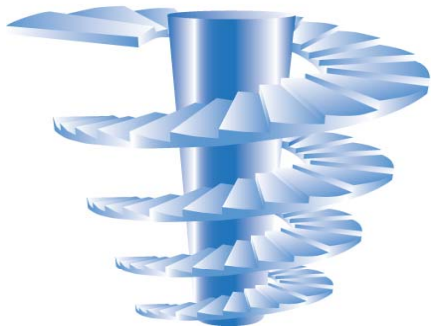


EW Solutions

World-Class Data Warehousing Models Funds Investment



To purchase these models please email:
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Strategic Partner & Systems Integrator
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EW Solutions' Background

EW Solutions is a Chicago-headquartered strategic partner and full life-cycle systems integrator providing both **award winning** strategic consulting and **full-service implementation services**. This combination affords our clients a full range of services for any size enterprise information management, managed meta data environment, and/or data warehouse/business intelligence initiative. Our notable client projects have been featured in the Chicago Tribune, Federal Computer Weekly, Crain's Chicago Business, and won the 2004 Intelligent Enterprise's RealWare award, 2007 Excellence in Information Integrity Award nomination and DM Review's 2005 World Class Solutions award.



2007 Excellence in Information Integrity Award Nomination



World Class Solutions Award Data Management



Best Business Intelligence Application Information Integration

Client: Department of Defense



For more information on our Strategic Consulting Services, Implementation Services, or World-Class Training, call toll free at 866.EWS.1100, 866.397.1100, main number 630.920.0005 or email us at Info@EWSolutions.com

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EW Solutions' Partial Client List

Arizona Supreme Court
Bank of Montreal
BankUnited
Basic American Foods
Becton, Dickinson and Company
Blue Cross Blue Shield companies
Branch Banking & Trust (BB&T)
British Petroleum (BP)
California DMV
College Board
Corning Cable Systems
Countrywide Financial
Defense Logistics Agency (DLA)
Delta Dental
Department of Defense (DoD)
Driehaus Capital Management
Eli Lilly and Company
Federal Aviation Administration
Federal Bureau of Investigation (FBI)
Fidelity Information Services

Ford Motor Company
GlaxoSmithKline
Harris Bank
The Hartford
Harvard Pilgrim HealthCare
Health Care Services Corporation
Hewitt Associates
HP (Hewlett-Packard)
Information Resources Inc.
International Paper
Janus Mutual Funds
Johnson Controls
Key Bank
LiquidNet
Loyola Medical Center
Manulife Financial
Mayo Clinic
Microsoft
National City Bank
Nationwide

Neighborhood Health Plan
NORC
Physicians Mutual Insurance
Pillsbury
Quintiles
Sallie Mae
Schneider National
Secretary of Defense/Logistics
South Orange County Community College
SunTrust Bank
Target Corporation
The Regence Group
Thomson Multimedia (RCA)
United Health Group
United States Air Force
United States Navy
United States Transportation Command
USAA
Wells Fargo
Wisconsin Department of Transportation
Zurich Cantonal Bank

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Funds Investment Data Warehousing Model

