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**PROPRIETARY DUE DILIGENCE QUESTIONNAIRE**

**COMPANY INFORMATION**

**Please provide your company’s basic information?**

APX Stream, Inc.  
32880 IH 10 West, Suite 103  
Boerne Texas 78006  
888-411-1440  
Inception date: March 2010  
Richard Jackson, CIMA CEO, Kevin Dunn Chief Operations Officer.

All software is developed, enhanced, and supported in Boerne, Texas and Dallas, Texas.

**Do you have a parent company? Are you privately held?**

APX Stream has no parent company and is privately held by Richard Jackson & the Jackson Family Trust

**Are you profitable?**

APX Stream has been profitable every quarter over the past 8 years.

**Are all your operations based in the U.S.?**

Yes. APX Stream is headquartered in Boerne, Texas, with additional employees in Arizona and Illinois.

**What is your corporate structure?**

![Table

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generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAYABgAAD/4T/+RXhpZgAATU0AKgAAAAgABgALAAIAAAAmAAAIYgESAAMAAAABAAEAAAExAAIAAAAmAAAIiAEyAAIAAAAUAAAIrodpAAQAAAABAAAIwuocAAcAAAgMAAAAVgAAEUYc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAFdpbmRvd3MgUGhvdG8gRWRpdG9yIDEwLjAuMTAwMTEuMTYzODQAV2luZG93cyBQaG90byBFZGl0b3IgMTAuMC4xMDAxMS4xNjM4NAAyMDIxOjA4OjExIDEyOjE1OjQxAAAGkAMAAgAAABQAABEckAQAAgAAABQAABEwkpEAAgAAAAMwMAAAkpIAAgAAAAMwMAAAoAEAAwAAAAEAAQAA6hwABwAACAwAAAkQAAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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**Please provide names, titles, and bios of all Senior Executives?**

Richard Jackson, CIMA ® is the President and Director of Research. Richard is responsible for planning and directing APX Stream’s topline business strategy, sales, research, and technological development of the DataDrive. Richard has over 30 years of investment management industry experience.

Kevin Dunn is the Chief Operating Officer. Kevin is responsible for the day-to-day management of the firm’s data team and data operations. In addition, Kevin manages human resources, the technology development team, and all day-to-day business functions

Daniel Quinn is the Chief Marketing Officer, with responsibilities covering every aspect of APX Stream’s marketing effort, with additional responsibilities that include sales enablement, database research, and business strategy implementation.

**Does your Company plan to use other entities or individuals, including subsidiaries, affiliates, partnerships / joint ventures or other type of intermediary to perform any client services?**

APX Stream’s proprietary line of products and service is entirely independent of any external individuals, subsidiaries, affiliates, and/or partnerships/joint ventures.

**Does APX Stream have any conflicts of interest?**

No, APX Stream has no conflicts of interest. We are independent or any parent company and privately-held. Every professional decision that is made by the management team is done so with the intention of promoting our clients’ best interests, not that of a corporate owner or private equity firm.

**Has your company or any principal in your company (e.g. director, partner or principal) ever been subject to a bankruptcy, insolvency order, law suit, or involved in any fraudulent or illegal activities, or have been disciplined by a regulatory agency?**

No.

**Does your company have a Code of Conduct / Ethics in place?**

Yes, APX Stream and each of its staff are required to sign every year an employment agreement and code of ethics. Also, The Investments and Wealth Association maintains the firm’s and principal’s accreditation, ensuring adherence to IW’s extensive code of ethics and through Continuing Education Ethics requirements.

**Per the United Kingdom’s “Modern Slavery Act 2015,” can you comply with the following statements?**

*Has neither your company nor any company in your group has committed or been notified or placed under investigation for any offences relating to modern slavery or human trafficking?*

No

*Is your company aware of any circumstances within your supply chain that could give rise to an investigation or a prosecution for any offences relating to modern slavery or human trafficking.*

APX Stream is not aware of any circumstances.

**Do any customers account for more than 25% or more of your revenue?**

No client accounts for more than 25% APX Stream’s revenues.

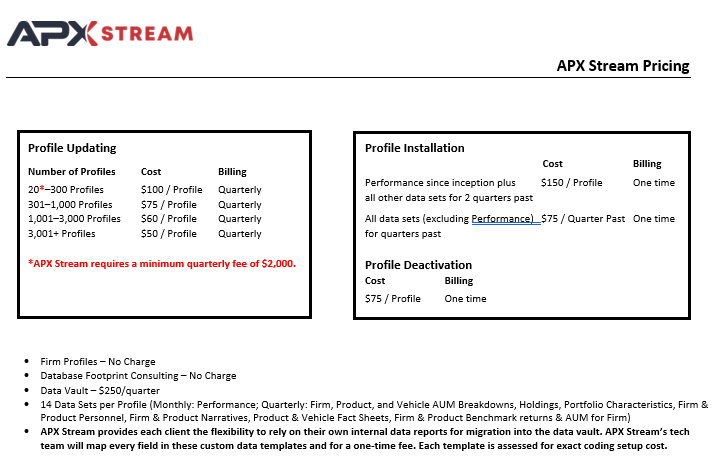
**What is your client retention rate?**

APX Stream’s retention rate is extremely high – over 95%. APX Stream’s lack of complacency in the area of client service, as well as the APX Stream Development Team’s efforts to ensure the DataDrive remains a vitally important component to our manager clients’ ongoing business functions is key to our successful long-term relationships.

In fact, our first client is still our client.

**How are your costs calculated?**

We typically bill on a per-profile basis for data distribution. One product or vehicle in one database equals 1 profile, so 5 vehicles in 10 databases equals 50 profiles. Our billing schedule is as follows:



**What guarantees does your company offer in terms of pricing?**

**APX Stream guarantees pricing for 2 years after execution of contract. From a practical standpoint, after 11 years in business, APX Stream has never raised its prices on existing clients. As technology and efficiency improves, the firm has been able to reduce its fees on occasion.**

**How many products are included in the fee structure? Are there limitations on the number of databases supported?**

**Depending on the size of the account, APX Stream bills by either the product or the vehicle. For example, 101 vehicles published to 10 databases would equal 1,010 profiles and would qualify for a $60 per-profile rate, and a quarterly fee of $60,600.**

**There is no limit on the number of databases supported. APX Stream will add new databases at the client’s request for no fee.**

**Please can you confirm what discounts you offer to new clients in the first year?**

**APX Stream does not, as a matter of routine, maintain a specific discount schedule for any “first year” reasons. APX Stream’s service offerings are specifically priced to be as competitive as possible. We do offer discounts at specific profile break points (301, 1,001, 3,001), as can be viewed in the matrix above.**

If a manger breaks into a new threshold, the entire footprint is repriced at the new lower rate.

**APX Stream guarantees pricing for 2 years after execution of contract. From a practical standpoint, after 11 years in business, APX Stream has never raised its prices on existing clients. As technology and efficiency improves, the firm has been able to reduce its fees on occasion.**

**How many clients do you currently support in providing investment data distribution? If possible, please provide a list of representative clients?**

APX Stream currently has approximately 70 clients in North America, the UK, Europe, & Asia.

Representative Client List:

|  |  |
| --- | --- |
| **Company name** | **Website URL** |
| Fidelity | fmr.com |
| Western Asset Management Company | westernasset.com |
| Insight Investment | insightinvestment.com |
| AGF | agf.com |
| Southeastern | seasset.com |
| Genesis Emerging Markets Fund | giml.co.uk |
| C WorldWide Asset Management | cworldwide.com |
| Asset Allocation and Management (AAM) | aamcompany.com |
| Income Research + Management | incomeresearch.com |
| SKBA Capital Management | skba.com |
| Poplar Forest Capital | poplarforestllc.com |
| Cramer Rosenthal McGlynn | crmllc.com |
| Lateef Investment Management | lateef.com |
| Whittier Trust | whittiertrust.com |
| Rondure Global Advisors, LLC | rondureglobal.com |
| YCG Investments | ycgfunds.com |
| Salient Partners, L.P. | salientpartners.com |
| Fuller & Thaler | fullerthaler.com |
| Arroyo Investment Group | arroyoinvestmentgroup.com |
| Advisors Center | advisorscenter.com |
| Barksdale & Associates | wcbarksdale.com |
| Fenimore Asset Management | famfunds.com |
| Channing Capital Management | channingcapital.com |
| Hodges Capital Management | hodgescapital.com |
| Spring Delta Investment Management | springdelta.com |
|  |  |

**Please provide two Asset / Investment Manager client references for your services?**

RWC: Jack Lane, Direct: +44 20 7227 6024; jack.lane@rwcpartners.com

C Worldwide, Casper Hansen, International Client Manager, cbh@cworldwide.com

APX Stream will gladly provide other references upon request

**BUSINESS INFORMATION**

**Please describe your business?**

APX Stream is the largest independent global manager and distributor of investment data to the investment databases (e.g.: Investment Metrics, eVestment, PSN, Morningstar, Callan, etc.). APX Stream offers related services, including consulting, DDQ automation, and database services for intermediaries. Our core mission is to enhance our clients’ significance in the investment management industry through the effective deployment of market-leading data management and distribution tools, consulting, and services.

