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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.

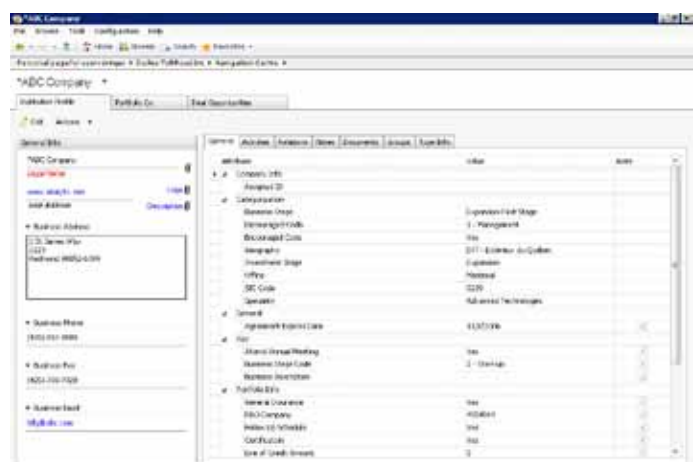
User-Defined Experience

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 freeform 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

Date	Type	Entry Amount	Shares/Units	Cost Basis	Realized Gain/Loss	Unrealized Gain/Loss	Market Value
2/1/2009	Purchase	30,000,000.00	2,000,000	15,000,000.00	0.00	0.00	30,000,000
3/31/2009	Valuation	5,000,000.00	2,000,000	10,000,000.00	0.00	5,000,000.00	25,000,000
4/30/2009	Cash Dividend	15,000,000.00	1,000,000	15,000,000.00	13,000,000.00	0.00	120,000,000
4/30/2009	Valuations	12,000,000.00	1,000,000	10,000,000.00	0.00	12,000,000.00	30,000,000
7/31/2009	Share Adjustment	300,000.00	1,000,000	20,200,000.00	0.00	0.00	20,200,000
9/30/2009	Valuations	14,000,000.00	1,000,000	20,200,000.00	0.00	14,000,000.00	35,000,000
12/31/2009	Valuations	59,000,000.00	1,000,000	20,200,000.00	0.00	59,000,000.00	80,000,000
1/31/2010	Dividend	5,000,000.00	1,000,000	20,200,000.00	0.00	0.00	80,000,000
4/30/2010	Purchase	0.00	1,000,000	20,200,000.00	0.00	0.00	4
1/31/2010	Basic Adjustment	0.00	1,000,000	20,200,000.00	0.00	0.00	20,200,000
3/31/2010	Purchase	1.00	1,000,000	20,200,000.00	0.00	0.00	321
4/30/2010	Basic Adjustment	0.00	1,000,000	20,200,000.00	0.00	0.00	20,200,000

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

The screenshot displays a software window titled 'Private Equity Fund A Offshore 2000 Q1'. The main content is a table with columns for 'Investor', 'Currency', 'Asset', 'Capital Call', and 'Cash Contributions'. The table lists several investors and their corresponding values. A red warning message at the top of the table area reads: 'Cap Rec checked for calculated to reflect transaction updates.' The table data is as follows:

