

AnalytX

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ONW

ObjectiveNetWorth™

ASSET ADMINISTRATION  
ASSET ALLOCATION  
FUND ADMINISTRATION  
FAMILY MEMBER RELATIONS

# ObjectiveNetWorth™ For Multi-Family Offices

ObjectiveNetWorth™ (ONW) was built specifically for family offices to manage asset allocation across alternative asset classes, including public companies, real estate, hedge funds, and private equity funds. It provides the ability to capture transactions while booking GL entries and slice/dice IRRs. ONW provides elegant fund administration with detailed asset-layering allocations to associated family members. With the ability to model any asset cash-flow structure for heterogeneous assets, ONW can handle the diverse asset pools common in wealth preservation and expansion strategies. ONW also includes powerful abilities to manage assets and their underlying holdings which empower users to peer 'through the looking glass' for underlying asset exposure and cash flows.

# The Platform

## Enterprise-Wide, Workflow Solution

With uncompromising back-office functionality, powerful deal flow, integrated contact relationship management (CRM), asset management, and fund administration, ONW represents a one-stop solution for your entire enterprise. It manages entities with single-click access to all information regarding any legal entity, asset, fund, family-member detail, or prospective investment opportunity.

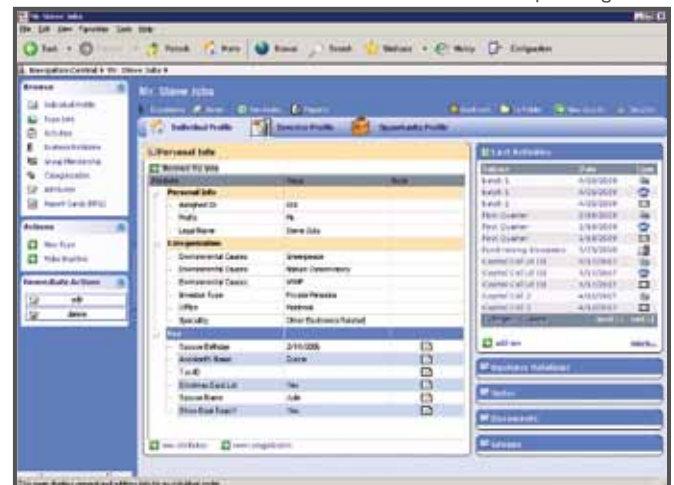
## User-Defined Experience

Your assets, funds, investors, prospective investments, transactions, documents, and powerful reporting, are all online via a thin client-browser that scales for each specific role within your organization. Your home page operates as a central dashboard with instant access to your family office operation's nerve center. The role orientation, and the relationship of those roles to business views, creates a unique perspective for the user logging in. Administrators can have access to every legal entity's contacts; investment professionals can have access to opportunity dashboards; and back-office personnel can have access to transactions. Levels of access are flexible and defined by your business model.

## Navigation And Ease Of Use

ONW is extremely easy to use, with the user experience being similar to that of browsing the web. The left-hand navigation tool consistently presents options that are applicable to the context at hand. Favorites and folders are available from the user's home page, providing fast access to desired information. The powerful search capability includes a full text search of notes or documents. ONW scales to meet your requirements using your defined incremental attributes at various levels throughout the system.

Contact Relationship Management



# Contact Relationship Management

## Background

Contacts are critical for both the front and back office. With ONW, a contact can either be an institution or an individual. In addition, the general aspects of contacts include multiple addresses, emails, and phone numbers. ONW has sophisticated mechanisms for tracking how a contact interacts with other contacts in a family-office universe. For example, ONW's activities make it possible to capture interactions, schedule meetings, pull in emails from Outlook, and set up specific tasks. These activities can also be linked with the alert system which provides email and alert notifications on the user's home page.

## Main Profile Information

Related information for individuals or institutions is captured, including an unlimited number of mailing addresses, emails, and phone numbers. Name changes are also instantly tracked and fully searchable. With the use of EPoint, contacts can be exported to Microsoft Outlook by clicking on a single link. These contacts can then be synched with a Blackberry or other PDA, directly from Outlook.

## Communications

Contacts have preferred methods of communication. These methods include e-mail, fax, or hardcopy via post. ONW tracks contact communication preferences then uses Microsoft Word to generate the preferred type of communication for each contact. The content of the actual communication, whether it's faxed, emailed, or printed, is recorded as an activity (described below).

## Activities

Activities are tracked with rich detail and include participants, roles, follow-ups, and full text capture. Examples of an activity include e-mail, fax, phone call, an appointment, or any other interaction. All activities synchronize with Microsoft Office. Examples include: (1) scheduling appointments in ONW, which then sends Outlook invitations; (2) drag and drop email (with attachments) from Outlook to ONW; (3) sending task invitations to Outlook based upon participants identified when tasks are created in ONW.