Each of APX Stream’s product offerings is designed to address a specific strategy in that overall mission, with a singular focus on growing and retaining assets under management.

APX Stream’s core product is the DataDrive, a proprietary, highly connected SQL database that provides the asset manager with seamless assembly, warehousing, reconciliation (verification), and distribution of investment data across more than 50 global databases and all programable questionnaires. The DataDrive is a “composite” of every industry database, enabling automated and reliable data distribution to the industry databases and marketing collateral, such as factsheets and retention DDQs.

The APX Stream DataDrive is connected to more than 50 investment databases and portals across the globe, with a line-up that changes every quarter due to factors such as industry consolidation and/or globalization. The DataDrive has established connectivity to incoming raw data sources with additional connections being established every quarter.

Unlike other data distribution firms that are owned by large conglomerates, APX Stream focuses exclusively on investment data management and distribution, as investment data management and marketing distribution is complex and highly specialized work that requires the focus of a team of experts in investment data itself, as well as marketing, sales, and technology.

APX Stream’s database strategy consulting services are deeply influenced by more than 30 years of broad industry experience, which will lend significant credibility to our work on behalf of client database selection, data positioning, and top-line marketing strategy.

APX Stream is headquartered in Boerne, Texas. The company currently has 18 full-time employees. Additional resources and staff are added every quarter as the firm continues to grow.

**What differentiates your firm and product?**

Consulting. Data management and distribution is APX Stream’s sole business function. As such, its expertise in this area is without peer. APX Stream leverages this expertise on behalf its manager clients through quarterly, ongoing database consulting. APX Stream has the most comprehensive database research function in the industry, with more than 50 fact sheets detailing the databases with which the firm works. APX Stream database consulting enables manager clients to make informed, effective decisions with regard to database footprint growth.

Independence and Client Focus. Relatedly, APX Stream’s independence from corporate ownership ensures that every client-facing decision supports the manager’s strategic goals. APX Stream has no conflicts of interest that might influence its decision-making process – every action taken by APX Stream is with the intention of assisting the manager client to grow and retain AUM through effective integration of data marketing within the manager client’s broader marketing strategy.

Technology. APX Stream manages a team of internal, dedicated software developers whose focus is to enhance the DataDrive’s utility for each manager client. Many of the DataDrive’s most significant improvements originated from client suggestions, and the APX Stream Development Team’s focus is to ensure those suggestions are quickly and effectively integrated into the DataDrive’s functionality (APX Stream absorbs all costs associated with client requests for DataDrive development).

APX Stream’s in-house Development Team ensures the DataDrive will seamlessly manage The client’s data intake through any means The client prefers. Unsurprisingly, the reason APX Stream is the most affordable solution in the industry is due to the reliable effectiveness of the software code, coupled with APX Stream’s expert Senior Analyst Team. APX Stream believes that effective software creates scalability, which drives down costs, and APX Stream can then pass those cost savings along to its manager clients.

Reconciliation and Verification. APX Stream tracks every error found, both historical and ongoing, through the most comprehensive data reconciliation process in the industry.

**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?**

APX Stream is the largest independent distributor of investment data to the industry databases, working exclusively for our manager clients, agnostic to database selection, and free from any conflicts arising from corporate ownership.

APX Stream’s DataDrive provides the asset manager with one database upon which to concentrate; one that is connected to 50+ databases and portals across the globe. This connectivity relies on APX Stream’s ability to publish every dataset each database requests; as such, the DataDrive is a composite of every investment database in the industry. Our connectivity enables fast, incredibly fluid movement of data: the DataDrive is “the database’s database.”

APX Stream has expanded its connectivity to include all 14 qualitative and quantitative datasets in an investment profile. The ongoing development into the qualitative data is never-ending, with new efficiencies rolled out every quarter.

APX Stream is continually forging additional partnerships every quarter to grow connectivity between portfolio management systems and the DataDrive, which makes the data assembly process even more fluid and reliable.

APX Stream maintains several competitive advantages, including:

**Consulting**. Data management and distribution is APX Stream’s sole business function. As such, its expertise in this area is without peer. APX Stream leverages this expertise on behalf its manager clients through quarterly, ongoing database consulting. APX Stream has the most comprehensive database research function in the industry, with more than 50 fact sheets detailing the databases with which the firm works. APX Stream database consulting enables manager clients to make informed, effective decisions with regard to database footprint growth. Managers should be abe to easily answer the question: Why do we publish to this database?

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**Reconciliation and Verification**. APX Stream tracks every error found, both historical and ongoing, through the most comprehensive data reconciliation process in the industry. Data integrity is the most important work APX Stream does. For many clients, APX Stream’s focus on data integrity is among the primary factors which drive the business relationship.

**What are APX Stream’s specific advantages over eVestment’s Omni or other data distribution solutions?**

APX maintains three primary advantages over OMNI and other solutions:

Independence. APX Stream is not a small division in another major firm: it is an independent expert in the field of data assembly, management, and distribution. APX Stream is the partner needed to help navigate an evolving data landscape; a trusted voice whose bias is towards THEM, their AUM retention, and their growth. APX Stream will always offer clients advice that is unbiased, independent, and free from any conflicts of interest to ensure their data marketing distribution resources are allocated wisely.

It is important to understand the database industry is a highly competitive one, and since OMNI is owned by eVestment, it has no incentive to ensure competing databases are rigorously maintained and perfected. eVestment competes for coveted subscription fees from consultants AND asset managers, and thus eVestment competes with every public database and portal. Because of the ownership structure at work, OMNI has an inherent bias that may conflict with the interests of the asset managers it is supposed to serve.

APX Stream’s independence from these competitive pressures means it is agnostic with regard to the databases, and all advice is made with the intention of helping the asset manager to benefit from its work. (It is important to note that while APX Stream is the largest independent data provider to all the investment databases including eVestment, APX Stream doesn’t compete with eVestment, only OMNI.)

A More Robust Solution. The APX Stream DataDrive evolves every quarter, with its software in constant development. APX’s development process is driven by both input from its clients, as well as the ever-growing lineup of databases and the datasets they wish to capture.

The APX Stream DataDrive captures and distributes the full 14 quantitative AND qualitative datasets, with a Narratives Workbook that enables APX Stream clients to thoroughly maintain, manage, and publish the qualitative, open-ended questions that form the basis for much of the due diligence that occurs in the databases today. The DataDrive syncs the client’s entire data strategy, from databases to DDQs, marketing collateral, and RFPs. And it is all automated

Also, because the DataDrive’s connectivity is so widespread across the database industry, APX Stream captures every datapoint that is required by every database throughout the world. In that way, the DataDrive is the “Master Database,” making it an industry hub in a way that OMNI (which uses antiquated Excel workbook technology) or any other competing solution cannot match.

Cost. Because the DataDrive’s automation works especially well, APX Stream is able to achieve scale in its operations, driving down costs, which are then passed along to its clients, as a result, clients can more easily broaden their footprint and more efficiently distribute their data to every vendor from a single source: the DataDrive. In short, APX Stream delivers a much more robust service at a significant discount to OMNI’s comparable offering.

Reconciliation and Verification. APX Stream tracks every error found, both historical and ongoing, through the most comprehensive data reconciliation process in the industry.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **APX DataDrive** | **OMNI Source** | **OMNI Complete** |
| Automated Quantitative Data Distribution | X | X | X |
| Client-Directed Excel-based Quant Distribution |  | X |  |
| Automated Narrative Workbook & Distribution | X |  |  |
| Consultant Views (See how database subscribers see your data) | X | X | X |
| Automated Retention DDQ Population | X |  |  |
| Automated Marketing Collateral Population | X |  |  |
| Robust and Ongoing Database Development | X |  | X |
| Independent, Client-Centric Database Strategy Consulting | X |  |  |
| Automated Data Reconciliation/Verification\* | X |  |  |
| 3 Levels of Reconciliation, Pre- & Post-Distribution | X |  |  |
| Comprehensive Setup & Onboarding | X |  | X |
| 60+ Global Databases & Portals | X | \*\* | \*\* |
| Daily, Weekly, Monthly and Quarterly Data Distribution | X | X | X |
| No Charge for Firm Database Profile | X |  |  |
| No-Fee Customization of the Client Data Warehouse | X |  |  |
| Unlimited user licenses for collaborative data management | X |  |  |
| Dedicated Senior Data Analyst with Access to Full Data Team | X |  | X |
| 100% based in U.S., All Work Performed by FT Firm Employees | X | X | X |
| No Conflicts of Interest from Corporate Ownership | X |  |  |
| Independent, Employee-Owned | X |  |  |

**Please describe the selection criteria for contractor or co-implementation partners?**

APX Stream has not employed contractors or co-implementation partners for the past 12 months. However, when APX Stream has done so in the past, strict criteria for all outsourced and/or contracted services are met. All contractors and/or vendors must go through a rigorous due diligence process to satisfy all questions and concerns pertaining to security and reliability. APX Stream’s process identifies and eliminates conflicts of interest and potential regulatory issues through extensive vetting and due diligence. APX Stream’s focus is seamless connectivity between all of the manager’s “data-in” sources with the relevant “data-out” portals and publications.

