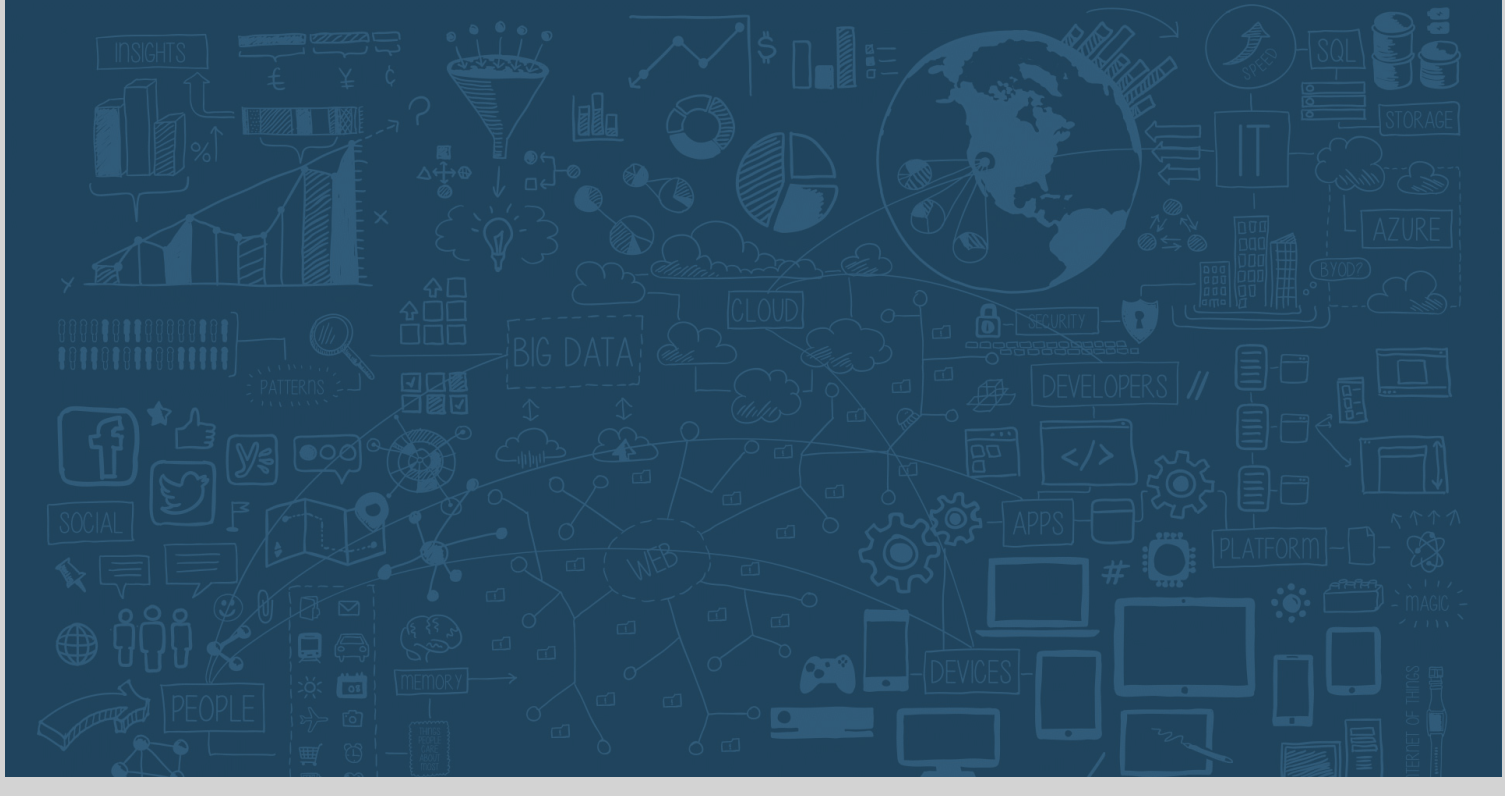
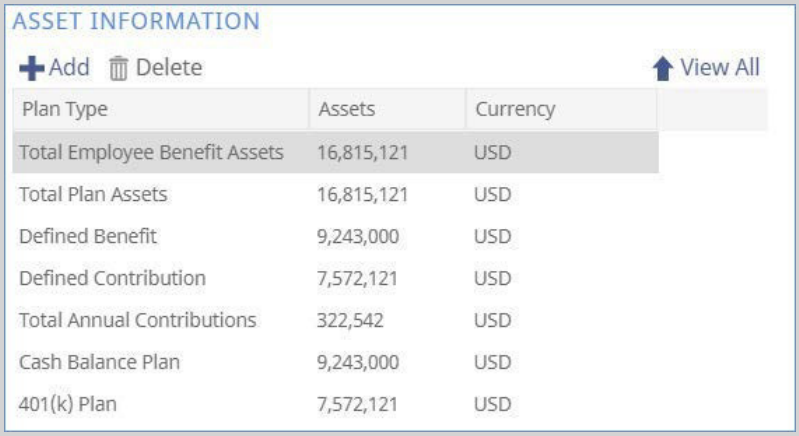
SATUITCRM:
MONEY MARKET DIRECTORY DATA FEED



