



MMI OnDemand 2.0

Introduction

MMI OnDemand 2.0 is a members-only business intelligence platform that provides instant access to data and information on the investment advisory solutions (IAS) industry. OnDemand is organized into a series of four dashboard collections, plus new interactive reports. All MMI Members are entitled to access OnDemand.



MMI OnDemand 2.0 is the result of feedback and guidance from the MMI Data Committee, Steering Committee & Users

OnDemand - / Overview -

Welcome to OnDemand MMI's Market Intelligence Platform Powered by Dover Financial Research using Bird's technology		
OnDemand Important Dates Last Data Upload: 5/7/16 Initial Data Upload: 5/7/16 Data Locked Down: No Final Upload: 5/7/16 Most Recent Dataset: 4Q 2016 <small>Estimated Data for the following: AIG, Citi, Fidelity, Oppenheimer and BNY. Reversed 3Q 2016 estimate for TIAACREF. Ceteris Financial Group reported for the first time this quarter. MSWV saw an increase in UMA assets due to a conversion.</small>		
Name of Dashboard Collection	Individual Dashboard	Data Sources
1. IAS Quarterly Results <small>Focus: Current qtr vs prior quarter variance and growth rate analysis</small>	Assets, Net Flows, Accounts	Sponsor Firm
2. IAS Trends <small>Focus: Long term trend analysis</small>	Market Segment Channel Discretion Type	Sponsor Firm Sponsor Firm Sponsor Firm
3. Rankings	Sponsor Firm - Assets and Mkt Share SMA Manager - Assets and Mkt Share	Sponsor Firm SMA Manager
4. SMA Manager Trends <small>Focus: Asset and account trends by investment discipline</small>	SMA Assets and Accounts SMA Manager and Peer Group	SMA Manager SMA Manager
5. Reports	Executive Summary	

Key Features

- Key Performance Indicators (KPIs)
- Interactive
- Filters to customize charts and underlying data
- Ability to drill down into data tables and charts for more granular information
- Real time data uploads
- Dynamic sorting of data by clicking on arrows in the column heads
- Screen export feature
- Excel export feature
- Canned and ad-hoc reporting
- Select Morningstar Data

IAS Quarterly Results - / Assets Net Flows Accounts -

IAS Assets (\$B)	IAS Net Flw (\$B)	IAS Accounts (K)	Asset QTR Gr	Asset YOY Gr	S&P QTR Gr	S&P YOY Gr
\$4,810	\$97.4	14,880.1	4.4%	16.3%	3.8%	12.0%

Assets (\$B)					Net Flows (\$B)					Accounts (K)				
Segment	Pt Qtr	Curr Qtr	Inc/Dec \$	% Chg	Segment	Pt Qtr	Curr Qtr	Inc/Dec...	% Chg	Segment	Pt Qtr	Cur Qtr	Inc/Dec	% Chg
SMA	918.6	871.5	-47.0	-5.1%	SMA	3.2	-52.1	-55.3		SMA	1,457.1	1,323.1	-134.0	-9.2%
MFA	1,102.3	1,136.8	34.5	3.1%	MFA	3.7	17.0	13.3		MFA	5,956.8	6,327.9	371.1	6.2%
RAA	850.8	879.1	28.3	3.3%	RAA	25.9	30.8	5.0		RAA	2,283.0	2,335.3	52.3	2.3%
RPM	1,090.3	1,182.2	91.9	8.4%	RPM	23.5	19.7	-3.8		RPM	2,664.4	2,459.5	-204.9	-7.7%
UMA	583.3	671.9	88.7	15.2%	UMA	27.2	78.6	51.4		UMA	1,813.4	2,001.6	188.3	10.4%
ETF/Other	62.1	68.7	6.6	10.6%	ETF/Other	2.3	3.4	1.0		ETF/Other	383.1	432.7	49.6	12.9%
	4,607.3	4,810.2	202.9	4.4%		85.8	97.4	11.7			14,597.7	14,880.1	322.4	2.2%

Assets (\$B) IAS Assets, Net Flows or Accounts (\$B)

Net Flows (\$B) 0000



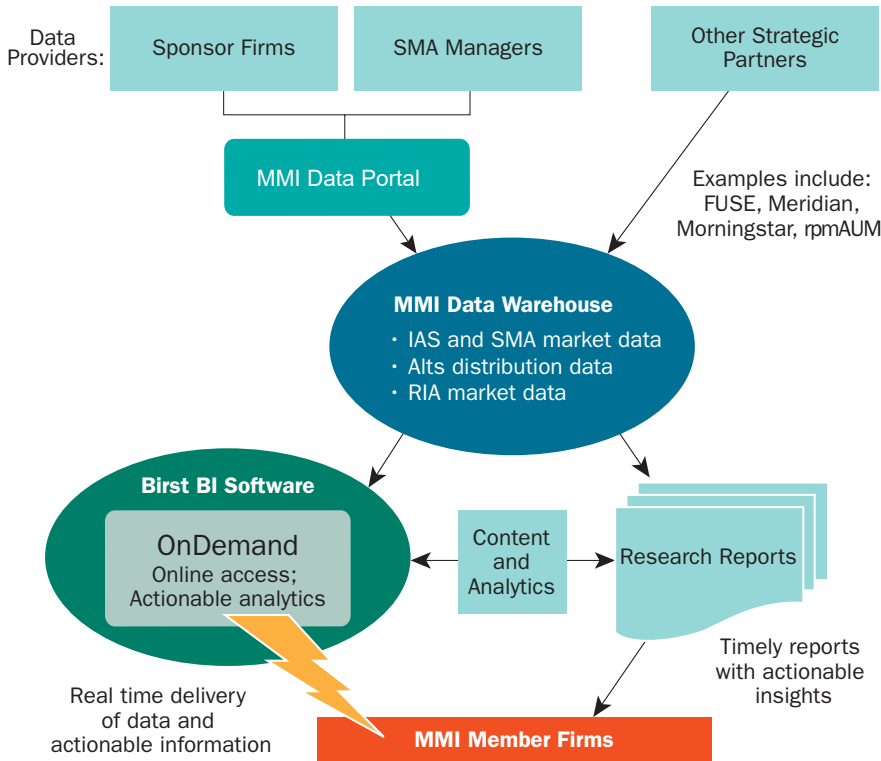
MMI OnDemand 2.0

2.0 Realized

In addition to improved navigation and design, OnDemand 2.0 includes:

- Interactive executive reporting
- Access to historical data from 2000 to present
- Access to account and average account size data
- The ability to customize views based on:
 - a. Channel
 - b. Market segment
 - c. Discretion type
- Quarterly variance analysis with drilling features
- QTR, YOY, 3-YR CAGR and S&P growth rate comparisons
- Enhanced chart drilling capabilities

The MMI OnDemand Platform Vision



About Dover Financial Research

Dover is a boutique Boston-based research and consulting firm specializing in the financial services industry. Dover performs data collection, analysis, and independent research on behalf of MMI which provides the foundation for key research reports and initiatives. For more information, visit www.doverfr.com.

FOR A DEMONSTRATION OR ACCESS, CONTACT:

Jean Sullivan
Managing Director
Dover Financial Research
(781) 461-0922
jean_s@doverfr.com

MMI OnDemand is developed on the Birst business intelligence (BI) software platform. Birst is a San Francisco-based firm specializing in enterprise BI solutions.