



**For Immediate Release**

**PRESS RELEASE**

***FusionExperience announces the general availability of Enterprise Value Management for Asset Managers version 2.2.***

**London, UK – 15 April 2013** - [FusionExperience](#) is today delighted to announce the extension of the capabilities of its Enterprise Value Management (EVM) platform for Asset Managers. Version 1.2 went beyond CRM to provide enterprise wide data consolidation for asset managers that sell direct to the retail market and wholesale via financial intermediaries. Live in nine countries with over 400 users, version 2.2 extends the capabilities of the platform to asset managers who sell to institutional clients and provides further force.com functionality specifically tailored for the institutional asset management market.

EVM for Asset Managers version 2.2 ensures that right from the first touch point in the client relationship, the platform can track the various stages of the order including product type, investment nature, size, currency and the probability that the mandate will be awarded and funded. All of this information can be tracked in real time which allows senior management to clearly visualise the project's development across the enterprise and to break down the information in multiple ways.

'Asset managers selling to institutional clients require an integrated view of client, product and asset information as well as comprehensive mandate development capabilities to manage all aspects of sophisticated and demanding client interactions. EVM for Asset Managers delivers a holistic view of potential and existing client portfolios, along with support for the back office. This will streamline the client management process and create massive efficiencies ' said Tim Rudlin, product manager for EVM for Asset Managers and EVM for Wealth Managers.

'This new version of EVM for Asset Managers consolidates FusionExperience's lead in providing world class capabilities to consolidate enterprise data on a single cloud-based platform' said Steve Edkins, chief executive officer of FusionExperience. 'Being able to go beyond CRM and generate a single consolidated view of all relevant data from across the business helps remove the barriers of siloed working and provides a holistic overview of the enterprise. For example, a chief executive will now be able to see which regions have the most active mandates in development and which products are of most interest to prospective clients. This insight can then be used to enable the client management team to tailor marketing campaigns to reflect the views of specific markets.'

**-ENDS-**

**About FusionExperience:**

FusionExperience is an innovative business and technology services company. We fuse our deep domain expertise in the investment, insurance, telecommunications and complementary markets internationally, with technology from our group companies and industry leading partners such as Salesforce.Com and SAP, to build platforms and applications to meet specific business needs. Our purpose is to add value to every one of our client's businesses through services and solutions. We operate across multiple sectors, working fast and smart in a world where time is the scarcest resource.

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