



EVERSTELL

Profitability Management Solution
For Asset Managers

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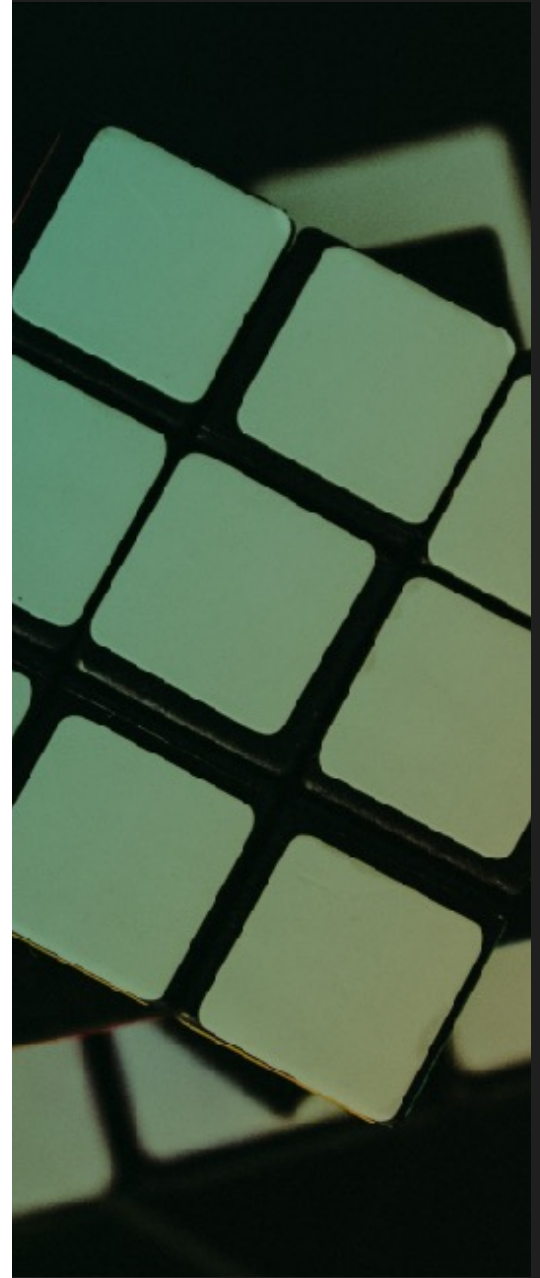
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Overview

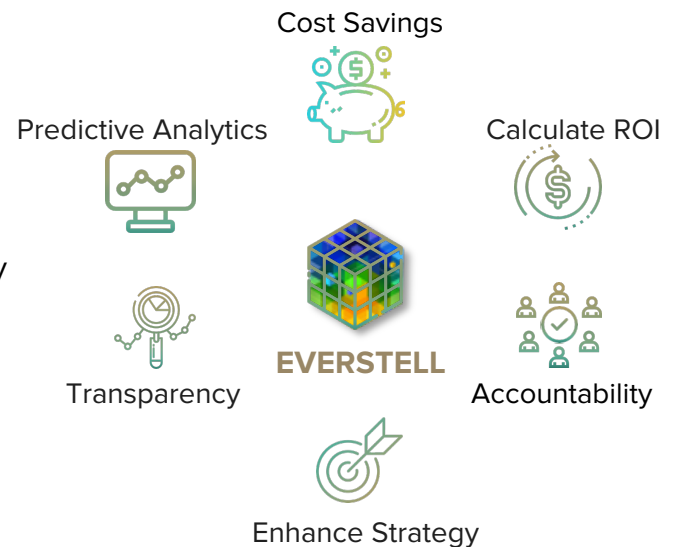
The Everstell cloud-based profitability platform allocates and aligns revenues and operating expenses based on resource consumption. It provides asset managers with meaningful insights, correlations, and analytics to improve margins and operating leverage.

Enhanced Profitability Model

- Multi-dimensional profitability
- Calculates firm profitability by fund or strategy
- 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



The Everstell Solution

Enhanced Workflow

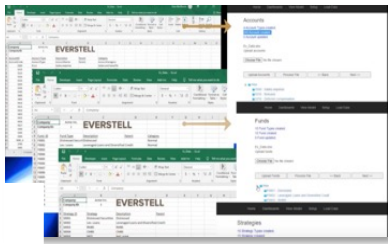
- ✓ Transparent model set up and design
- ✓ Easily view and adjust allocation rules and methodologies
- ✓ Leverage clear and simplified navigations
- ✓ Simplified data connectors via data templates

