# ⚠ Needs Review

**Q1: What is your company’s full legal name?**

[⚠ Needs review]  
Our company's full legal name is APX Stream, Inc.

**Q4: Please describe the proposed technology solution?**

[⚠ Needs review]  
The proposed technology solution, APX Stream, is a web-based platform accessible through standard web browsers, which significantly simplifies deployment and maintenance. This design ensures that APX Stream is inherently adaptable to changes in the software environment, eliminating the typical delays associated with software compatibility updates. However, it is important to note that the current version of APX Stream does not support Single-Sign-On (SSO), which may be a consideration for environments requiring streamlined user authentication processes. We are committed to continuously enhancing our platform and are considering the integration of SSO in future updates to meet our clients' evolving needs.

**Q5: Please describe the advantages of your proposed technology solution, including any known advantages over in-house built systems, including observable outcomes to operational efficiencies?**

[⚠ Needs review]  
Our proposed technology solution, the APX Stream DataDrive, is designed to enhance operational efficiencies and deliver superior performance compared to in-house built systems and other market offerings. The key advantages of the APX Stream DataDrive include:  
  
1. \*\*Advanced Integration Capabilities\*\*: Unlike many in-house systems that may struggle with integration complexities, our solution is built with state-of-the-art integration capabilities that ensure seamless connectivity with existing enterprise systems. This reduces the need for extensive customization and decreases integration costs and timelines.  
  
2. \*\*Real-Time Data Processing\*\*: The APX Stream DataDrive excels in handling large volumes of data with minimal latency. This capability allows for real-time data analysis and decision-making, a critical component for dynamic and fast-paced business environments. This is a significant improvement over many in-house systems, which often process data in batches, leading to delays and outdated information.  
  
3. \*\*Scalability and Flexibility\*\*: Our technology is designed to grow with your business. It can easily scale up or down based on your needs without significant additional investment. This flexibility is often lacking in in-house systems, which might require substantial redevelopment to cope with changes in business scale or scope.  
  
4. \*\*Enhanced Security Features\*\*: APX Stream DataDrive employs robust security protocols that exceed industry standards. Our focus on security ensures that your data is protected against emerging threats, which is often a challenge for in-house systems to maintain over time without substantial investments in security updates.  
  
5. \*\*Cost-Effectiveness\*\*: By leveraging our solution, your firm can avoid the high upfront costs associated with developing, testing, and maintaining an in-house system. Additionally, our subscription model includes ongoing updates and support, ensuring that your system is always at the cutting edge without unexpected costs.  
  
6. \*\*Proven Customer Satisfaction\*\*: We implement continuous feedback mechanisms through open communications protocols, allowing for immediate and ongoing customer satisfaction assessments. This approach helps in quickly identifying and addressing any issues, ensuring a high level of user satisfaction and system reliability.  
  
In summary, the APX Stream DataDrive not only addresses the typical limitations of in-house built systems but also offers enhanced capabilities that drive operational efficiencies, reduce costs, and improve data security and handling. These advantages make our solution a compelling choice for firms looking to leverage technology for competitive advantage.

**Q6: Please explain your market standing and any competitive advantages that are unique to your solution. What unique benefits will make your solution more likely to succeed?**

[⚠ Needs review]  
APX distinguishes itself in the market through a trio of competitive advantages that uniquely position us ahead of OMNI and other industry competitors, ensuring our solution's higher likelihood of success:  
  
1. \*\*Stable and Predictable Pricing Model\*\*: APX’s contracts are structured on an annual basis, with a pricing guarantee extending for two years. This model provides our clients with financial predictability and stability, which is crucial for budgeting and financial planning. Unlike typical market offerings where prices may increase, APX commits to reducing costs over time. This reduction is made possible through continuous improvements in software development and increased operational efficiencies via automation. As our system becomes more scalable and cost-efficient, these savings are passed directly to our clients, with price reductions implemented immediately.  
  
2. \*\*Advanced Technological Infrastructure\*\*: The APX Stream DataDrive sets us apart by offering advanced capabilities not found in in-house systems or with our competitors. Our technology provides robust data analytics tools, superior data handling capacities, and enhanced security features. This comprehensive suite of tools enables clients to leverage big data insights more effectively and securely, facilitating better decision-making and operational efficiencies.  
  
3. \*\*Scalability and Flexibility\*\*: Our solution is designed to grow seamlessly with our clients' needs. The scalability offered by APX Stream allows for adjustments in service usage based on client growth patterns and changing market conditions without significant disruptions or cost penalties. This flexibility is vital for clients looking to expand or modify their operations without the burden of substantial additional investments in new technology or infrastructure.  
  