AN OVERVIEW

With the SatuitCRM MMD Data Feed, you can get an initial feed and updates of your MMD data. Complete updates are done annually. Asset values are updated and service providers (including consultants and managers) are updated quarterly. The initial data import and subsequent annual updates include the Business, contacts, interested parties (including consultants and service providers) as well as details about pension plan assets (total plan assets, the current value of individual plan assets, the asset allocation, and a list of the current manager's service providers).

Satuit will update all MMD records annually and provide refreshes of the asset information for the plans, normally quarterly. The screenshot below shows the summary asset data for the plans. This data will appear on your SatuitCRM Business Detail form.



ASSET INFORMATION

Add Delete View All

Plan Type	Assets	Currency
Total Employee Benefit Assets	16,815,121	USD
Total Plan Assets	16,815,121	USD
Defined Benefit	9,243,000	USD
Defined Contribution	7,572,121	USD
Total Annual Contributions	322,542	USD
Cash Balance Plan	9,243,000	USD
401(k) Plan	7,572,121	USD

In order to get started, you need the following licensing:

1

Ensure

you have the rights to upload data. You must contact MMD and purchase the "CRM feed". This file contains data that is formatted for import. Unless your license with your vendor permits you to upload data to a 3rd party, we will not be able to accommodate your request.

2

Must

be licensed for the SatuitCRM MMD Import Tool.

Once we receive your file from MMD, your Satuit team will contact you to determine the parameters of the data import. An initial import or annual update will entail several steps to assure quality and set client expectations appropriately.

IMPORTANT:

Data from a third party database is never perfect. Users must have realistic expectations regarding data quality and potential duplication. As anyone who has used MMD or similar data, it is a useful guide and an excellent starting point, but the data can be difficult to collect and out of date. There is a lot of change and turnover in the industry. As a way to mitigate the potential conflicts of the MMD data with your SatuitCRM data, we provide you the option not to update certain records (for example, you may not want any updates except the general plan data to be applied to clients).

Prior to the import, your Satuit support representative will arrange a conference call to discuss the process and answer any questions. During this call we will explain the responsibilities of your team and ours.

Following the call, you will be provided the "Omission Criteria" form prior to processing the file. The form identifies existing records in the SatuitCRM database that should not be overwritten with vendor data.

MMD IMPORT PROCESS:

MMD IMPORT SANDBOX/TEST SITE:

- Satuit will create a dedicated Sandbox site with a current backup of the Licensee's production database. This site will remain in use for duration of MMD import project
    - » Satuit will provide one refresh in Sandbox Site with backup of Licensee's SatuitCRM production database for validation of import updates
    - » Additional Sandbox database refresh @ USD 500/each
- Satuit will import the file provided by MMD into the Sandbox site for Licensee to validate data.
- Satuit will provide consulting and custom programming to delete unused records and remove companies with no activities and reconcile data issues, where applicable.
- Satuit will import the MMD file and apply any scripts against Licensee Production site; Licensee sign-off required.

MATCHING METHODOLOGY

Like Satuit, MMD associates every contact with a business. Our program first attempts to find a match for each business vendor file. If no matching business is found, then the program inserts a new business record into SatuitCRM and all contacts under that business are inserted as new contacts. If a matching business is found, then the program looks for matching contacts within that business only. It does not look for matching contacts under other businesses.

For business of contact records, if there is a SatuitCRM record with a matching vendor ID, it is considered a match. If no match is found using vendor ID, then the program searches for a match as follows:

BUSINESS RECORDS:

If there is a SatuitCRM record with the same business name and zip code, it is considered a match. Before com-paring names, certain strings are stripped out of both names such as spaces, "The", "Inc.", "Co.", "Ltd", etc. The name comparison is not case sensitive. The zip code comparison looks for a match on the first 5 digits of the zip code.

CONTACT RECORDS:

If there is a SatuitCRM contact record with the same first name and last name within the business record it is considered a match.

Please contact your Satuit Representative for more details, where applicable.

OMISSION CRITERIA

When performing a full update on your SatuitCRM database from the pension directory provider, there are a number of ways to protect your contact data.

OMISSIONS:

Business Class: Select only business class/relationship types to exclude from the update. This is typically 'Client'. Leave blank to update contacts from all classes.