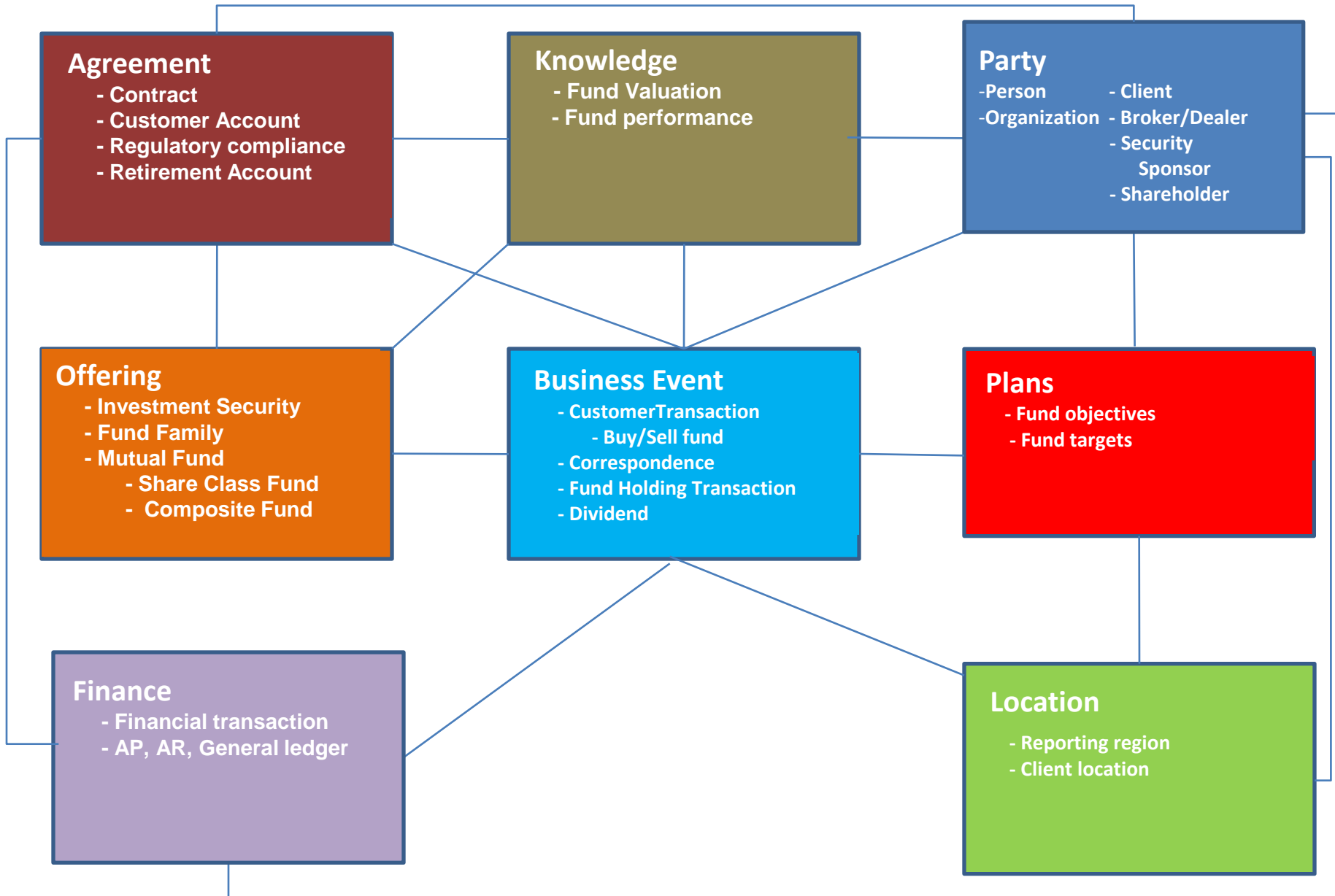
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EW Solutions' Funds Investment Industry Subject Area Model (ISAM)





Funds Investment Key Data Entities

Funds Investment – Key Data Entities:

- Primary aim of the Funds Investment models is to be able to assess effectiveness of investments in terms of funds' growth, performance, and value to fund shareholders – e.g. funds cash flow, performance vs. benchmarks, funds' expenses and NAV's (net asset values)
- A key means to do this is to be able to track the inflows and outflows of each fund
- For a **Fund or Group of Funds > Account Transactions > Subscriptions/Redemptions**
- Includes aspects of funds' performance evaluation against benchmarks and historically
- The many types of Parties are tracked by role – and **all of the activities related to a single Person or Organization can be tracked** – regardless of the role (e.g. in one fund an organization may be a sponsor, in another fund the same organization might be a fund manager)