**Please describe your position on ESG and your related practices?**

APX Stream is a minority-owned and accredited firm and an equal opportunity employer with over 60% of the firm’s staff are minority ethnicities.

The DataDrive will capture and APX Stream will publish every ESG and Diversity/Inclusion data field across all databases and automated questionnaires. As the databases and questionnaires expand and become more prominent with regard to ESG, APX Stream’s datasets will expand likewise, capturing all the relevant data fields in this growing area of data marketing.

**Does your firm have a policy that describes your approach to identifying and managing material environmental, social, or governance (ESG) factors? If so, please provide a copy. If not, please indicate whether the firm is developing such a policy?**

APX Stream is a minority-owned and accredited firm and an equal opportunity employer with over 60% of the firm’s staff belonging to ethnic minorities.

Because the APX Stream DataDrive captures and publishes every ESG and Diversity/Inclusion data field across all databases and automated questionnaires, the firm is well-acquainted with ESG issues and concerns within the industry. As such, APX Stream is carefully considering the relevant issues for the firm and is in the process of drafting its policy accordingly.

**Does the firm have an ESG (or similar functioning) Committee? Please describe how it operates?**

As a data management and distribution firm, APX Stream is fully digitized, with a strong code of ethics, and a carefully considered procurement process. As such, the firm’s day-to-day culture strongly reflects an ESG mindset, though a formal committee does not exist.

**Describe your firm’s approach to workplace diversity and inclusion and how it relates to your business model?**

APX Stream is a minority-owned business, with significant diversity (60%) in its employee base. Because APX Stream prefers to promote from within, the firm develops and retains its own talent in order to foster a culture of togetherness and ownership. APX Stream, by definition, maintains a strong bias towards a diversity-based business model and corporate culture.

**Is your company a MWDBE certified? Do you have a policy on diversity? If so, please include?**

APX Stream is not MWDBE-certified, but it is a minority-owned and minority-staffed firm.

**Does your firm have a written policy addressing workplace diversity and inclusion (“D&I Policy”)?**

APX Stream is a minority-owned firm with a very diverse background staff. APX Stream is non-discriminatory and all hiring practices reflect strict adherence to a non-discriminatory selection process.

**Does the firm have an Anti-Harassment/Discrimination Policy? How often is training provided on the Policy to employees? Does the firm intend to adopt such a policy and, if so, when?**

APX Stream has a detailed anti-harassment and anti-discriminatory policy. This is reviewed and employee acknowledged on a semi-annual basis and in the employee onboarding process.

**Has your firm been subject to any judicial, regulatory, or other legal finding, formal action, or claims related to equal employment opportunity, workplace discrimination, or sexual harassment during the past five years? Please describe?**

APX Stream has never been subject to any judicial, regulatory, or other legal finding, formal action, or claims related to equal employment opportunity, workplace discrimination, or sexual harassment throughout its entire history.

**Does the firm comply with Subchapter VII of the Civil Rights Act of 1964, 42 U.S. Code Sections 2000(e) through 2000(e)(17), to the end that no person shall, on grounds of race, creed, color, sex or national origin be excluded from participation in, be denied benefits, or be otherwise subjected to discrimination?**

APX Stream complies with all federal, state, and local prohibitions against discrimination.

**How is the firm committed to the safety of its employees?**

APX Stream complies with all relevant state and local ordinances with regard to employee safety. Furthermore, throughout the course of the COVID-19 pandemic, APX Stream regularly exceeded local and state regulations in diligently maintaining a safe working environment.

**How is the firm committed to energy, water and waste efficiency?**

APX Stream relies on the cloud for documentation and filing across every department. APX Stream utilizes less than one ream of paper per year for the entire office complex. All computers, lights, and chargers are shut down or unplugged on a nightly basis.

**How does your firm engage with tenants and local stakeholders to raise and improve environmental and social issues?**

APX Stream works with its property management firm and fellow tenants to ensure a safe, secure working environment for all employees. As a minority-owned and staffed firm in the State of Texas, APX Stream believes the manner in which it conducts its business is the most powerful example it can provide. As APX Stream continues to grow and becomes a more widely-recognized business leader, its ability to effect meaningful change in these areas will grow as well.

**What are the terms of contracts? Annual? Multiple Years?**

Contracts are annual, and pricing guaranteed for 2 years. Though pricing never increases, pricing will decrease as a result of active software development and automation: automation provides immense scalability, scalability drives down costs, which APX Stream delivers to its clients. Price decreases are effective immediately.

Importantly, APX Stream offers price breaks at 301, 1,001, and 3,001 profiles. If a manger breaks into a new threshold, the entire footprint is repriced at the new lower rate.

**TECHNOLOGY OVERVIEW**

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

The APX Stream DataDrive offers several advantages not offered by in-house systems or our competitors:

1. The Full 14 Datasets. The DataDrive manages a full 14 investment datasets, as opposed to the standard 5 or 9. The Narratives tool is unique to the DataDrive and is an exclusive product function. Qualitative data can be “scraped” from the existing database profiles and housed in the DataDrive. There, a client’s team can review, edit, and republish their narratives, ensuring they are fully compliant, clearly reflect the firm’s existing market position, and consistent with the full library of marketing materials. Importantly, all activity in the DataDrive is logged, so clients may keep tabs on who is doing what in their DataDrive.
2. Relationships. APX Stream has established strong relationships with investment databases across the globe. These relationships help us to keep close tabs on industry developments large and small (deeply important to APX Stream’s consulting service). Additionally, because of ongoing development efforts within the database industry, new technology and dataset changes occur on a quarterly basis. As such, APX Stream can ensure its systems are congruent and ensure continued fluidity of data between a client’s DataDrive and the investment databases.
3. Reconciliation and Verification. APX Stream tracks every error found, both historically and ongoing, through the most comprehensive data reconciliation process in the industry.  
     
   Importantly, APX Stream has found that because the vast majority of errors occur during the initial data assembly phase, we devote significant resources and tools to target the data assembly process. We have incurred significant development costs in our ongoing software development projects in order to establish connectivity and automate data transfers between APX Stream and raw data providers.  
     
   We should also note that, as a result of our thorough reconciliation process, APX Stream routinely identifies data errors stemming from staff turnover at the manager level - these are new errors being identified that historically had been missed.  
     
   The DataDrive software identifies data publishing errors that result from technical glitches at the database level, as well. These are errors found in the direct profile reconciliation process. APX Stream works very closely with the tech teams at the databases to correct these errors.
4. DDQ Automation. APX Stream codes directly to a client’s quarterly retention DDQs, streamlining the process of completing these important due diligence documents.

**Please provide an overview of how investment manager products are organized on the system. Please include an image / screen grab to demonstrate what the system looks like?**

**The DataDrive is a highly organized, intuitively-designed SQL database that structures data hierarchically. Broadly, data is first organized at the firm level, then the product level, the vehicle level. The following graph illustrates the 14 datasets managed by the DataDrive:**

Website, timeline

Description automatically generated

**The DataDrive will become a client’s nexus of investment data strategy, organizing all the qualitative and quantitative data managers may need on a daily basis. In addition, the DataDrive will house a client’s entire library of marketing materials, including sample RFPs, fact sheets, pitch books, ADVs, presentations, GIPS reports, the data manual, and assorted due diligence materials.**

**Here is an illustration of how the DataDrive moves investment data through the system:**

Graphical user interface

Description automatically generated with medium confidence

**APX Stream maintains a close eye on all changes in the database industry, both large and small, and ensures the DataDrive is updated to handle these changes.**

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

APX Stream has expanded its connectivity to include all 14 qualitative and quantitative datasets in an investment profile. The ongoing development into the qualitative data is never-ending, with new efficiencies are rolled out every quarter. APX Stream has recently begun programming key investment questionnaires for easy, time-saving publication. Additionally, APX Stream is forging additional partnerships every quarter to grow connectivity between portfolio management systems and the DataDrive, which makes the data assembly process even more fluid and reliable.