## Business Relationships

Business relationships can be created between legal entities, individuals, or both. Relationships for any institution or individual have the option of creating a reciprocal business relationship from the perspective of the other entity. Employees that are related to their employer's contact record will automatically be updated with any address changes made to the main employer record.

## Incremental Attributes

Any type of attribute can be created for any type of entity in ONW. These incremental attributes cover the myriad of information beyond core contact information and can be created in a structured fashion for a superior level of organization. Unlimited incremental attributes are possible throughout the system.

## Notes

In addition to incremental attributes, notes regarding an asset, a fund, an investor, or any institution or individual, can be tracked in ONW. The notes contain built-in version control, which provides an invaluable audit trail by keeping a copy of each previous revision, who revised it, and the date and time every note is saved.

## Documents

Any type of document can be captured and related to legal entities. The document capture ability in ONW organizes documents into structured classifications or 'buckets' for fast, easy cataloging and retrieval. Unlimited check-in and check-outs are possible with full retention of previous versions. The document home page includes a powerful search mechanism that can perform free-form text searches and browsing by document classification.

## Categorization

One of the most powerful features in ONW is its ability to categorize legal entities into meaningful hierarchies. Any contact can be organized into a categorization hierarchy. Entities can then be browsed by those categorization schemes. This is the ideal way to create persistent reporting on assets, funds, and investors. It is also the best method for slicing performance IRRs with ONW's slice/dice analytics.

# Alternative Assets Administration in a Box

## Powerful Surveillance Monitoring

Browse assets to view positions and to assess both operational and compliance risks. Watch specified assets, place alerts on restrictions, and get automated email alerts as well as full user-home-page notification. See 'through the looking glass' into indirect assets through holding companies or fund-of-fund investments. Track portfolio IRR exposure to geography, industry, investment stage, or any user-defined category.

## Manage Diverse Alternative Asset Classes

Multi-family offices invest in a virtual rainbow of asset classes including, but not limited to, hedge funds, private equity fund-of-funds, real estate, and public securities. ONW handles these asset classes robustly, providing a clear record of asset allocations at any level. Financial entities are organized in hierarchies; and when an asset transaction occurs, it layers down through each tier providing a granular picture of investment history at any level. This means that asset-allocation details can track through family trust structures eventually layering to actual family members.

Another key aspect of ONW is the ability to peer 'through the looking glass' of any asset and view the underlying assets. The level of detail to be captured regarding underlying assets, including transaction granularity, is completely customizable. Key performance indicators, financial statements, and categorization slice/dice analyses are also available on demand for direct or indirect assets.

## No Compromises on Back Office

ONW offers robust financial-entity hierarchies, end-to-end accounting integration with a built-in GL, powerful asset-management, including layering, and an elegant fund administration. The asset side includes the ability to capture valuations, projections and transactions. Clean and powerful capital reconciliation for legal entities is simplified with functionality that includes an instant snapshot of asset ownership for any family member.

In addition to superb portfolio-management and accounting, ONW has excellent abilities to track asset or fund manager performance with key performance indicators. Financial statements using any format and level of detail can also be captured, benchmarked, and analyzed. When combined with the superb categorization, slice/dice abilities are available at virtually any depth which makes any type of analysis possible.

## Multi-Currency

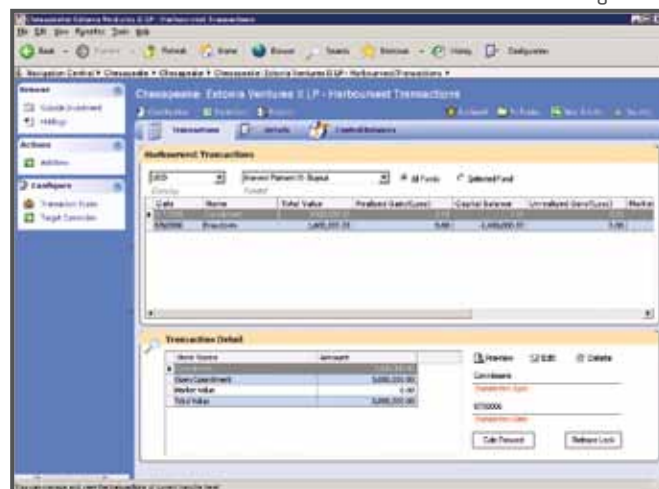
## Geography Independent Platform

ONW was created by software developers in Europe and the US. This geographic diversity manifests in the software. Investments in alternative currencies can be denominated in specific home currencies. Moreover, transactions at either the asset or fund levels can be displayed in any currency. Capital reconciliation schedules can also be tailored for specific tax books for any country. Finally, spectacular performance IRRs can analyze multi-currency exposure in both graphical and tabular fashion.