Funds Investment Key Data Entities

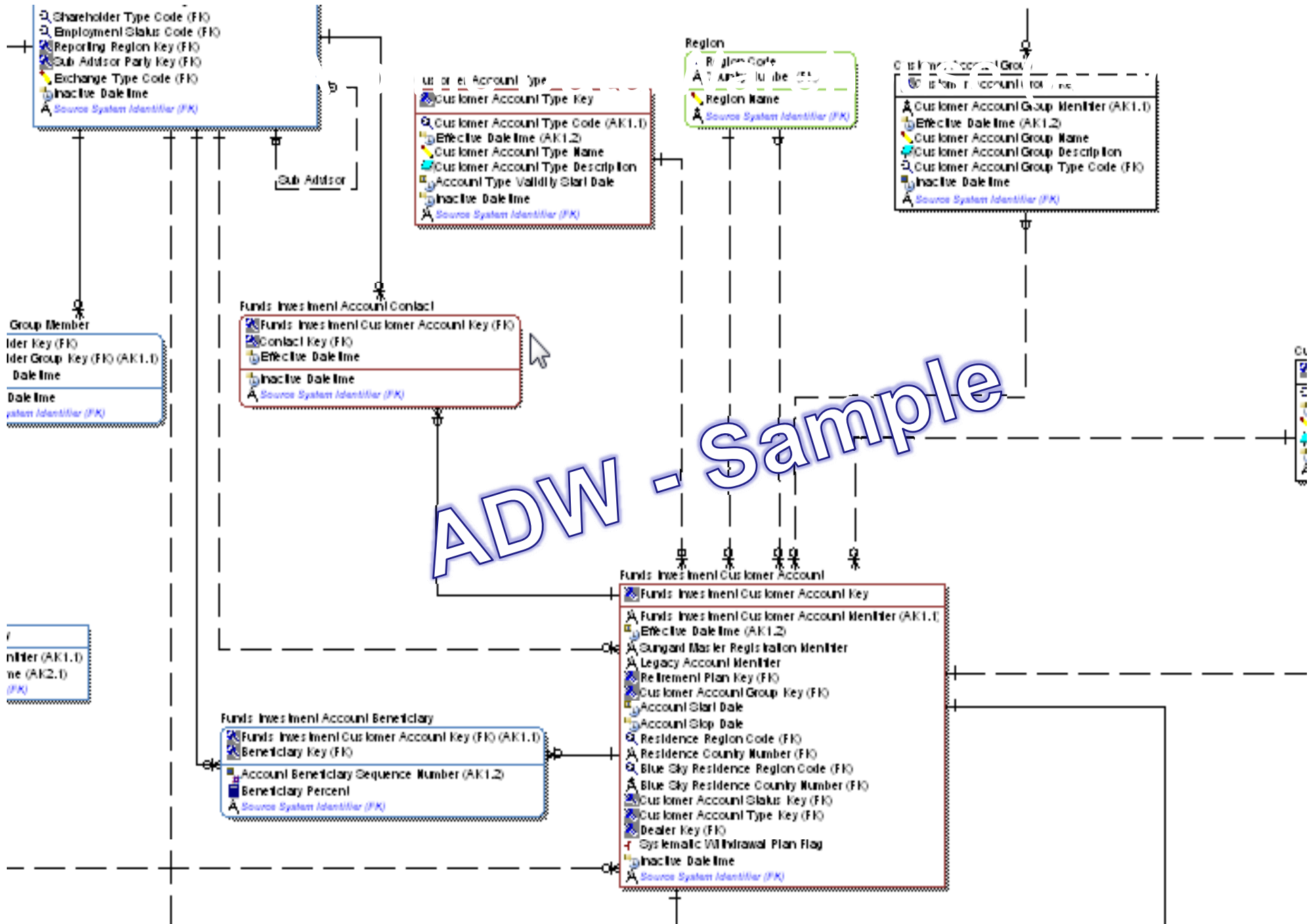
Funds Investment – Key Data Entities:

- Fund holdings can be effectively tracked to better understand performance versus benchmarks and improve attribution to industry groups and asset groups
- Correspondence with accounts and/or shareholders can be captured and stored in the ADW as is, or key pieces of information can be extracted using text mining to provide richer analysis capabilities.
- For example, entity extraction can be used to identify types of funds and asset groups of interest to current shareholders or prospective accounts



Funds Investment – Atomic Data Warehouse

- The Atomic Data Warehouse is the central hub in which cleansed, standardized, and integrated data is stored in a mostly 3NF format (non-decomposable, non-redundant)
- Sole source for dependant, dimensional Data Marts
- Logical and physical representations
- Nearly every table has record versioning in place (except for very small, static tables) – to facilitate the most thorough historical analysis possible.
- Surrogate keys are used heavily for simplicity, ease of use, and performance
- Whenever a surrogate key is used – an alternate key(s) (AK) are used to identify the natural key(s) – to retain business meaning



ADW - Sample



Funds Investment Data Mart

- ❑ Dimensional model suited to high performance analytics and reporting on large volumes of data
- ❑ Utilizes conformed dimensions to enable drill-across from one analysis area to another
- ❑ Designed to support KPI's (key performance indicators) that many Funds Investment companies are interested in measuring
- ❑ Highly denormalized for query performance and ease of use
- ❑ Includes mapping to the ADW to facilitate rapid deployment