**What is your company’s policy regarding system upgrades?**

APX Stream systems are always evolving, by necessity. APX Stream understands it must proactively keep pace with both changes within the database industry, as well as within our competitive space.

APX Stream’s templates are limited to 2 changes per year and all legacy templates will accepted for the life of the agreement.

**Please provide a list of the current database platforms you work with?**

APX Stream has established connectivity and analyst fluency with each database. The current database list includes:

|  |  |  |
| --- | --- | --- |
| Aksia | Demarche Assoc. | Nomura |
| Albourne Moatspace | Diligence Vault | Preqin Hedge Fund Analyst |
| Allocator | Envestnet (FolioDX) | Prime Buchholz |
| Alpha Portfolio Advisors | Ellwood | PSN Informa |
| AsiaHedge (HFM Global) | EurekaHedge (HFM Global) | Refinitiv/Lipper |
| BarclayHedge | EUROHedge (HFM Global) | Rock Creek Group |
| Bloomberg | eVestment Alliance | Russell |
| Broadridge Marketplace | eVestment Alternative HFN | RVK |
| Callan Associates | FEG | Segal Marco Advisors |
| Cambridge Associates | FINTROZ | Townsend |
| Camradata | Global Manager Research | Willis Towers Watson |
| Cap Trust | Hedge Fund Intelligence | Wilshire |
| Cliffwater | Hedgefund Research | Xponance |
| Crewcial Partners | Insurance Asset Outsourcing Exchange | Leading Edge |
| Concord Advisory Group | InsurerCIO | Global Fund Search |

APX Stream’s investment database lineup is ever-evolving as new databases are added, merged, or subtracted every year through consolidation, alliances, and other industry changes. APX Stream’s automation, technology, and expertise means it can publish client data to any database in the world.

APX Stream has conducted significant, in-depth research into the subscribers and contributors in each of the current databases listed below. APX Stream’s database research is a unique differentiator in the database consulting services offered to the manager. Through APX Stream’s consulting work, clients may better understand how their database footprint should evolve, including databases to which the asset manager can and should publish.

APX Stream is routinely asked by its manager clients to research and publish to new databases. Upon request, APX Stream initiates a full due diligence and research process upon each request, and its Technology and Analyst Teams coordinate for training and establishing any required automation.

**What major databases does APX Stream NOT populate/support? (Is there a list)?**

APX Stream is automated to each of the top industry databases, with reliable connectivity to more than 50 databases across the globe. In all, APX Stream maintains distribution connectivity to more than 60 databases/portals across the US, Canada, Europe, and Asia.

APX Stream seeks relationships with any and all databases and portals, public or private, that can help to better serve client interests. Because of the breadth and scope of its footprint in the industry, establishing connectivity with a new or emerging database is a routine occurrence for the APX team. As such, the firm’s database list continues to evolve every year.

Note: The DataDrive does not simply connect to and populate databases and other industry portals. The DataDrive is a comprehensive solution for those managers who wish to establish a consistent and thorough data component across their entire marketing footprint, from database distribution, to quarterly retention DDQs, portals, documents, and marketing collateral.

**How do you engage with contacts at your current database platforms?**

APX Stream has longstanding, ongoing relationships with every database, at both the technical and management level. In its normal course of business, APX Stream is in contact with each database via telephone, email, and GoTo/Zoom/Teams meetings, at least quarterly.

Because APX Stream has established close working relationships with the databases, the firm is informed of any platform changes or any additions, well in advance of the public roll out/implementation (though APX Stream does not rely solely on database disclosure of changes). APX Stream’s Senior Analyst Team conducts thorough, external audits every quarter using the firm’s thorough 3-step reconciliation system.

**What is the process to have your firm engage with a new database platform?**

APX Stream is routinely asked by manager clients to research and publish to new databases. APX Stream initiates a full due diligence and research process upon each request, and its Tech and Analyst Teams connect for automation and training.

A core component of APX Stream’s consulting work is to advise clients on how their database footprint can evolve, including databases to which the asset manager can and should publish.

**Describe the registration process for new strategies on both existing databases and on new databases?**

APX Stream is familiar with the installation processes and systems for each database. APX Stream has several templates built to help streamline new product installation. APX Stream then relies on its proprietary software and the expertise of its Data Analyst Team to fulfill and thoroughly complete an audited installation, all in a timely fashion.

**Does your current technology/platform lend itself to further automation?**

APX Stream’s DataDrive is in continual development, with many of its improvements originating as requests from its manager clients. The DataDrive’s tools and automation functionality are routinely evaluated, assessed, and improved.

APX Stream maintains an in-house development team whose sole purpose is to ensure improvements to the DataDrive will benefit clients along the shortest immediate timeline. APX Stream’s agility in identifying opportunities for improvement and bringing those opportunities to life are one of its greatest strengths.

**Describe how data is populated across databases and the technology that is utilized. Please distinguish between quantitative and qualitative data?**

The APX Stream data distribution process relies on an optimal combination of proprietary software code and a highly experienced Senior Analyst Team.

APX Stream defines quantitative data as those datasets which include performance, holdings, portfolio characteristics, and firm/product/vehicle AUM. Qualitative data is considered to be datasets such as open-ended narratives, personnel biographies, and fees.

**What are the costs and turnaround times for populating data once received from the manager? Please provide an overview of the process involved?**

For new profile installation:  
With comprehensive knowledge of and experience with the consultant databases, APX Stream installs new firm and product profiles for a one-time cost of $150 per profile. This fee includes backloading performance since inception and all other data sets back a minimum of two quarters.

For new installs, APX Stream utilizes a master “New Firm and New Product Questionnaire” which contains all necessary information a database would require in order to accept a new profile. General turnaround time can be as soon as two to three days, but in some instances (depending on the database) two to three weeks is possible.

For existing database profiles  
All activities within the APX Stream DataDrive are logged and then reviewed daily via staff calls at 9AM CST and 3PM.

Once live data is received, properly migrated into the DataDrive, and reconciled, the data is logged, receipt is communicated/confirmed to the manager, and then assigned to a team of Senior Analysts to begin processing.

All databases are populated within 24 hours of receipt of data upload. APX Stream’s quality control review is performed by a secondary team of analysts (what APX Stream calls, “fresh-eyes reconciliation”) and is completed within 24 - 72 hours of distribution. APX Stream’s focus on data integrity is its most important differentiator.

**Does APX Stream charge to do backfills of data? If so, how are costs calculated?**

As part of APX Stream’s comprehensive installation process, the team identifies “voids” during the initial install, as well as when audits of a client’s existing profiles are conducted. The final step in the distribution process is a thorough reconciliation/verification of the newly published data. APX Stream’s reconciliation process leverages both its industry-leading software, as well as the expertise of the Senior Analyst staff.

Though there are no additional charges relating to data distribution and data restatements, significant overhauls of profile data that require extensive reconciliation and reporting for the compliance, sales, and marketing teams may have fees, depending on the breadth of the project. Additional charges are rare, but possible, depending on the project and is thus handled on a case-by-case basis.

**Does APX Stream charge to do performance refreshes back to inception once a year?**

APX Stream always encourages its clients to provide freshly-audited performance data anytime, and will distribute and reconcile this new data at no charge. Additionally, because the systems that APX Stream uses for its distribution process are highly efficient, there are no restatement fees.

APX Stream believes a professional, highly strategic data strategy requires a manager to vigilantly maintain data profiles that are current, reliable, and thorough, for both marketing and compliance purposes, so these practices are both encouraged and rewarded.

**How is a client’s pricing affected by industry consolidations (e.g.: Mercer/eVestment and Cambridge/eVestment)?**

The database industry is always changing, and after 11 years actively managing and advising asset managers on how to develop and maintain an optimal profile footprint, APX Stream finds itself installing and deactivating client data profiles every quarter as a normal course of business.

As existing databases merge and new databases fill these voids, APX Stream consults with clients, helping them to adjust their existing strategy to account for the new landscape. Part of that process requires APX Stream to adjust profile counts, placements, and billing for the subsequent quarter.

**Does APX Stream address footnotes, static data fields, and other hard-to-categorize datasets?**

APX Stream distributes all data that is provided by the client– including static data fields and footnote comments. Additionally, all key documents needed for publishing are maintained up to date, distributed and tracked in the DataDrive.

**Does APX Stream populate static data as well as dynamic data (e.g.: policy ranges, value added percentages, fee minimums and schedules)?**

APX Stream can publish every field of data the client and databases/DDQs require.