Investor	Currency	Asset	Capital Call	Cash Contributions
Investor A	USD		1,000.00	0.00
Investor B	USD		2,000.00	0.00
Investor C	USD		3,000.00	0.00
Investor D	USD		4,000.00	0.00
Investor E	USD		5,000.00	0.00
Investor F	USD		6,000.00	0.00
Investor G	USD		7,000.00	0.00
Investor H	USD		8,000.00	0.00
Investor I	USD		9,000.00	0.00
Investor J	USD		10,000.00	0.00
Investor K	USD		11,000.00	0.00
Investor L	USD		12,000.00	0.00
Investor M	USD		13,000.00	0.00
Investor N	USD		14,000.00	0.00
Investor O	USD		15,000.00	0.00
Investor P	USD		16,000.00	0.00
Investor Q	USD		17,000.00	0.00
Investor R	USD		18,000.00	0.00
Investor S	USD		19,000.00	0.00
Investor T	USD		20,000.00	0.00
Investor U	USD		21,000.00	0.00
Investor V	USD		22,000.00	0.00
Investor W	USD		23,000.00	0.00
Investor X	USD		24,000.00	0.00
Investor Y	USD		25,000.00	0.00
Investor Z	USD		26,000.00	0.00
Investor AA	USD		27,000.00	0.00
Investor AB	USD		28,000.00	0.00
Investor AC	USD		29,000.00	0.00
Investor AD	USD		30,000.00	0.00
Investor AE	USD		31,000.00	0.00
Investor AF	USD		32,000.00	0.00
Investor AG	USD		33,000.00	0.00
Investor AH	USD		34,000.00	0.00
Investor AI	USD		35,000.00	0.00
Investor AJ	USD		36,000.00	0.00
Investor AK	USD		37,000.00	0.00
Investor AL	USD		38,000.00	0.00
Investor AM	USD		39,000.00	0.00
Investor AN	USD		40,000.00	0.00
Investor AO	USD		41,000.00	0.00
Investor AP	USD		42,000.00	0.00
Investor AQ	USD		43,000.00	0.00
Investor AR	USD		44,000.00	0.00
Investor AS	USD		45,000.00	0.00
Investor AT	USD		46,000.00	0.00
Investor AU	USD		47,000.00	0.00
Investor AV	USD		48,000.00	0.00
Investor AW	USD		49,000.00	0.00
Investor AX	USD		50,000.00	0.00
Investor AY	USD		51,000.00	0.00
Investor AZ	USD		52,000.00	0.00
Investor BA	USD		53,000.00	0.00
Investor BB	USD		54,000.00	0.00
Investor BC	USD		55,000.00	0.00
Investor BD	USD		56,000.00	0.00
Investor BE	USD		57,000.00	0.00
Investor BF	USD		58,000.00	0.00
Investor BG	USD		59,000.00	0.00
Investor BH	USD		60,000.00	0.00
Investor BI	USD		61,000.00	0.00
Investor BJ	USD		62,000.00	0.00
Investor BK	USD		63,000.00	0.00
Investor BL	USD		64,000.00	0.00
Investor BM	USD		65,000.00	0.00
Investor BN	USD		66,000.00	0.00
Investor BO	USD		67,000.00	0.00
Investor BP	USD		68,000.00	0.00
Investor BQ	USD		69,000.00	0.00
Investor BR	USD		70,000.00	0.00
Investor BS	USD		71,000.00	0.00
Investor BT	USD		72,000.00	0.00
Investor BU	USD		73,000.00	0.00
Investor BV	USD		74,000.00	0.00
Investor BW	USD		75,000.00	0.00
Investor BX	USD		76,000.00	0.00
Investor BY	USD		77,000.00	0.00
Investor BZ	USD		78,000.00	0.00
Investor CA	USD		79,000.00	0.00
Investor CB	USD		80,000.00	0.00
Investor CC	USD		81,000.00	0.00
Investor CD	USD		82,000.00	0.00
Investor CE	USD		83,000.00	0.00
Investor CF	USD		84,000.00	0.00
Investor CG	USD		85,000.00	0.00
Investor CH	USD		86,000.00	0.00
Investor CI	USD		87,000.00	0.00
Investor CJ	USD		88,000.00	0.00
Investor CK	USD		89,000.00	0.00
Investor CL	USD		90,000.00	0.00
Investor CM	USD		91,000.00	0.00
Investor CN	USD		92,000.00	0.00
Investor CO	USD		93,000.00	0.00
Investor CP	USD		94,000.00	0.00
Investor CQ	USD		95,000.00	0.00
Investor CR	USD		96,000.00	0.00
Investor CS	USD		97,000.00	0.00
Investor CT	USD		98,000.00	0.00
Investor CU	USD		99,000.00	0.00
Investor CV	USD		100,000.00	0.00
Investor CW	USD		101,000.00	0.00
Investor CX	USD		102,000.00	0.00
Investor CY	USD		103,000.00	0.00
Investor CZ	USD		104,000.00	0.00
Investor DA	USD		105,000.00	0.00
Investor DB	USD		106,000.00	0.00
Investor DC	USD		107,000.00	0.00
Investor DD	USD		108,000.00	0.00
Investor DE	USD		109,000.00	0.00
Investor DF	USD		110,000.00	0.00
Investor DG	USD		111,000.00	0.00
Investor DH	USD		112,000.00	0.00