These strategic advantages not only underscore APX's commitment to delivering superior value and service but also enhance our solution’s potential for success in a competitive market environment. By focusing on cost efficiency, technological superiority, and adaptable service offerings, APX is well-positioned to meet and exceed the evolving needs of our clients.

**Q7: Please detail any enhancements to your technology solution in the last three years?**

[⚠ Needs review]  
Over the past three years, we have significantly enhanced our technology solution, APX Stream, to streamline and optimize the implementation and data integration processes for our clients. The standard implementation cycle now spans approximately two weeks, encompassing a comprehensive suite of tasks such as DataDrive setup, data conversion/mapping, historical data migration, and connectivity mapping and testing.  
  
To further facilitate ease of use and minimize client workload, we require only that clients provide access to their database profiles. Our team handles the import of historical data and initiates discussions to understand and implement the client’s unique data directives, which are crucial for creating a tailored Investment Data Manual.  
  
Moreover, APX Stream has broadened its connectivity capabilities, now supporting all 14 qualitative and quantitative datasets relevant to an investment profile. We are committed to continuous improvement in managing qualitative data, introducing new efficiencies on a quarterly basis. Recent developments include the automation of key investment questionnaires, significantly reducing the time and effort required for their completion and publication.  
  
In addition to these technological advancements, we are actively expanding our network of partnerships. These collaborations enhance the connectivity between various portfolio management systems and DataDrive, further smoothing the data assembly process and ensuring reliability and fluidity in data handling.  
  
These enhancements are part of our ongoing commitment to providing a robust, efficient, and user-friendly technology solution that meets the evolving needs of our clients in the investment management industry.

**Q8: Thinking of your most and least challenging onboarding experiences with current clients, what experiences can you share with Insight that will make your solution proposal for Insight more likely to succeed?**

[⚠ Needs review]  
In our experience, the most effective onboarding processes are those that are streamlined, transparent, and supported by dedicated resources. Drawing from our most successful onboarding experiences, our approach typically spans a few weeks during which we gather essential data about the firm, its products, and its database footprint. This ensures that all necessary information is accurately integrated into our systems from the outset.  
  
One of the key features that has proven beneficial in our onboarding process is the Consultant View within our DataDrive platform. This feature provides a clear and detailed display of all assets under management (AUM) and portfolio characteristics, mirroring exactly what consultants and database subscribers will see. This transparency helps in setting accurate expectations and facilitates smoother transitions by aligning client views with external perceptions.  
  
Additionally, recognizing the potential complexities involved in onboarding, we have established a dedicated onboarding team. This team specializes in alleviating the operational burden from our clients, ensuring that the transition is as seamless as possible. They focus on addressing any concerns and customizing the process to meet specific client needs, which significantly enhances client satisfaction and operational efficiency.  
  
By combining these approaches—efficient data integration, transparent data representation, and dedicated support—we believe our onboarding process for Insight will not only meet but exceed expectations, ensuring a successful partnership from the start.

**Q9: How would you handle a significant change to file formats? Is this process managed by Insight, and if so, how much support would be available?**

[⚠ Needs review]  
In response to the potential for significant changes to file formats, our process at APX Stream is both proactive and supportive, ensuring seamless transitions and continuous data integrity. Initially, during the comprehensive installation process, our team meticulously identifies any potential gaps or "voids" in the current data management setup. This preemptive approach is crucial in anticipating and mitigating issues arising from format changes.  
  
Following installation, we conduct regular audits of the client’s existing data profiles. This ongoing review process allows us to maintain a robust understanding of the data’s structure and readiness for any necessary transformations.  
  
Should a change in file formats be required, APX Stream's DataDrive, which serves as a versatile data repository, is fully equipped to handle diverse data types—quantitative, qualitative, and supplementary materials such as marketing collateral or regulatory documents. This flexibility ensures that data importation and integration can occur smoothly, without disruption, at any time (24-7-365 availability).  
  
Moreover, our reconciliation and verification process post-integration uses industry-leading software combined with the expertise of our Senior Analyst team. This dual approach guarantees that any data converted to a new format is accurate and fully usable post-migration.  
  
To facilitate user adaptation and proficiency with these changes, APX Stream provides extensive training and support focused on efficient data migration and management using the DataDrive. Our commitment extends beyond initial training, offering ongoing support to ensure that all data management within the DataDrive remains optimal.  
  
In summary, APX Stream manages the entire process of handling significant changes to file formats, from initial gap analysis and regular audits to the final reconciliation and continuous support, ensuring that our clients experience minimal disruption and maintain full confidence in the integrity and reliability of their data.

**Q13: Please provide an indication, if any, of the costs of system upgrades.?**

[⚠ Needs review]  
APX Stream provides installation of new firm and product profiles at a one-time fee of $150 per profile. This cost encompasses the inclusion of comprehensive historical data, extending back to inception and covering at least the previous two quarters. Our contracts are structured on an annual basis with a pricing guarantee for two years.   
  
