SPYDER FOR FUND MANAGERS

A UNIQUE SOLUTION FOR FUND MANAGEMENT COMPANIES

Introduction

Spyder, a Client Alignment Management ("CAM") System is unique in that it directly and relevantly addresses the needs of Financial Industry. It is not a generic Customer Relationship Management ("CRM") system that has been adapted to "sort of fit" the industry.

Spyder incorporates specific concepts that take it from being just a "useful client database" to an essential tool that is proven to help identify and coordinate revenue opportunities, reduce operational costs and manage distributed resources.

Spyder for Fund Management

Spyder for Fund Management directly addresses the needs of fund managers when managing relationships with both intermediaries representing their funds and direct institutional and corporate clients. It provides mechanisms to keep track of specific channel partner contacts at both the individual and organizational level.

Spyder records what an organization knows about external parties, keeps track of its collective relationships with them and provides mechanisms to monitor, manage and control what information has been conveyed to them on a product by product basis.

Spyder – Summary Features & Benefits

SPYDER FEATURE	SELLING DIRECT TO INSTITUTIONAL INVESTORS	RELATIONSHIP MANAGERS
Hierarchical names database	Understanding the shape of the organization targeted	Knowing who is who in a channel partner/ Relationship Managers
Matrix	Track services and products an institutional investor contact is interested in.	Track services and products a channel partner specializes in selling
Correspondence Logging	Track all correspondence (pre and post sale)	Track all correspondence in any format (phones/SMS/emails etc.)
Attaching files to organizations/contacts and automatic extraction from emails	Documents associated with the institution, agreements and other related materials	Any corporate information and agreements associated with a channel partner
Relationship Management	Assignment of account managers and sales staff to cover the institution.	Assign and maintain relationship managers to a fund/fund manager
Document Distribution	Targeting institutions when raising new funds or updating on existing performance	Appraising relationship managers of new funds, structural changes and current performance
Campaign Scheduling	Conducting road shows to update investors and relationship managers on an existing/new fund	
Person Finder	Identifying potential targets	Identifying who can help market a fund
Tiering	Categorizing institutions according to importance	Categorizing relationship managers according to value in the overall sales effort

About Us

Established in November 2000, and formally known as Engage Solutions Ltd, Geodesic (Hong Kong) Ltd is a Hong Kong-based applications development company specialising in the provision of advanced, investment banking focused customer management and resource alignment systems.

Its principal product is the Spyder Client Alignment and Management System, which it has successfully implemented in several financial institutions within the region. The nature of its clients range from large global brokerages to regional brokerages and fund managers.

In December 2005, Engage Solutions was acquired as a wholly owned subsidiary by Geodesic Limited, a company publicly listed in India (Bombay Stock Exchange and National Stock Exchange of India) with a market capitalisation of approximately US$400 million. The consolidated Geodesic revenue for 2007/2008 was approximately US$62 million with a profit of approximately US$29 million.

Founded in 1999, Geodesic is the creator of the first unified IM platform, Mundu, that aggregates popular IM services viz. MSN, Yahoo, ICQ, AIM, etc. Geodesic has been consistently ranked by Deloitte Touche & Tohmatsu as one of Asia's fastest growing companies for four years running, with revenue growth doubling year on year.

For sales, partner alliances and any other queries, please contact us at spydersales@geodesic.com or call us at the following offices:

Hong Kong Office

Geodesic (Hong Kong) Limited
3/F, Well View Commercial Building
10 Morrison Street, Sheung Wan, Hong Kong
Phone: +852-2815-5667
Fax: +852-2872-0115

Headquarters

Geodesic Limited
B-3, Lunic Industries, Opp. State Bank of India
MIDC, Andheri (E), Mumbai – 400 093, India
Phone: +91-22-2831-1849
+91-22-2830-6804
+91-22-2830-6837
+91-22-2831-2872
Fax: +91-22-2820-0832
URL: http://www.geodesic.com