**Please provide a detailed overview of your QA process across all databases. Specifically, what checks and balances do you have in place?**

Data integrity is the hallmark of APX Stream’s data management and distribution services. Data verification and quality assurance occurs throughout the entire quarter in three stages: data assembly, data distribution, and data reconciliation.

First, data is validated against the raw data submission as it migrates into the manager’s DataDrive. Both the software and Data Team screen for outliers and compares the data to past submissions, as well as the detailed client manual.

Second stage reconciliation occurs during distribution by the Data Analyst Team, verifying data for discrepancies and anomalies against historical data as it exists in the DataDrive. The APX Stream team then reviews the manager’s data manual for specific directives on publishing that data on a per vehicle, per database basis.

Third, a final stage of the quality control review occurs via an independent second team of Data Analysts who review each specific profile, dataset, and historical submission. This last step is crucial, not only to validate and reconcile the data for accuracy, but it provides insights and opportunities to improve upon the existing functions and processes.

Database profiles are screened for completeness/gaps and all concerns are discussed with the manager on an ongoing basis.

**Describe the audits conducted and the frequency of such audits (i.e. auditing client information in the databases)?**

All monthly and quarterly data submissions are audited repeatedly throughout every quarter.

Database profiles are audited for gaps in quantitative and qualitative data (or, “static data”) on a quarterly basis and will be reviewed with the manager during the quarterly assessment meetings. Narratives are audited quarterly or upon request if needed.

**Does APX Stream only collect data using their proprietary templates, or are portfolio management systems, such as FactSet, Advent, Blackrock Aladdin, or any other proprietary system reports accepted?**

APX Stream accepts data in any format in which the client chooses to provide it. APX is in constant discussions with firms such as FactSet and Advent to establish connectivity which provides an ever-more seamless movement of data across the entire data management process. If an APX Stream client requests FactSet to establish connectivity to its DataDrive, APX Stream is fully prepared to make that happen as soon as possible.

**Please provide an overview of how investment manager products are organized on the system.**

**Please include an image / screen grab to demonstrate what the system looks like?**

The DataDrive is a highly organized, intuitively-designed SQL database that structures data hierarchically. Broadly, data is first organized at the firm level, then the product level, the the vehicle level. The following graph illustrates the 14 datasets managed by the DataDrive:

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Description automatically generated

The DataDrive will become a client’s nexus of investment data strategy, organizing all the qualitative and quantitative data managers may need on a daily basis. In addition, the DataDrive will house a firm’s entire library of marketing materials, including sample RFPs, fact sheets, pitch books, ADVs, presentations, GIPS reports, the data manual, and assorted due diligence materials.

Here is an illustration of how the DataDrive moves investment data through the system:

Graphical user interface

Description automatically generated with medium confidence

APX Stream maintains a close eye on all changes in the database industry, both large and small, and ensures the DataDrive is updated to handle these changes.

**How is investment manager data initially uploaded to the system? What support do you offer to facilitate the initial upload?**

APX Stream provides clients with proprietary APX templates that work seamlessly with the DataDrive. Additionally, the client’s internal team can import its historical data to the DataDrive using its own templates, through either a direct feed from its portfolio management software system, or in virtually any format in which a client chooses to provide it, including any templates from former or existing service providers.

**How is monthly or quarterly investment manager data uploaded to the system?**

The APX Stream DataDrive acts as the client’s data repository and can accept three forms of data: quantitative, qualitative, and any marketing collateral or regulatory documents for distribution. Data and documents for any reporting period can be imported to the DataDrive 24-7-365. Specifically:

* Quantitative data. Accepted in MS Excel spreadsheets in any format, whether it is the APX Stream data templates or in-house custom spreadsheets;
* Qualitative data. Every narrative (open-ended questions and comments) in every database is captured in the DataDrive’s Narratives Workbook, a product function unique to the DataDrive. Character limits are embedded in the text entry fields, and accepted languages are carefully noted, per each database’s requirements.
* Regulatory documents and marketing collateral. The DataDrive stores PD versions of a client’s fact sheets, pitch books, ADVs, etc. for on-demand distribution.

**When is investment manager data live on databases once added to the system?**

APX Stream publishes data within 24 hours of submission with the strongest data integrity controls in the industry. APX Stream’s most important differentiator is its data quality assurance.

Within 72 hours after data distribution, the Senior Analyst team conducts two rounds of reconciliation to verify the data published correctly. The Senior Analyst assigned to the client’s account conducts the first reconciliation/verification, then a second Senior Analyst conducts another “fresh eyes” reconciliation. Over the course of every quarter, further analysis of historical data occurs, seeking to identify data voids, both existing and newly introduced. On a quarterly basis, database profiles are screened for completeness/gaps and all concerns are discussed with the client on an ongoing basis.

**How is existing data populated to the system edited or deleted?**

Data integrity is a hallmark of the DataDrive’s value proposition. Maintaining that integrity is a never-ending process, as APX Stream’s deep and experienced Senior Analyst team will ensure client data is right even after the first submission. APX Stream does not bill for restatements, as we process restatements as if it were new data and thus triggering all the internal quality control steps in place to ensure data integrity.

New data can be provided manually by simply keying corrections into the DataDrive directly, or uploading an excel with new modified data to overwrite old existing data.

**How many performance track records per product are supported?**

The APX Stream DataDrive can accommodate for an unlimited number of performance track records (per product/strategy) such as mutual funds share classes, separately managed accounts, composites, UCITS, etc.

**Describe the process to populate product narratives.?**

The Narratives Workbook is unique to the DataDrive and is an exclusive product function, capturing every narrative-level question a client is asked to answer by each database.

At the outset, APX Stream assists cients to populate the DataDrive with its narratives, as they currently exist in each database profile, by importing them directly from existing database profiles into the DataDrive. The client’s team, both internal and external, can then collaborate, review and edit using the DataDrive’s built-in “draft mode” that enables cross-department collaboration on the narratives, from the portfolio management team, to marketing and sales, compliance, and administration (copies can also be downloaded as Word documents to circulate drafts as needed).

Importantly, all activity in the DataDrive is logged, so the client can maintain control over who is doing what in their DataDrive.

The Narratives Workbook helps clients to ensure their open-ended, qualitative responses are fully updated and compliant, that they clearly reflect the firm’s existing market position, and are consistent with the full library of marketing materials.

Nothing is ever published until it has been approved by the client. Final narratives distribution is updated by the APX Senior Analyst assigned to a given client within 24 hours of data submission.

Importantly, APX Stream knows that all databases ask the same general quantitative questions, so it is the qualitative questions that largely differentiate one database from another. As such, APX Stream’s mandate is to keep vigilant watch over the evolution of each database’s narrative fields and questionnaires.

**Our global organization requires two separate firm profiles – a US-domiciled entity as well as a UK-domiciled entity. Does your system support different data entries for each entity?**

The APX Stream DataDrive is fully capable of publishing data within the U.S.- and U.K.-based parameters. APX Stream has an extensive client base in both Europe and the US, so when APX Stream works with clients maintaining independent entities, yet are owned by a parent company, all data and products are segregated yet accessible via a single sign on (SSO).

**What summary view options do you offer to preview product and firm information? Can data be extracted from the system? Please provide an image?**

Within the DataDrive’s Consultant View feature, all AUM and portfolio characteristics are laid out in the DataDrive as it is represented in each database. In other words, a client will see exactly what consultants and database subscribers see:

Graphical user interface, text

Description automatically generated

**Please highlight any additional information or features about how data is structured on your system?**

Client investment data is structured in a hierarchical manner, with Firm data, then Product data, then Vehicle data, across each of the 14 datasets noted below:

.Website, timeline

Description automatically generated

**Please highlight any additional information about the data distribution process?**

The APX Stream data distribution process provides for an optimal combination of proprietary software code and a highly experienced Senior Analyst team. APX Stream is the industry leader in merging data distribution expertise with market-leading technological superiority.

To further clarify what APX means when it refers to “quantitative” and “qualitative” data:

1. Quantitative data as those datasets which include vehicle/benchmark performance, holdings, portfolio characteristics, and firm/product/vehicle AUM.
2. Qualitative data is considered to be datasets such as open-ended narratives, personnel biographies, fees, and contact information.

APX Stream believes a professional, highly strategic data strategy requires a manager to vigilantly maintain data profiles that are current, reliable, and thorough, for both marketing and compliance purposes, so these practices are both encouraged and no charge. Additionally, because the systems that APX Stream uses for its distribution process are highly efficient, there are no restatement fees. All restatements are treated as original data and is subjected to APX Stream’s rigorous reconciliation process.