## Performance Benchmarking and Visual Analytics

ONW analytics are truly spectacular, with J-curve visualization and the ability to analyze with alternative IRR methodologies. Established scenarios can analyze asset performance against generic categorization schemes such as geography, industry, or 'create-your-own'. Fund performance can be analyzed with or without sources of friction such as management fees or expenses. Using this granular repository, users can analyze the elasticity of the IRRs for asset valuation methodologies, projected cash-flows, and with or without specific transaction types. Benchmarking is also possible against any categorization scheme. Performance can be benchmarked with key-financial-statement performance criteria including ratio analysis.

Portfolio Management



# Fund Administration

## Exceptional Multi-Family Office Correspondence

ONW has powerful tools for managing correspondence to family members. Fund-level roles allow correspondence for capital calls, distributions CCs, or general mailings. Correspondence can be faxed, emailed, or printed out hardcopy with labels. Family member/investor snapshots are available instantly within the ingenious capital-account reconciliation matrix with drill-down granularity available at the click of a mouse.

## Powerful, Flexible Capital Reconciliation

ONW's capital reconciliation view consolidates investment participation into an interactive experience. This visual 'cap-rec' matrix is ideal for assessing the balances of family members investing in any fund structure. In addition, full granularity for any transaction item by investor is available on demand including stock distributions, cash distributions, realized gains, and unrealized gains. With ONW, it is possible to run investor capital-balance calculations on an aggregated or single tax-entity basis with the ability to switch views to tax, accrual, or book with a single click.

## Robust Asset Layering to Family Investors

The asset allocation across alternative asset investment is allocated with complete granularity down through the fund conduit and to each layer of the family trust vehicle. The result is complete asset transparency at any level -- down to the family members. Thus, the investors, the high net worth individuals participating in the funds, can view an asset snapshot at any time.

## Integrated General Ledger

Accounting entries and transactions are firmly linked in the ONW model, and provide a consistent 'one-touch', straight-through accounting model. Accounting entries are created automatically from derived transactions. Mapped transactions and general ledger charts of account hierarchies automatically create a drill-down, trial-balance summary. ONW has the ability to produce reports including the trial balance, income statement, and balance sheet for a designated, legal fund-entity.

Fund Administration

Investor	Q1 Cap	Q1 Cash	Realized Gains	Cash Distributions	Contributions	Contributions	Total
Investor 001	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Investor 002	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Investor 003	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Investor 004	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Inv.	0.00	0.00	0.00	0.00	0.00	0.00	0.00

# ObjectiveWarehouse™ Reporting

## ObjectiveWarehouse™

AnalytX has teamed with Microsoft™ to create enabling technology and peerless reporting capabilities for alternative assets. ObjectiveWarehouse™ (OW) offers online browser access for everyone in your private equity organization, and include a powerful, multi-dimensional, standard reporting package combined with an ad-hoc report writer.

## ObjectiveWarehouse™ Powerful Surveillance Reporting

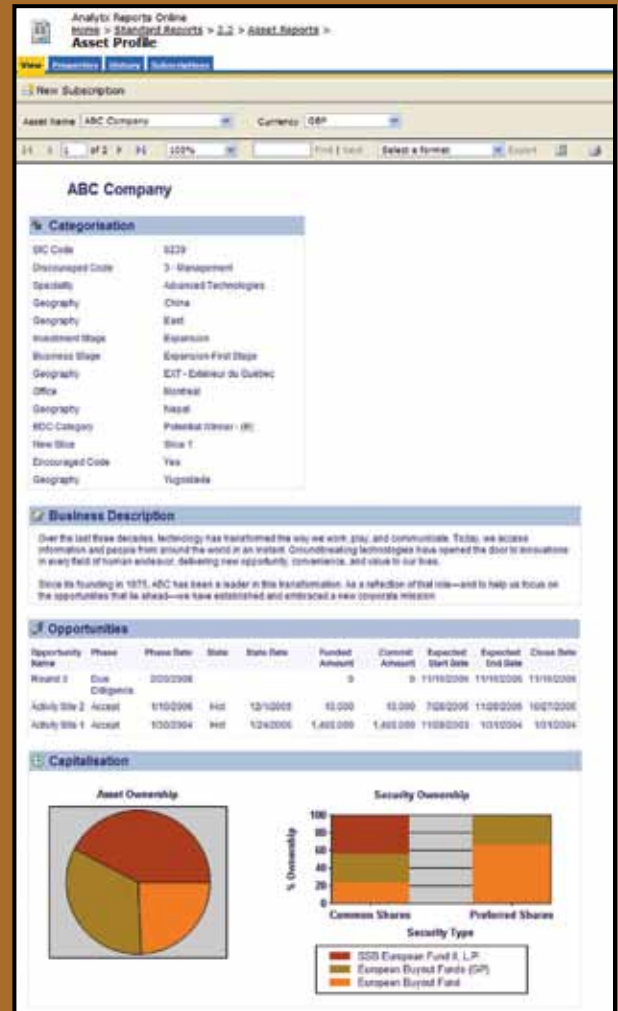
“Easy-to-use reporting tool” is a much-maligned metaphor in today's world. The term ‘easy-to-use’, in reference to reporting tools, should not refer to ease of use for a Database Administrator (DBA), but rather, it should fully empower the day-to-day user to easily create reports. The paradigms used by OW empower the user to set-up templates and have reports ready to print in seconds. OW has pre-assembled logical business views, which remove the need to deal directly with the complicated, underlying database.