Do Not Update Business: Omit any business with the 'Do Not Update' tick box checked from the update and existing contacts. New contacts under this business will be added.

Do Not Update Contact: Omit any contact with the 'Do Not Update' tick box checked from the update

Key: Omit any contacts with the 'Key' tick box checked from the update.

Update Date: Do not update any contacts that have been updated since a certain date. This will not exclude anyone whose last update was done by the Pension Directory Update.

IMPORTANT:

It is the responsibility of the data Vendor to provide clean data. Satuit does not examine the data or fix errors in data provided by a Vendor. Your Vendor is responsible for the quality of your data.

Below is a list of fields that are updated by MMD:

BUSINESS FIELDS:

- Name
- Switchboard *
- Fax *
- Website *
- Region
- Vendor ID
- All Address Fields
- All Asset Summary Fields
- Relationship Type (only where MMD indicates that a business is a consultant, all others are “prospect”)

CONTACT FIELDS:

- Prefix
- First Name
- Last Name
- Salutation
- Job Title *
- Direct Phone *
- E-Mail *
- All address fields (1)

HANDLING BLANK VALUES:

For certain fields that can be blank in MMD, our program will not replace a non-blank value in SatuitCRM with a blank value from the vendor file. These fields are marked with an asterisk (*) listed above.

Every MMD contact record has a business address which our program inserts as Address 1. Some MMD records have a separate contact address which our program inserts as Address 2. If the MMD contact record does not have a contact address, our program will not overwrite what is in the second address field in SatuitCRM.

PENSION DIRECTORY DATA IN SATUITCRM

ASSET SUMMARY

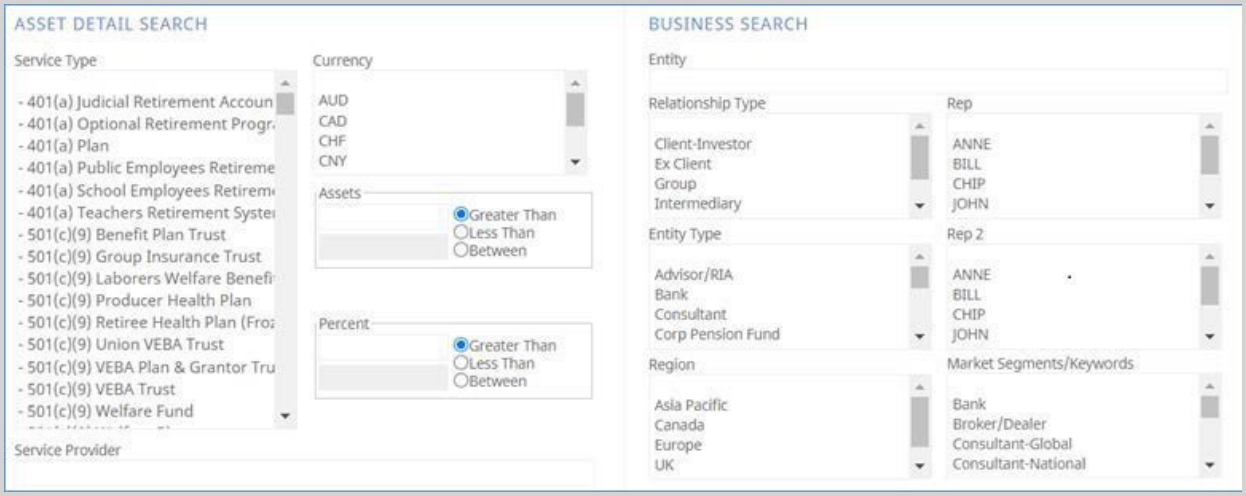
Add Delete View All

Service Type	Service Provider	Assets	Percent	Currency	Source of Data
AA-Cash & Short Term		184,860	2	USD	MMD
AA-Company Stock		1,387,775	21	USD	MMD
AA-Global Equities		2,588,040	28	USD	MMD
AA-Growth Equities		151,053	2	USD	MMD
AA-Large Cap Equities		753,320	8	USD	MMD
AA-Other International Equities		835,463	9	USD	MMD
AA-Private Placements		1,563,740	18	USD	MMD
AA-Small Cap Equities		226,969	3	USD	MMD
AA-U.S. Government Bonds		150,664	2	USD	MMD

After the MMD data has been imported into SatuitCRM, you will be able to view both the summary plan asset information and the details of current service providers (below).

SEARCHING ON PENSION DIRECTORY DATA

You can search on the MMD data using the standard business and contact searches as well as two custom search functions that have been specifically designed to facilitate searching this data. The Asset Detail and As-set Summary searches below allow for filtering on the data specific to the MMD directory; such as Asset size, Plan type, Service providers, consultants, metro region or other geographic location.



