Data Migration Toolkit:** Data can be manually input, a partial import, or a full import and if required can include a data cleaning step.
- **Training:** Full training is provided and can be followed up by a session a few weeks later to address more specific questions once users are familiar with the system.