Investor DI	USD		113,000.00	0.00
Investor DJ	USD		114,000.00	0.00
Investor DK	USD		115,000.00	0.00
Investor DL	USD		116,000.00	0.00
Investor DM	USD		117,000.00	0.00
Investor DN	USD		118,000.00	0.00
Investor DO	USD		119,000.00	0.00
Investor DP	USD		120,000.00	0.00
Investor DQ	USD		121,000.00	0.00
Investor DR	USD		122,000.00	0.00
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Investor DU	USD		125,000.00	0.00
Investor DV	USD		126,000.00	0.00
Investor DW	USD		127,000.00	0.00
Investor DX	USD		128,000.00	0.00
Investor DY	USD		129,000.00	0.00
Investor DZ	USD		130,000.00	0.00
Investor EA	USD		131,000.00	0.00
Investor EB	USD		132,000.00	0.00
Investor EC	USD		133,000.00	0.00
Investor ED	USD		134,000.00	0.00
Investor EE	USD		135,000.00	0.00
Investor EF	USD		136,000.00	0.00
Investor EG	USD		137,000.00	0.00
Investor EH	USD		138,000.00	0.00
Investor EI	USD		139,000.00	0.00
Investor EJ	USD		140,000.00	0.00
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Investor EZ	USD		156,000.00	0.00
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Investor FB	USD		158,000.00	0.00
Investor FC	USD		159,000.00	0.00
Investor FD	USD		160,000.00	0.00
Investor FE	USD		161,000.00	0.00
Investor FF	USD		162,000.00	0.00
Investor FG	USD		163,000.00	0.00
Investor FH	USD		164,000.00	0.00
Investor FI	USD		165,000.00	0.00
Investor FJ	USD		166,000.00	0.00
Investor FK	USD		167,000.00	0.00
Investor FL	USD		168,000.00	0.00
Investor FM	USD		169,000.00	0.00
Investor FN	USD		170,000.00	0.00
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Investor FQ	USD		173,000.00	0.00
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Investor FX	USD		180,000.00	0.00
Investor FY	USD		181,000.00	0.00
Investor FZ	USD		182,000.00	0.00
Investor GA	USD		183,000.00	0.00
Investor GB	USD		184,000.00	0.00
Investor GC	USD		185,000.00	0.00
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Investor GG	USD		189,000.00	0.00
Investor GH	USD		190,000.00	0.00
Investor GI	USD		191,000.00	0.00
Investor GJ	USD		192,000.00	0.00
Investor GK	USD		193,000.00	0.00
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Investor GM	USD		195,000.00	0.00
Investor GN	USD		196,000.00	0.00
Investor GO	USD		197,000.00	0.00
Investor GP	USD		198,000.00	0.00
Investor GQ	USD		199,000.00	0.00
Investor GR	USD		200,000.00	0.00
Investor GS	USD		201,000.00	0.00
Investor GT	USD		202,000.00	0.00
Investor GU	USD		203,000.00	0.00
Investor GV	USD		204,000.00	0.00
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Investor HE	USD		213,000.00	0.00
Investor HF	USD		214,000.00	0.00
Investor HG	USD		215,000.00	0.00
Investor HH	USD		216,000.00	0.00
Investor HI	USD		217,000.00	0.00
Investor HJ	USD		218,000.00	0.00
Investor HK	USD		219,000.00	0.00
Investor HL	USD		220,000.00	0.00
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Investor HS	USD		227,000.00	0.00
Investor HT	USD		228,000.00	0.00
Investor HU	USD		229,000.00	0.00
Investor HV	USD		230,000.00	0.00
Investor HW	USD		231,000.00	0.00
Investor HX	USD		232,000.00	0.00
Investor HY	USD		233,000.00	0.00
Investor HZ	USD		234,000.00	0.00
Investor IA	USD		235,000.00	0.00
Investor IB	USD		236,000.00	0.00
Investor IC	USD		237,000.00	0.00
Investor ID	USD		238,000.00	0.00
Investor IE	USD		239,000.00	0.00
Investor IF	USD		240,000.00	0.00
Investor IG	USD		241,000.00	0.00
Investor IH	USD		242,000.00	0.00
Investor II	USD		243,000.00	0.00
Investor IJ	USD		244,000.00	0.00
Investor IK	USD		245,000.00	0.00
Investor IL	USD		246,000.00	0.00
Investor IM	USD		247,000.00	0.00
Investor IN	USD		248,000.00	0.00
Investor IO	USD		249,000.00	0.00
Investor IP	USD		250,000.00	0.00
Investor IQ	USD		251,000.00	0.00
Investor IR	USD			