Please note that though there are no additional charges relating to data distribution and data restatements, significant overhauls of profile data that require extensive reconciliation and reporting for the compliance, sales, and marketing teams may have fees, depending on the breadth of the project. Additional charges are rare, but possible, depending on the project and is thus handled on a case-by-case basis.

One final note: **Data integrity is the hallmark of APX Stream’s data management and distribution services and its key differentiator.**

Data verification and quality assurance occurs throughout the entire quarter in four stages: data assembly, distribution, reconciliation, and reporting.

* Stage One Reconciliation - data is validated against the raw data submission as it migrates into the client’s DataDrive. Both the software and Data Team screen for outliers and compares the data to past submissions, as well as the detailed client manual. Data migrated into the DataDrive is “bucketed” to align with a client’s marketing strategy on a per product, per dataset, and per database basis.
* Stage Two Reconciliation occurs during distribution by the Data Analyst Team, verifying data for discrepancies and anomalies against historical data as it exists in the DataDrive. The APX Stream team then reviews the manager’s data manual for specific directives on publishing that data on a per vehicle, per database basis.
* Stage Three Reconciliation occurs via an independent second team of Data Analysts who review each specific profile, dataset, and historical submission. This last step is crucial, not only to validate and reconcile the data for accuracy, but it provides insights and opportunities to improve upon the existing functions and processes.
* Stage Four – reporting services – for compliance and marketing heads etc….

**ONBOARDING & IMPLEMENTATION**

**Please describe the onboarding process. What support will you provide and what requirement do you make from new clients during the process?**

APX Stream has a dedicated onboarding team focused on “lifting” the burden

Our top priority during the initial phases of a new client relationship is to lift as much of the burden of the data management process as we can, striving for an 80/20 split between APX and the manager. The primary focus during this period is to ensure that the asset manager experiences an immediate easing of the demands of the data management and distribution process, per compliance and marketing mandates.

The onboarding process typically lasts weeks, rather than months, as APX acquires the requisite data for the firm, its products and vehicles, and its database footprint information.

The manager is assigned a Senior Analyst who will be their point person throughout the relationship. That Senior Analyst will have intimate knowledge of the manager’s strategy and processes (backed up by the full Data Analyst Team and guided by a Data Manual that sets out how data is to be handled on a quarter-to-quarter basis) and can be held strictly accountable for faithful execution of the manager’s strategy and responsiveness to its queries.

APX will provide the manager with initial login credentials. The manager may then establish as many user accounts as they wish, with varying levels of access and restrictions. Importantly, all activity in the DataDrive is logged, so clients may easily keep tabs on who is doing what in their DataDrive.

The manager’s onboarding team will be thoroughly trained on every component of the DataDrive, and the Senior Analyst will be available for ongoing support.

On a day-to-day basis, the DataDrive becomes the nexus of an asset manager’s investment data strategy. The DataDrive organizes all the qualitative and quantitative data managers may need on a daily basis. In addition, it houses a manager’s entire library of marketing materials, including sample RFPs, fact sheets, pitch books, ADVs, presentations, GIPS reports, the data manual, and assorted due diligence materials.

APX Stream believes the key to effective onboarding is clear communications, proper setting of expectations for the process, and delivering on what we promise. Clear communications enable APX Stream to better understand the manager client: their past experiences, successes, frustrations, hopes, and demands for the relationship are key.

**Please describe how products are initially mapped to databases?**

The standard implementation cycle is approximately two weeks, with tasks that include DataDrive set up, data conversion/mapping, historical data migration and connectivity mapping and testing.

Client will provide the APX Senior Analyst access to database profiles, working with APX Stream to import historical data. In a typical data implementation, the APX Stream onboarding team will conduct forensic analysis of historical data, forensically reverse engineering to determine data point mapping and logic of every database. APX Stream will also forward any questions to the manager’s data team to verify mapping logic. APX Stream will request all relevant documents to further know the client including collateral and regulatory docs frequently requested by the databases.

Additionally, discussions regarding the client’s unique data directives that will form the basis for the client’s Investment Data Manual are initiated during this stage. For installations using customized data input templates, the implementation cycle is the same. APX Stream will map any Excel template provided by the client to efficiently migrate data into the DataDrive.

**What controls do you have in place to ensure data integrity from Day One?**

Data integrity is the hallmark of APX Stream’s data management and distribution services. Data verification and quality assurance occurs throughout the entire quarter in three stages: data assembly, data distribution, and data reconciliation.

1. Data is validated against the raw data submission as it migrates into the asset manager’s DataDrive. Both the software and Data Team screen for outliers and compares the data to past submissions, as well as the detailed client manual. APX Stream has found that because the vast majority of errors occur during the initial data assembly phase, we devote significant resources and tools to target the data assembly process.
2. Second stage reconciliation occurs during distribution by the Data Analyst Team, verifying data for discrepancies and anomalies against historical data as it exists in the DataDrive. The APX Stream team then reviews the Data Manual for specific directives on publishing that data on a per vehicle, per database basis.  
     
   We should also note that, as a result of our thorough reconciliation process, APX Stream routinely identifies data errors stemming from staff turnover at the manager level - these are new errors being identified that historically had been missed.
3. Our final stage of the quality control review occurs via an independent second team of Data Analysts who review each specific profile, dataset, and historical submission. This last step is crucial, not only to validate and reconcile the data for accuracy, but it provides the clients and opportunities to improve upon the existing functions and processes. These improvements are then incorporated into the manager’s Data Manual  
     
   The DataDrive software identifies data publishing errors that result from technical glitches at the database level, as well. These are errors found in the direct profile reconciliation process. APX Stream works very closely with the tech teams at the databases to correct these errors.

Database profiles are screened for completeness/gaps and all concerns are discussed with the manager on an ongoing basis.

**Is quality control review completed directly in the APX system or will we need to log into each database to review the output and ensure it transferred properly?**

Every quarter, the APX Stream process maintains three levels of reconciliation. The first occurs when data is initially delivered to the DataDrive. The second round occurs after the data is published to the databases, with a third round occurring when a second analyst conducts “Fresh Eyes” reconciliation of the published data.

In those cases where a discrepancy exists, it is typically because the database changed something, not due to a failure in the software automation. Additionally, please note that APX assumes full responsibility to ensure the data is published properly – not the client.

APX Stream recently unveiled a new feature in the DataDrive: Recon Views. The Recon Views function enables both clients and APX Stream’s Senior Analyst staff to see, in the DataDrive, exactly how the data is displayed in each database. This function is essentially a mirror that shows how the data lays out in each database.

APX Stream is also developing a fully automated reconciliation system that will be available to the key staff at the manager’s office, with a target launch date of November 2021.

**How do you accommodate changes in the data or data structures required by external databases?**

APX Stream monitors over 50 global databases on an ongoing basis across every quarter. Many changes in the databases are found immediately, which allows for ample time to adjust and modify software code and advise our asset managers clients.

Through direct audits of the data fields and by leveraging our relationships with the technology teams at the databases, APX Stream is often the first to make manager clients aware of the changes. And it is a testament to our relationships and expertise that many databases contact APX Senior Analysts for consulting on the design of new data fields and to better understand the competitive landscape.

**What is a ‘standard’ implementation cycle, including data conversion, delivery and installation?**

The standard implementation cycle is approximately two weeks, with tasks including DataDrive set up, data conversion/mapping, and testing. The only tasks required of the client will be providing access to database profiles, working with APX Stream to import historical data, and the initiation of discussions regarding the client’s unique data directives that will form the basis for the client’s Investment Data Manual.

For installations using customized data input templates, the implementation cycle is the same. APX Stream will map any Excel template provided by the client to efficiently migrate data into the DataDrive. A small fee may be charged for custom mapping, agreed to in advance. This fee is typically waived if custom coding the manager client’s custom templates is uncomplicated.

**Please describe a “typical” implementation from a data perspective?**

The APX Stream onboarding team will request database access credentials and the prior quarter’s data for forensic analysis. APX Stream will forensically reverse engineer to determine data point mapping and logic of every database. APX Stream will also forward any questions to the manager’s data team to verify mapping logic.

APX targets a 2-week maximum timeline with little required of the manager. APX Stream has a simple and comprehensive workbook to guide our setup of the manager’s DataDrive.

**What resources can the manager expect to allocate to implementation?**

APX Stream bears the majority of setup effort, with a 80% / 20% split typical.

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

APX Stream tests data transfer connectivity to each database using the previous quarter’s data in a “dry run” to ensure fluid transfer of data.

**Please describe initial and any ongoing training for using the DataDrive?**

APX Stream trains and supports the manager’s use of and reliance on its DataDrive. The main focus at the outset (an on an ongoing basis) is efficient, effective data migration into the DataDrive from whatever contact points exist within the manager’s apparatus. APX Stream will devote resources to contribute to efficient assembly of all relevant data going into the manager’s DataDrive.