## Access Reports Using a Standard Web Browser

- ObjectiveWarehouse™ is a firm-wide reporting solution that can be accessed on your intranet using web browser technology. Further, you can E-mail reports on a predetermined schedule.
- Set user security to allow read/write and read-only access for users.
- Create personal or firm-wide reports and easily post them on your intranet.

## ObjectiveWarehouse™ Competitive Advantage

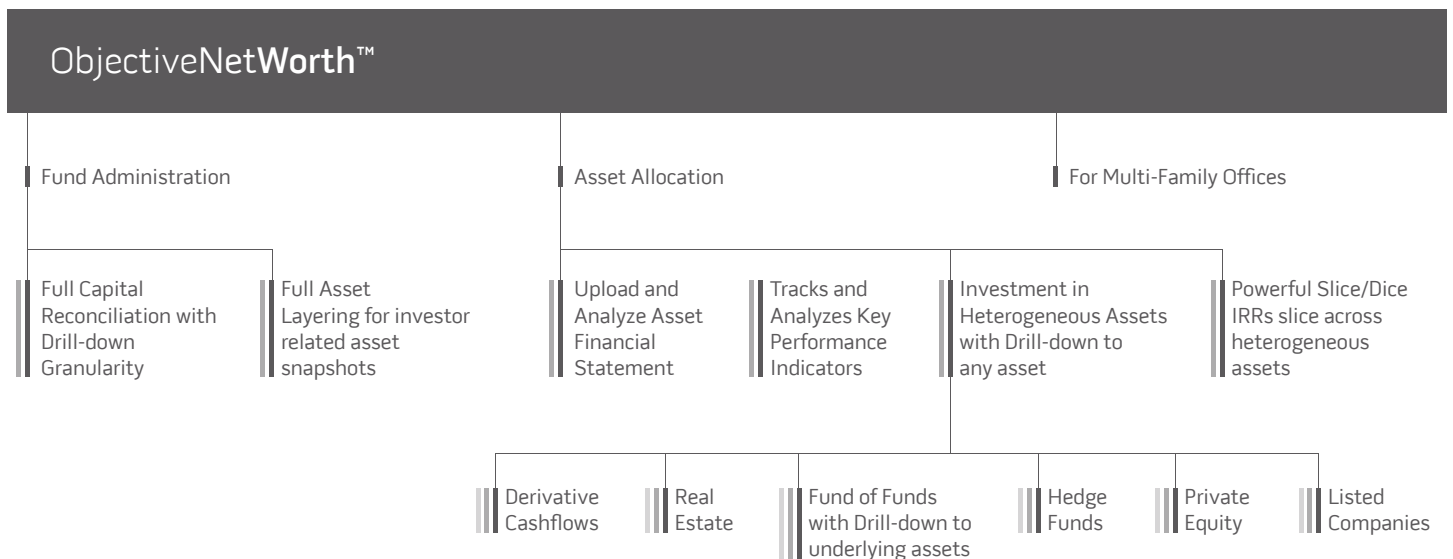
Many vendors work with report writers that require a DBA to access the underlying data structures directly. This is simply beyond the abilities of most users. Others utilize proprietary report writer technology, which means that you cannot get your information out of the database unless you are using their software. With OW you get the best of both worlds: (1) a pre-assembled data warehouse with business views that permit rapid assembly and instant visualization of your business through reports; and (2) an industry standard reporting solution built on Microsoft™ technology.



Report Manager

# ObjectiveNetWorth for Service Providers

AnalytX created ONW for Service Providers (ONWSP) in order to support the increasing demand for wealth-management fund administration. PEOSP offers all of the power of the ONW platform combined with the ability to list and quickly switch client databases. The ONWSP platform offers optimal security and encapsulated data manipulation for each client while managing all assets and limited partners under a single technology platform. AnalytX has created a pricing structure specifically designed to accommodate service-providers' needs for a core system combined with the ability to add additional beneficiary clients.



# ONW

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ASSET ALLOCATION  
FUND ADMINISTRATION  
FAMILY MEMBER RELATIONS

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