Funds Investment KPIs

Funds Investment KPI's

KPI's

Fund Cash Flows

- Net Cash Flows by Fund
- Subscriptions, Redemptions, Transfers by Fund

Customer Transactions

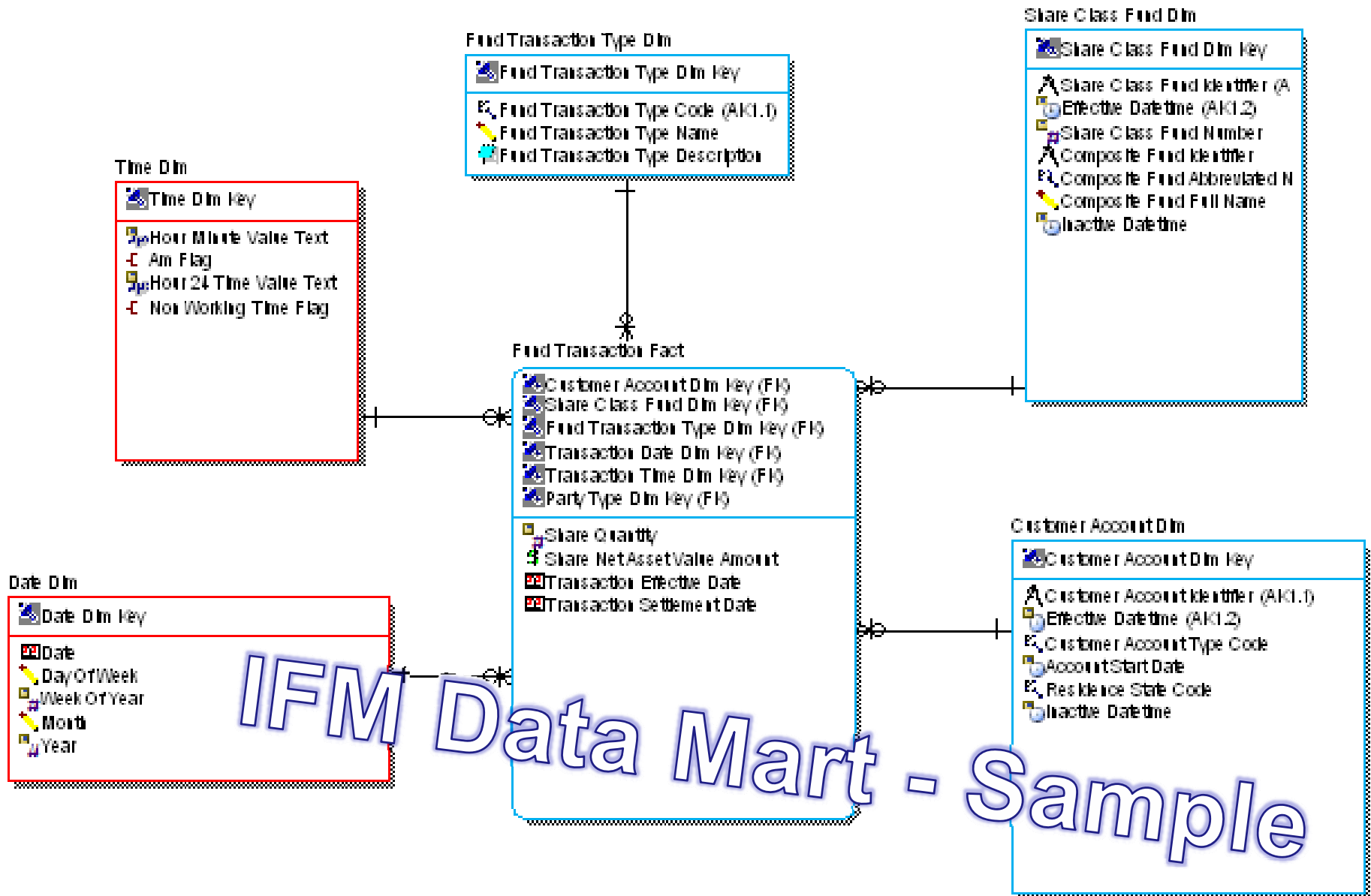
- Customer Account Holdings (e.g., NAV) by Fund, Asset Class, and Period
- Customer Account Subscriptions, Redemptions, Transfers, Liquidations by Fund, Asset Class, and Period

Fund Performance

- Fund Performance by Period and against Benchmarks
- Fund Yields by Fund and Period

Drill Down Options

- Asset Class
- Industry
- Fund Category
- Fund Holdings
- Date / Time
- Specialty / Accreditation





Questions

**Email info@EWSolutions.com
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would like purchasing
information**