Broadly, APX Stream does not rely solely on logs and dashboard use, but the company finds that training the manager on effective use of the Dashboard to track the various stages of management and distribution is important functional knowledge.

As the industry databases evolve and add more fields, APX Stream immediately notifies the manager and conducts whatever training is necessary. Part of APX Stream’s long term “lift” is to minimize the frequency of changes to APX Stream’s proprietary templates, though as industry changes occur, changes are inevitable.

In the event a manager requires customized training, APX Stream will evaluate the emerging client needs and provide the appropriate training.

**Please outline user types / licence structures you offer, the features of each, how they benefit the data distribution process. Please also highlight any limitations (for example read-only access restricts editing)?**

APX Stream will offer clients unlimited logins to distribute across its organization. APX Stream believes the greater the usage of the DataDrive by an asset manager’s team, the more indispensable it becomes to the day-in-day-out management of firm data. Efficiencies in the assembly process is enabled by bringing all of the client’s team to participate in the DataDrive.

The client administrator can set varying permissions and restrictions for users of the DataDrive, from read-only to full administrator access. All actions in the DataDrive are logged, so the client administrator can easily maintain controls over access and actions.

**CLIENT SERVICE**

**Please outline the support and training you provide both for new and existing clients (through on-boarding and on-going) as well as any specialised training for different user types?**

With an onboarding process typically lasts only a couple of weeks, as APX acquires the requisite data for the firm, its products and vehicles, and its database footprint information.

APX Stream’s dedicated onboarding team’s top priority during the initial phases of a new client relationship is to LIFT as much of the burden of the data management process as we can, striving to minimize the responsibilities of a client’s Data and RFP teams.

The client’s data liaisons will be thoroughly trained on every component of the DataDrive, and the Senior Analyst will be available for ongoing support. Importantly, the DataDrive system is simple to understand and use; the intuitiveness in its design will enable the data liaisons to quickly become experts in its usage.

The primary focus during this period is to ensure that the asset manager experiences an **immediate** easing of the demands of the data management and distribution process, per compliance and marketing mandates.

The manager is assigned a Senior Analyst who will be their point person throughout the relationship. That Senior Analyst will have intimate knowledge of the manager’s strategy and processes (backed up by the full Data Analyst Team and guided by a Data Manual that mandates how data is to be handled on a quarter-to-quarter basis) and can be held strictly accountable for faithful execution of the manager’s strategy and responsiveness to its queries.

APX will provide the manager with initial login credentials. The manager may then establish as many user accounts as they wish, with varying levels of access and permissions. Importantly, all activity in the DataDrive is logged, so a client may easily keep track of all activities in the DataDrive.

APX Stream believes the key to effective onboarding is clear communications, proper setting of expectations for the process, and delivering a high-touch highly effective onboarding and training experience. **Clear communications enable APX Stream to better understand the manager client: their past experiences, successes, challenges, hopes, and demands for the relationship are key.**

Insofar as ongoing training is concerned, APX Stream trains and supports the manager’s use of and reliance on its DataDrive. APX Stream’s ongoing focus is efficient, effective data migration into the DataDrive from whatever contact points exist within the client’s team.

Broadly, APX Stream does not rely solely on logs and dashboard use, but the company finds that training the manager on effective use of the Dashboard to track the various stages of management and distribution is important functional knowledge.

As the industry databases evolve and add more fields, APX Stream immediately notifies the manager and conducts whatever training is necessary. Part of APX Stream’s long term lift is to minimize the frequency of changes to APX Stream’s proprietary templates, though as industry changes occur, changes are inevitable.

In the event a manager requires customized training, APX Stream will evaluate the emerging client needs and provide the appropriate training.

**Do APX Stream clients get a dedicated client service person (a human to call) for day-to-day questions/requests? Or email a team? A salesperson?**

APX Stream clients will be assigned a dedicated full-time, US-based Senior Analyst, responsible for onboarding, ongoing data management, distribution, reconciliation/verification and quarterly reviews.

Like all its employees, the Senior Analyst assigned to the client is a full-time employee of the firm.

This Senior Analyst will author the client Data Assembly and Distribution Manual, which spells out in granular detail the policies and procedures to be followed with regard to the client’s data management and distribution strategy. By clearly and consistently documenting the client’s data policies and procedures, APX Stream ensures consistent adherence by the entire APX Stream Analyst Team and management.

In addition to the dedicated Senior Analyst, the client will have access to the entire APX Senior Analyst Team. Each team member is thoroughly trained to support each client when needed. Because not every employee can work 365 days a year, and because APX has a same-day response policy for client inquiries, APX Stream provides these additional support systems to ensure that it can responsively address any and all of the client’s needs.

**What support can the manager expect from APX Stream?**

APX Stream provides same-day response to all client inquiries with regard to client accounts, research, development, operations, and technology.

Our support infrastructure is available on a 24/7 basis, with the exception of 7 national holidays: New Year’s Day, Good Friday, Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas. Broadly, APX Stream supports and responds to our clients 24/7/365., as APX Stream has clients across North America, Europe and Asia.

APX Stream’s Help Desk is located in Boerne, Texas, United States, Central Time Zone.

**What are your company’s emergency contact procedures?**

APX Stream has 3 key C-Suite partners. Kevin Dunn (COO) and Richard Jackson (CEO) are the two key contacts for emergency and off-hours inquiries. Additionally, the APX Stream Client Account Manager and Senior Analyst Team are always available to the manager’s team.

**What customer service performance indicators does your company monitor?**

APX Stream conducts quarterly detailed reviews with the manager’s data team, assessing the previous quarter’s work, as well as to prepare and plan the next quarter’s improvements and enhancements.

Rather than a static scoring, APX Stream listens to the manager, qualitatively assessing the degree of “lift” it achieves, always searching for ways to

1. improve in data quality
2. improve data output automation
3. assist the manager’s marketing and compliance teams to properly brand and position firm- and product-level data.

These are our KPIs.

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

As a matter of company policy, APX Stream provides same-day response to all client inquiries with regard to client accounts, research, development, operations, and technology.

Our support infrastructure is available on a 24/7 basis, with the exception of 7 national holidays: New Year’s Day, Good Friday, Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas. Broadly, APX Stream supports and responds to our clients 24/7/365., as APX Stream has clients across North America, Europe, and Asia.

APX Stream has 3 key C-Suite partners. Chief Executive Officer, Chief Operating Officer, Chief Marketing Officer. The COO and CEO are the two key contacts for emergency and off-hours inquiries. Additionally, the APX Stream Client Account Manager and Senior Analyst Team are always available to the manager’s team.

Because of APX Stream’s policy of same-day responsiveness, client issues are typically resolved very quickly. In the event escalation is necessary, the manager will have direct access to the administration manager and Senior Analyst during US business hours, Monday through Friday, with the COO and CEO after hours and on weekends and holidays.

The client service chain of command is as follows: Senior Analyst -> COO -> CEO. Please see the following organizational chart:

![Table

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**RISK AND CONTROLS**

**Does your organization have an Enterprise Risk Management function? Please provide the mandate of the group and the reporting structure?**

It is the function of the Executive Team (CEO, CMO, COO, CTO) to assess, manage, and mitigate enterprise risk. Risk management sessions are held quarterly to evaluate cyber security, disaster recovery, and business continuity in the event of an emergency.

**What control activities and monitoring tools are in place within your organization to ensure compliance with changes in external requirements, such as ensuring regulatory and legal rules are incorporated in a timely manner? Are your data centers under local compliance requirements? If so, which ones?**

APX Stream is a member of Investments and Wealth Association (IWA) and Richard Jackson, CEO and Head of Research, is Accredited by IWA as a Certified Investment Management Analyst (CIMA®). Both IWA and the CIMA accreditation maintain rigorous codes of ethics.

APX Stream maintains alliances with several regulatory and independent compliance firms which assist in the writing and monitoring of regulatory issues surrounding the database and data marketing by asset managers.

APX Stream authored the first published article regarding investment data compliance and the SEC and FINRA regulations rolled out in Q1 2021. Additionally, APX Stream has conducted and participated in webinars focused on how emerging regulations now govern data marketing, alongside panels of industry experts and leaders in compliance.

**Providers may be required to confirm compliance with our corporate policies on such items as IT Security and Code of Conduct. Describe your willingness to comply with the requirement?**

APX Stream works within the unique constraints of each asset manager’s sales, marketing, and compliance staff, and fully adheres to all corporate policies regarding regulatory and branding requirements. APX Stream writes, maintains, and reviews on a quarterly basis a data policy manual for every client, offering unfettered access to this manual via the manager’s portal in the DataDrive.