Interactive Reporting

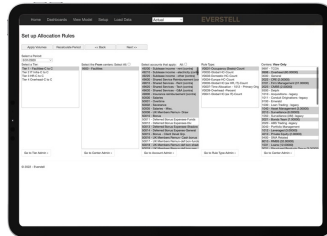
- ✓ Dynamic profitability dashboard enabling strategic decision making
- ✓ View key KPIs, trends, and detailed performance
- ✓ Multi-dimensionality: fund and strategy views



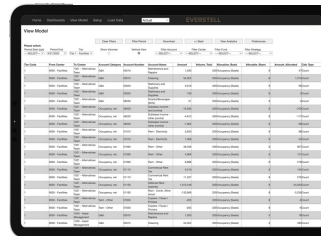
1) Upload and Set Up Data



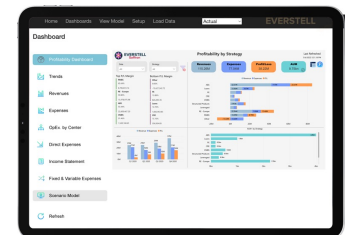

2) Set Up Allocation Engine




3) Review Model




4) Analytics & Reporting



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 significant 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

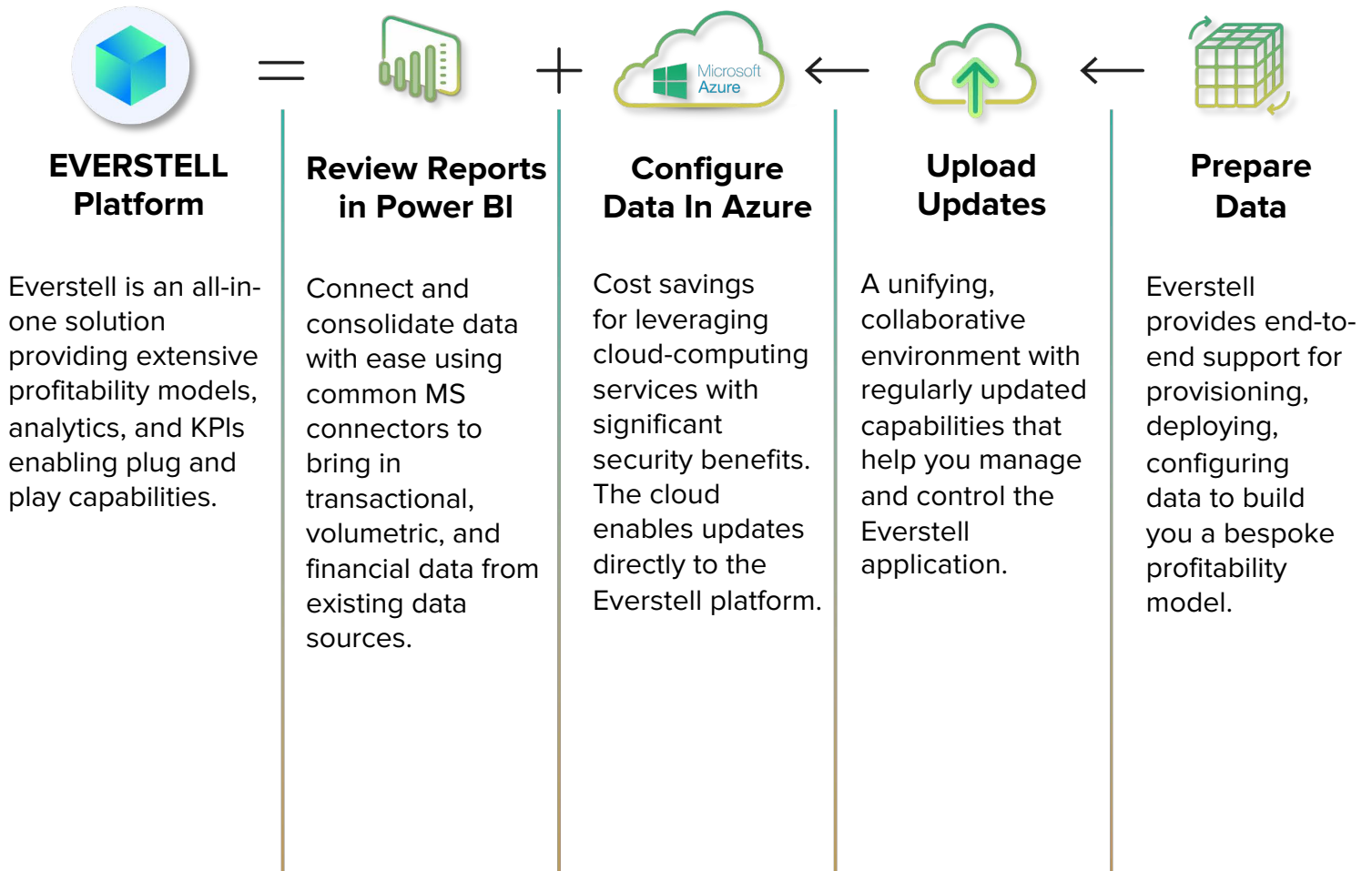


Dedicated technology support

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

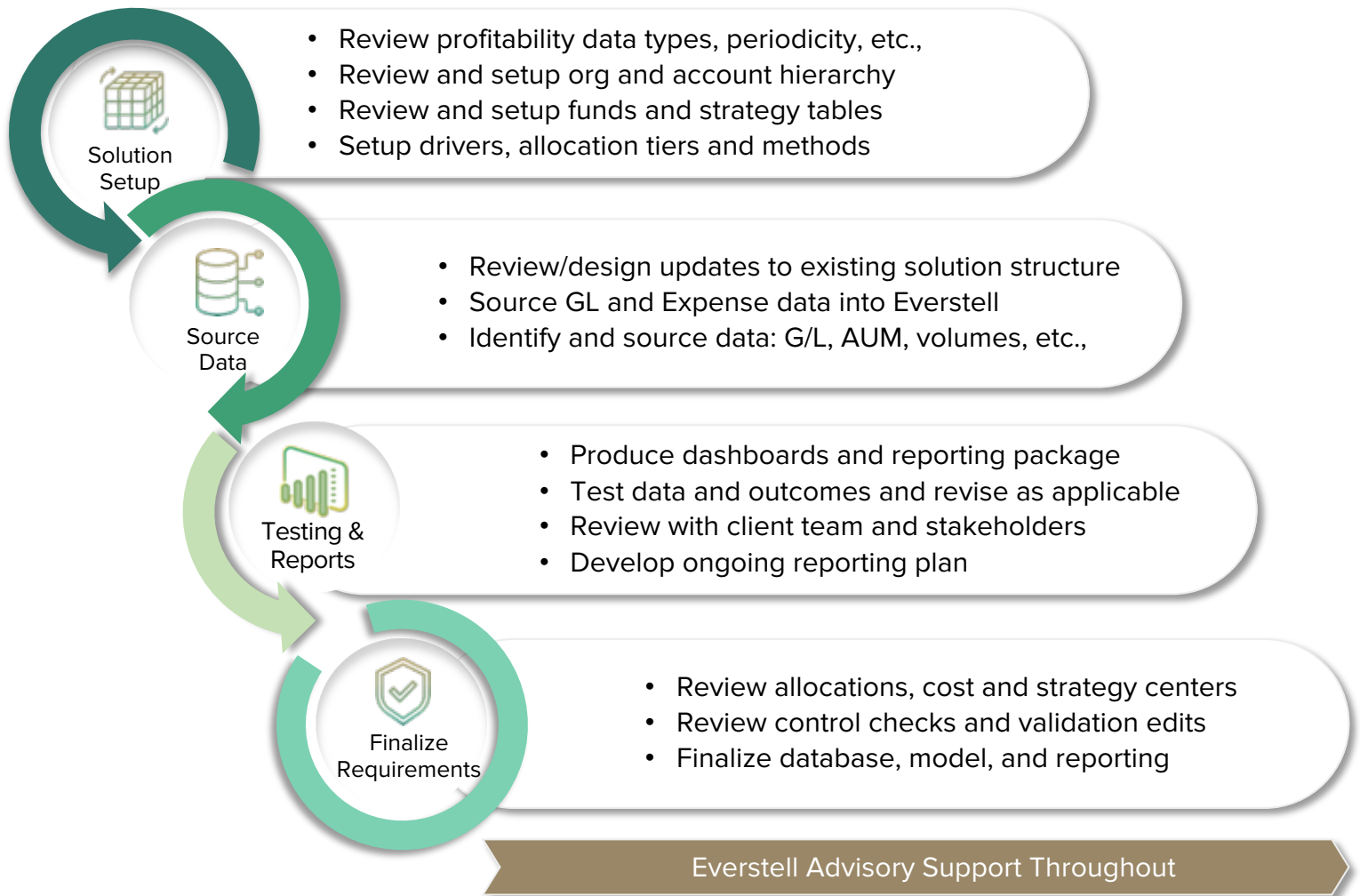
Design

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:



Timeline

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.



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.

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www.everstell.com



info@everstell.com



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