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

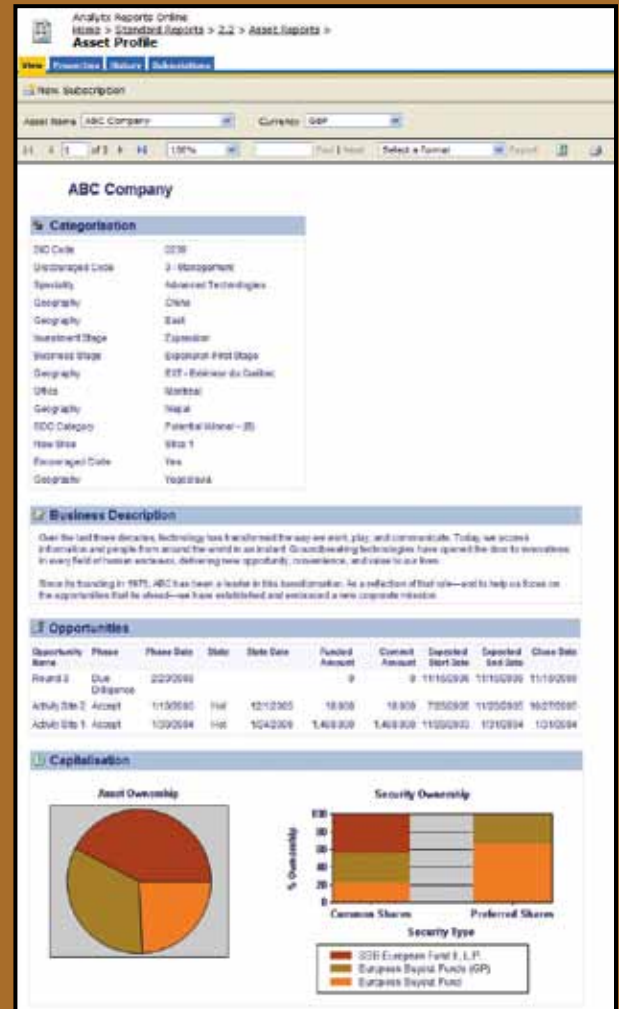
An “Easy-to-use reporting tool” is a much-maligned metaphor in today's world. “Ease-of-use”, for reporting tools, should not refer to a Database Administrator (DBA), but rather, to the day-to-day user. The paradigms used by OW empower the user to set up templates and have reports ready to print in seconds. 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 Email 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

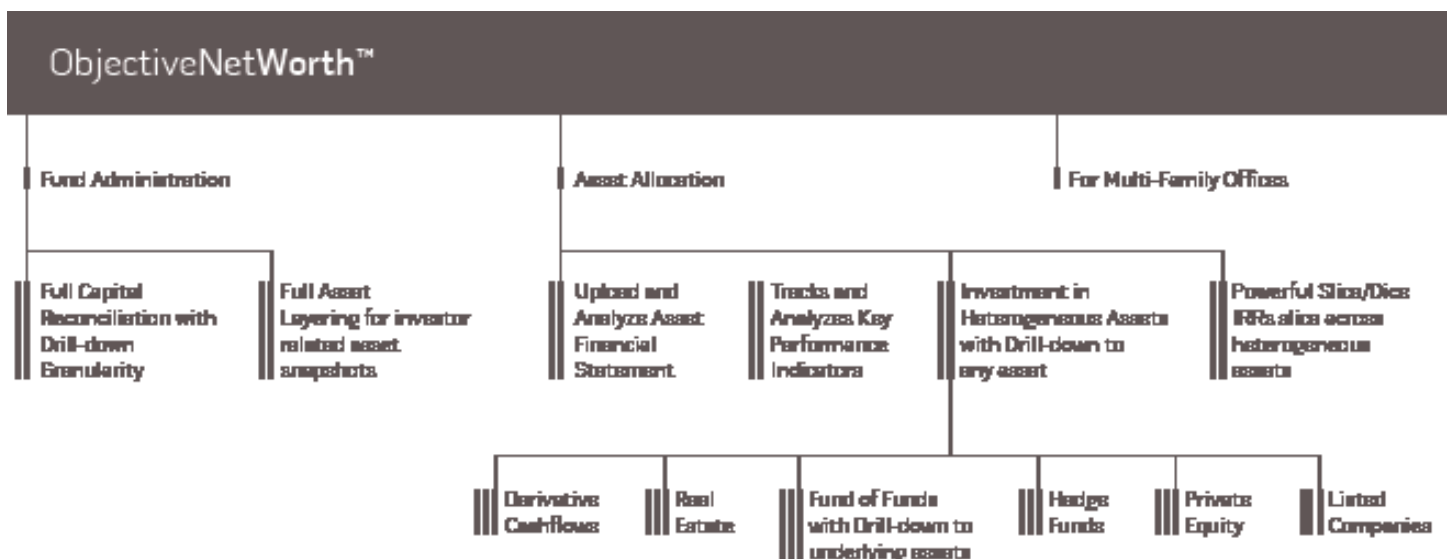
Many vendors work with report writers that require a DBA to access the underlying data structures directly. This is simply beyond the ability of most users. Others utilize proprietary report writer technology, which means that you cannot get your information out of the database unless you are using their 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

ObjectiveNetWorth™

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ASSET ALLOCATION
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