

# Calastone Data Services

## Overview

Calastone Data Services is the only whole of market solution that enables fund managers to understand their global distribution down to the end distributor level, providing powerful distribution insights and helping to address regulatory obligations.

Fund managers today have a limited view and understanding of their global distribution beyond nominee level on the main register. This means that they not only lack the insight needed to help support their sales distribution, but many are also unable to meet their evolving regulatory obligations.

As responsibility to understand the distribution chain moves from the distributor to the fund manager (particularly under MiFID II product governance rules), fund managers will need to understand their global distribution down to the end distributor level. Many fund managers are not prepared for the sheer scope and volume of work required to achieve transparency of their distribution model, which can involve consolidating data across thousands of administrators, distributors and advisors.

### CLIENT VIEW

Access your entire transaction data via a single global user interface

### REGULATORY VIEW

Helps meet your regulatory obligations (MiFID II)

### MARKET VIEW

Provides you with a powerful comparative view by sector, asset class and distributor

## The solution

Calastone Data Services is a unique and efficient way of providing clients with a fully global transparent view of their distribution model. It disaggregates, sorts and reports distribution data down to the end distributor level. This is achieved by capturing distribution data globally across the transaction chain and transforming it to provide a single global view through our intuitive user interface.

## How can Distribution MI benefit my business?

### Regulation

- Address regulatory requirements (e.g. MiFID II)
- Generate alerts & reports to highlight potential areas of concern

### Sales & Marketing

- Target your sales activities around relevant distributors
- Resource and reward activity to grow AUM and sales
- Create and monitor effective marketing campaigns

### Product Strategy

- Leverage accurate market insight into evolving your product strategy
- Focus on the right products in the right markets
- Create relevant products for specific markets

### Market Research

- Benchmark your firm against the market
- Analyse markets in which you operate
- Understand markets or segments you propose entering into

Our independence in the market allows us to collate data globally from market participants across the transaction chain. This allows client firms to gain powerful insights into the markets in which they operate, helping to support sales distribution and product development strategies. As a result, fund managers save time, cost and resources.

# Why Calastone Data Services?

## Transparent

- 'Bottom up' market aggregation from actual transactions
- End distributor/ sub-nominee look-through
- Distributor oversight

## Complete

- Global data covering the markets you operate in
- Whole of Market sourced from market participants
- Insight into all levels in the distribution chain

## Efficient

- Reduce risk with detailed regulatory and business analysis
- Minimise cost of oversight
- Single solution addresses multiple challenges

## Across your Business

- Leverage Distribution MI across multiple business functions:
  - Sales & Marketing
  - Regulation
  - Product Strategy
  - Market Research





To learn more about Calastone Data Services and how it can benefit your organisation please contact [marketing@calastone.com](mailto:marketing@calastone.com)

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