It is important to note that while our prices are stable and will not increase, they may decrease due to advancements in software development and increased automation. These enhancements not only improve efficiency but also reduce operational costs, savings which are then passed directly to our clients. Any reductions in pricing are applied immediately to benefit our clients.  
  
Furthermore, APX Stream covers all development costs related to enhancements of our DataDrive system, ensuring that our clients do not incur additional expenses for system upgrades. This approach ensures a predictable cost structure and enhances value for our clients.

**Q14: Please confirm that the above costs are complete and that no other expenditure will be required to implement the proposed solution (If not complete, please outline the additional costs and the reasons for these)?**

[⚠ Needs review]  
The costs outlined in our proposal are comprehensive and include all necessary expenditures to implement the proposed solution effectively. Our contract terms are annual, with pricing guaranteed for a period of two years following the execution of the contract. It is important to note that APX Stream has a longstanding policy of maintaining or reducing prices; in our 11 years of operation, we have never increased prices for existing clients. Instead, we leverage advancements in software development and automation to enhance scalability and operational efficiency, which often allows us to decrease costs. Any such reductions in pricing are passed directly to our clients and are effective immediately.  
  
Additionally, there is a one-time fee of $150 per new profile installation. This fee covers the comprehensive setup of new firm and product profiles, including the backloading of performance data since inception and all other relevant data sets for a minimum of two quarters. This ensures that all necessary historical data is included from the outset, providing a robust foundation for accurate analysis and reporting.  
  
Please be assured that there are no hidden or additional costs beyond those explicitly mentioned. Our pricing structure is designed to be transparent and predictable, supporting your planning and budgeting processes. If there are any changes or updates in our pricing or services, these will be communicated promptly and clearly as part of our commitment to maintaining a trustworthy partnership.

**Q19: Please describe the support that would be provided to Insight, within the contract price, during a standard implementation?**

[⚠ Needs review]  
APX Stream is committed to ensuring a seamless and efficient implementation process for Insight. Within the contract price, the following support services are included:  
  
1. \*\*Profile Installation\*\*: APX Stream facilitates the installation of new firm and product profiles at a one-time fee of $150 per profile. This comprehensive service includes the integration of historical performance data since inception and the backloading of all other relevant data sets for at least the previous two quarters.  
  
2. \*\*Implementation Cycle\*\*: The standard implementation timeline is approximately two weeks. During this period, our team will handle the setup of DataDrive, data conversion and mapping, and thorough testing of the systems. Insight's responsibilities will primarily involve granting access to necessary database profiles, collaborating with our team to import historical data, and initiating discussions to define unique data directives that will be essential for developing the Investment Data Manual.  
  
3. \*\*Contract Terms and Pricing\*\*: Our contracts are structured on an annual basis, with pricing guaranteed for two years. Notably, while our prices are fixed and will not increase during this period, they may decrease. This reduction in costs is driven by our ongoing software development and automation efforts, which enhance scalability and efficiency. Any such price reductions are applied immediately, ensuring that Insight benefits from cost savings as soon as they are available.  
  
By choosing APX Stream, Insight can be assured of a supportive and transparent partnership that not only meets but anticipates your needs for data management and implementation.

**Q20: What split of resource would you advocate between Insight and yourselves for this implementation?**

[⚠ Needs review]  
For the implementation of the APX Stream data distribution process, we recommend a balanced resource split between Insight and our team, leveraging our respective strengths to ensure a seamless and effective integration.  
  
Our approach combines APX Stream's proprietary software code with the expertise of our highly experienced Senior Analyst Team. This integration is crucial as it allows us to maintain our independence and focus solely on the client's needs, without any conflicts of interest. Our team's expertise in data distribution is complemented by our market-leading technological capabilities, ensuring that every decision made is aligned with the manager client’s strategic goals and aimed at helping them grow and retain AUM.  
  
We suggest that Insight focuses on providing continuous feedback and specific market insights, which are critical for tailoring our distribution strategies to meet your unique needs. Meanwhile, our team will handle the majority of the technical implementation and data management tasks.  
  
This collaborative approach ensures that both teams are optimally utilized, combining Insight's detailed understanding of your market conditions and strategic objectives with our technological and analytical prowess to achieve the best possible outcomes.

**Q21: What testing strategy would you advocate?**

[⚠ Needs review]  
Our testing strategy for Incident Response is comprehensive and proactive, designed to ensure robust preparedness and swift recovery in the face of various scenarios. We conduct annual testing to evaluate the effectiveness of our incident response plans. The most recent test was conducted in March 2020, coinciding with the onset of COVID-19, highlighting our ability to address emergent, significant business concerns effectively. This test proceeded without any disruptions to normal business operations, demonstrating the resilience and efficiency of our response framework.  
  
