

*FundUtopia is an enterprise data management solution that automates the process of creating, publishing and distributing client communications and performance marketing collateral. It consists of a sophisticated financial database, a document production engine and an online interface that is easily customized. It features "smart" automated workflow solutions.*

**Financial Database:** At the core of FundUtopia is a robust database designed to accommodate all manner of current and historical performance information for both the retail and institutional segments of the investment services industry. It houses statistical characteristics, numeric measures of risk, composition, and peer status as well as textual descriptions of objectives, strategies, and management styles.

**Content Management:** FundUtopia provides a powerful content management system that supports creation and storage of formatted and stylized texts for production of documents, referencing and searches. Users can build and maintain content blocks of any size that can be repurposed and published. Content may be associated with any entity type in the database like fund, portfolio, benchmark, plan, management company etc. FundUtopia allows attaching a single piece of content to one, a group or all the entities under a particular type.

**Document Engine:** FundUtopia uses a proprietary document engine for automated document publishing. This engine can produce documents in various output formats like MS-Word, Quark, PDF, PPT, Excel, EPS, etc. It uses templates that contain defined links for populating text, data and graphics, and populates them by extracting the information from the Utopia data store to produce a document. The document engine uses a rule base generated from business requirements, which allows it to switch templates to include or exclude document sections and subsections at run-time without requiring any manual intervention.

**Data Imports:** FundUtopia is equipped to accept all manner of data feeds including those from third party sources such as Morningstar, Lipper etc. The data import process is usually associated with an automatic error checking that verifies the validity of the data before it is imported into the FundUtopia data store.

**Embedded Workflow:** FundUtopia provides workflows to support the business process of its users. Such workflow definitions are generated by analyzing the business requirements and then implemented by embedding them within the application.

**User Interface:** The user interface for FundUtopia has been created to provide the look and feel of a regular application even though it is delivered over the web. It uses the AJAX technology that increases the speed of loading and unloading data and supports the ever-growing demands of publishing and data management for the financial industry.

**Digital Assets Manager:** FundUtopia uses a proprietary light-weight digital assets manager that acts as the document repository and provides an easy mechanism to search for documents based on their attributes.

## FundUtopia™ Factsheet

<b>Version</b>	3.0
<b>Release Date</b>	May 31, 2006
<b>Platform</b>	Microsoft Dot Net (v.1.1)
<b>Development Environment</b>	Visual Studio Dot Net 2003
<b>Client</b>	IE 6.0 (or later) web browser
<b>Languages</b>	C#, ASP.NET, VB.NET, VB, HTML, XML
<b>Add-on Components</b>	Microsoft Office, Adobe Acrobat, Infragistics web controls, Skelta workflow, Cizer.Net reporting
<b>Technology</b>	N-tier architecture using AJAX
<b>Architecture</b>	Component based
<b>Database</b>	Microsoft SQL-Server 2000
<b>Brief description</b>	A database of information on mutual funds, defined benefit and defined contribution for automated publishing
<b>Features</b>	On-line interface for update of performance data, production of documents, content management, digital assets management, ad-hoc query building, workflow management and analysis
<b>Document Engine Support</b>	Microsoft Office 2003

*Fluent Technologies, a leader in data-driven marketing communications, is a workflow-solutions resource partner for data management, product reporting, and client communications. Our technical expertise, complemented by in-depth industry knowledge and experience, provides direct support to the business requirements of Institutional and Retail Investment Services. Fluent's all-encompassing on-line database, complete with reporting and publishing capabilities, allows clients to make simple the complex process of data retrieval and conversion into a myriad of commonly used product reports and client communications.*