ASSET DETAIL SEARCH

Service Type
- 401(a) Judicial Retirement Accoun
- 401(a) Optional Retirement Progr
- 401(a) Plan
- 401(a) Public Employees Retireme
- 401(a) School Employees Retirem
- 401(a) Teachers Retirement Syste
- 501(c)(9) Benefit Plan Trust
- 501(c)(9) Group Insurance Trust
- 501(c)(9) Laborers Welfare Benefi
- 501(c)(9) Producer Health Plan
- 501(c)(9) Retiree Health Plan (Fro
- 501(c)(9) Union VEBA Trust
- 501(c)(9) VEBA Plan & Grantor Tru
- 501(c)(9) VEBA Trust
- 501(c)(9) Welfare Fund

Currency: AUD, CAD, CHF, CNY

Assets: Greater Than / Less Than / Between

Percent: Greater Than / Less Than / Between

Service Provider

BUSINESS SEARCH

Entity

Relationship Type: Client-Investor, Ex Client, Group, Intermediary

Rep: ANNE, BILL, CHIP, JOHN

Entity Type: Advisor/RIA, Bank, Consultant, Corp Pension Fund

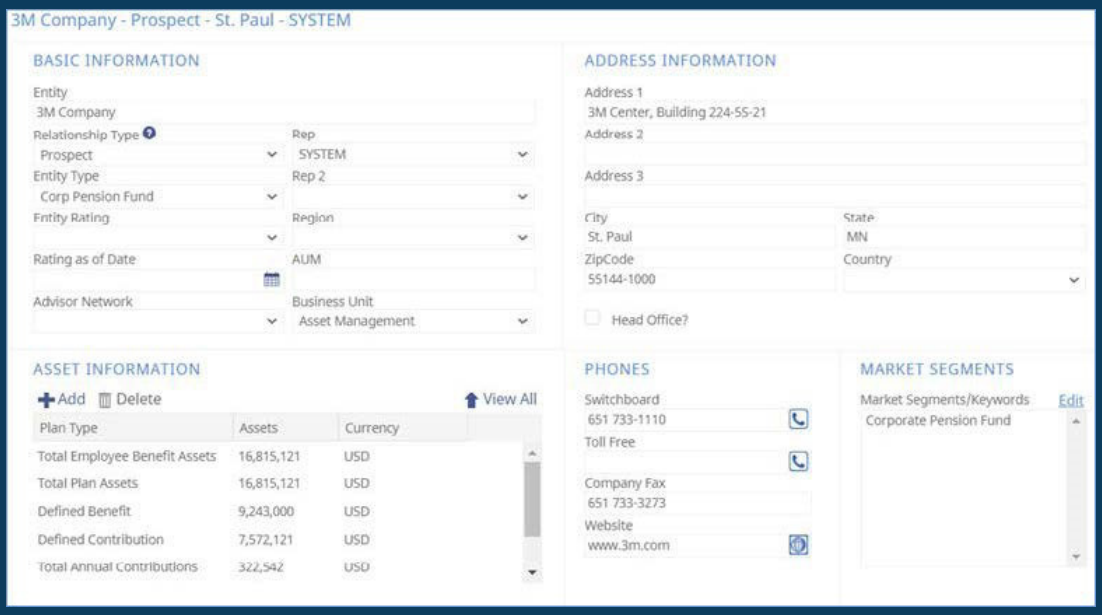
Rep 2: ANNE, BILL, CHIP, JOHN

Region: Asia Pacific, Canada, Europe, UK

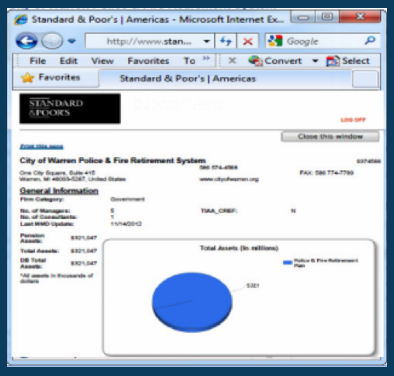
Market Segments/Keywords: Bank, Broker/Dealer, Consultant-Global, Consultant-National

VIEW PENSION DIRECTORY DATA IN SATUITCRM

Please select the 'MMD WebAccess' button to directly access Pension Directory data and view the Company Profile (i.e. General Information, Contacts and Plan details) using the hyperlink within SatuitCRM:



You will then be prompted to the 'MMD Web Access Login' screen to access data:



FOR DATA QUESTIONS, CONTACT YOUR MMD REPRESENTATIVE

To learn more about the types of content MMD provides, as well as the technical aspects, please contact a MMD Sales Representative at (434) 977-1450.