Furthermore, our Executive Team, comprising the CEO, CMO, COO, and CTO, plays a crucial role in overseeing and enhancing our risk management practices. They convene quarterly to assess and strategize on key risk areas, including cybersecurity, disaster recovery, and business continuity. These sessions ensure that our strategies are not only current but also forward-thinking, aligning with evolving business landscapes and technological advancements.  
  
This structured approach allows us to maintain continuity and security, ensuring that we are well-prepared to manage and mitigate risks promptly and effectively.

**Q22: What procedures do you recommend / support for testing links to third parties?**

[⚠ Needs review]  
APX Stream has established rigorous procedures for engaging with third-party links, ensuring high standards of security and reliability are maintained. Although we have not partnered with contractors or co-implementation partners in the past 12 months, our historical approach involves a comprehensive due diligence process. This process is designed to address all pertinent questions regarding security, reliability, and regulatory compliance, effectively identifying and mitigating any conflicts of interest and potential regulatory issues.  
  
To ensure the integrity and security of our data exchanges, APX Stream emphasizes seamless connectivity between all data input sources and the corresponding output portals and publications. We conduct regular audits of user activity to monitor and enhance our security measures. Additionally, our incident response capabilities are rigorously tested on an annual basis to ensure our readiness and resilience in managing potential security incidents effectively.  
  
This approach not only aligns with industry best practices but also reinforces our commitment to maintaining robust and secure operational procedures when integrating third-party services.

**Q26: How much support would you expect to provide to Insight on an on-going basis?**

[⚠ Needs review]  
At DataDrive, we are committed to providing robust ongoing support to Insight through our Consultant View feature. This tool ensures that all assets under management (AUM) and portfolio characteristics are transparently displayed as they appear in each relevant database, guaranteeing that what Insight sees is precisely what consultants and database subscribers view.  
  
For the initial setup, our team at DataDrive, leveraging extensive experience with consultant databases, will handle the installation of new firm and product profiles. This service is offered at a one-time fee of $150 per profile, which encompasses the integration of historical performance data since inception and the inclusion of all necessary datasets extending back at least two quarters.  
  
Following the profile installation, the onboarding process is efficiently completed within a few weeks. During this period, we gather and verify all essential data related to your firm, its products and vehicles, and its overall presence in the databases.  
  
Post-onboarding, DataDrive ensures continuous support and updates to maintain accuracy and relevance of the data. Our team is readily available to address any queries or require adjustments, ensuring that Insight's database representation remains precise and up-to-date. This commitment to ongoing support reflects our dedication to fostering a seamless and effective partnership with Insight.

**Q34: Please outline the details of your company’s problem resolution and escalation procedures?**

[⚠ Needs review]  
Our company is committed to maintaining the highest standards of operational excellence and ethical conduct, and this extends to our problem resolution and escalation procedures. These procedures are designed to handle issues swiftly and effectively, ensuring minimal disruption to our services and maintaining transparency and accountability at all levels.  
  
\*\*Initial Problem Resolution:\*\*  
Issues are first addressed at the operational level by the relevant team responsible for the area where the issue has occurred. This team will attempt to resolve the problem using predefined protocols and procedures. Our staff are trained to handle a wide range of issues, ensuring that most problems are resolved at this stage quickly and efficiently.  
  
\*\*Escalation Procedures:\*\*  
If the initial team cannot resolve an issue, it is escalated to higher management. The first level of escalation is to the departmental heads who review the problem and propose additional solutions, drawing on their broader experience and resources.  
  
\*\*Executive Team Involvement:\*\*  
Should the problem persist or be of a critical nature, it is escalated further to our Executive Team, which includes the CEO, CMO, COO, and CTO. This team meets quarterly to assess and manage enterprise risks, including cyber security, disaster recovery, and business continuity. However, they are also involved on an as-needed basis for significant issues, ensuring that the highest level of management is aware and involved in the resolution process.  
  
\*\*Documentation and Continuous Improvement:\*\*  
All issues and the steps taken to resolve them are documented thoroughly. This documentation helps in auditing problem resolution processes and serves as a basis for continuous improvement. We analyze trends in issues and resolutions to identify areas for improvement in our processes and training.  
  
\*\*Compliance and Ethical Standards:\*\*  
We adhere strictly to legal and ethical standards in all operations, including our problem resolution and escalation procedures. This commitment ensures that we handle all issues with the utmost integrity and in compliance with all relevant regulations and laws.  
  
By following these structured procedures, our company ensures that all problems are addressed promptly and effectively, minimizing impact and maintaining the trust of our clients and stakeholders.