APX Stream regularly (quarterly, semi-annually, annually) completes client-mandated security due diligence questionnaires. When APX Stream has received and reviewed the manager’s corporate policies on IT Security and its Code of Conduct, APX Stream will willingly comply with all requirements.

**Please describe your external audit environment. Include and identify all external auditors, regulators, government supervisory agencies and related exams**

1. APX Stream’s financials are independently audited monthly;
2. APX Stream, through its operational staff, audits all data distribution across the entire process of data assembly, management, and distribution;
3. APX Stream and its technology team audits all hardware and software applications on an ongoing basis.

**Describe your internal audit function. How large is the staff? Describe frequency and scope of audits. What is the reporting line of internal audit in your organization?**

APX Stream’s Chief Operating Officer is responsible for all internal and external audits of data. All reconciliation of client data is completed within 72 hours of distribution. Further reconciliation continues to occur over each quarter.

**How does your company ensure that employees have adequate knowledge and experience to fulfill their responsibilities? Describe your training programs. How do you train contract and temporary employees? If applicable to the services being provided, please include a description of your information security training and awareness programs. How do you ensure that there is a division of roles and responsibilities (segregation of duties) that reasonably prevents a single individual from subverting a critical process?**

APX Stream training is an ongoing, long-term process that is ever-evolving by necessity, as the database industry is always evolving. APX Stream’s competitive position depends upon continuing education and training. APX Stream assigns a Senior Analyst to each Junior Analyst to mentor and monitor all ongoing training.

APX Stream does not employ temporary employees.

Staff meetings occur every morning and all tasks are managed via a team-based approach. Daily tasks are assigned every morning and afternoon by the Chief Operating Officer. The Senior and Junior Analyst training process covers five distinct areas:

* Data center operations
* Data processing and analysis
* Solutions development
* Communications
* Client Services

**Please describe APX Stream’s software design, development, and release procedures. Please also include how your company ensures that it complies with industry best-practice?**

APX Stream uses continuous integration and automated controls to ensure software quality. Application is updated frequently with a combination of code review and automated tolls. All proposed code changes are tracked and approved by stakeholder team.

**How is customer satisfaction determined by the organization?**

Customer satisfaction is determined immediately on an on-going basis via open communications protocols.

On a quarterly basis, APX Stream conducts performance quality reviews with a focus on performance, timeliness, thoroughness, and accuracy of all data management and client communications.

**Describe the procedures for guarding against computer viruses and other malicious intrusion?**

Local machines employ the Microsoft Defender suite of virus protection tools. Back up occurs at off-site data servers daily. APX Stream’s policy does not allow employees to use company resources for personal use.

**INFORMATION SECURITY**

**The data system is web-based and most, if not all, of the data is being published to public and proprietary databases. However, what is the level of safety of the data being input into this system? What is the level of safety or controls to prevent outside access who could potentially change data that could then push out to external databases? Is there an audit trail?**

Up-to-date cybersecurity, for both the DataDrive and APX’s entire system, is maintained via redundant backups, independent servers and third-party expert audits. APX Stream’s Chief Technology Officer and the firm’s US-based, in-house code team maintains APX Stream’s Technology RFP, which is updated as APX Stream adds additional security measures as required by new client requests.

Upon request, APX Stream will provide a client with its full Technology RFP and respond to any questions from their technical team.

**Does your solution have any special / new platforms on which it needs to be deployed?**

No.

**Please outline the platform used and the components involved (For example MS SQL 2010 instance XYZ)?**

Windows / ASP.NET / IIS / MS SQL server.

**Please provide a view of where the components and the platform reside (Please include the logical and physical locations)?**

Components and the platform reside in APX Stream’s cloud hosting environment and in Dallas, TX.

**Where known, please advise as to the regulatory and / or compliance policy requirements that may be applicable for to the solution?**

None are known to be applicable.

**Where known, please advise if any potential sensitive personal data may be processed / and or stored?**

No potential sensitive personal data is processed and/or stored.

**Please provide an overview of how privacy obligations are fulfilled (For example, ongoing privacy impact assessments are conducted for GDPR purposes)?**

No potential sensitive personal data is processed and/or stored.

**Does the solution support Single-Sign-On to refer authentication back the client’s directory (e.g. Active Directory)? Briefly outline the SSO features and protocols supported by the service?**

The solution does not currently support Single-Sign-On.

**What identities (accounts) are involved (E.g., user, privileged (admin/App account), service accounts)?**

User accounts and administrator accounts are involved.

**How does the authentication occur?**

Authentication occurs using credential/password authentication for login, Microsoft MVC authentication for the session.

**What functional access capabilities (e.g. read-only, read-write, review, approve, administrative capabilities, etc.) are involved with the application/service?**

The DataDrive employs read-only, read-write, review, approve, administrative capabilities, etc.

**Who administers the roles? (Please outline the life cycle management of the role and role privileges)?**

APX Stream administers roles. The client team can manage their own roles as well.

**Are there any non-user accounts (e.g. service accounts) involved? (If yes, please provide information)?**

There are no non-user accounts.

**What encryption protocols and strengths are used when the data is in transit (over an internet connection)?**

SHA256RSA / 3072 bit key.

**Provide details how authentication credentials allocated to the manager are protected when stored?**

Password is encrypted.

**What data stores are involved (e.g. files, databases, etc.)?**

File and database.

**What data elements are protected at rest and please describe the encryption mechanism? Provide details on how the data stores (e.g. in files and databases) are protected from unauthorized access & modification, detailing the type of encryption and strength used?**

The user password in encrypted at rest. The servers have access limited to necessary personnel only.

**Please specify the technical host and processing site for data stores?**

Windows / ASP.NET / IIS/ MS SQL server.

**Please outline how test data in development and test environments is protected to the same standards as live data?**

User passwords are encrypted at rest. The dev and test environments have access limited to necessary personnel only.

**Is any manager data hosted externally? (If yes, please explain what data is hosted externally and how the data is managed and protected)?**

Yes, the client provides APX Stream with information about its firm and products which is used by APX Stream to publish to consultant databases. The data is stored on APX Stream’s cloud platform in Dallas, Texas.

**Is there any data export / import involved? (If yes, please explain what data is exported / imported, the routes used to transfer the data, and the methods used to transfer the data)?**

Data can be imported and exported through spreadsheets. Data is published to consultant databases through APIs and other proprietary relationships.

**Are there any keys / certificates involved? (If yes, please describe the purpose and how they are secured and are managed on an ongoing basis)?**

Yes, for web application encryption. Keys / certificates never leave the server. The server has access limited to necessary personnel only.

**Provide details on the network configuration required for the traffic flow between the client and the DataDrive?**

Only the standard web ports 80/443.

**Are there any certificates involved for establishing the trust relationship between the client and the external entity? (If yes, please explain who would provide the certificates, how these are managed, the lifetime of the certificates and the encryption used)?**

No certificates are involved.

**What type of events (e.g. network events, application events, system events, database events, middleware events) are logged / captured for monitoring and auditing?**

Application / user activity and website events are logged.

**Where are the logs stored and how is the access to logs controlled?**

Logs are stored on the web server and database. Access is limited to necessary personnel only.

**What monitoring and auditing capabilities are supported by the solution?**

Auditing of user activity is supported.

**Does the solution allow the SIEM tool integration (i.e. LogRhythm)? Or is there any customization to be done in order to integrate with the SIEM tool?**

No, the solution does not allow SIEM tool integration.

**What are the retention requirements for logs and audits?**

There are no retention requirements for logs and audits.

**Who (which teams) are responsible for logging, monitoring and auditing?**

There are no requirements for logging, monitoring, and auditing.

**What software components are involved as part of the solution? (Please list all the in-house developed and commercially acquired / open source software components along with the version numbers)**

In-house developed application using Microsoft MVC technology and SQL Server. Uses various open-source libraries (bootstrap, jquery, dapper, closedxml, datatables, adminlte, etc.).

**What is the source / origin control and security assurance process? (Please include your SDLC – Software Development Life Cycle and Secure-SDLC policy and process documentation etc.)**

APX Stream uses continuous integration and automated controls to ensure software quality.

**How is the solution security patched and upgraded?**

APX Stream uses continuous integration and automated controls to ensure software quality. Application is updated frequently.

**What patches will the system require (Adobe, Microsoft, your company etc.) and how will they be communicated, obtained, and applied?**

APX Stream does not require any client-furnished patches. Patches are applied automatically.

**What is the licensing model (e.g. per user) and is there any distinction between a normal user and admin user from a licensing point of view?**

The DataDrive fee is $250 per quarter. This fee includes unlimited number of users and unfettered user access. APX Stream does not charge on a per-user basis.

**Who is the license approval authority?**

APX Stream will generate user and administrator accounts at the request of the client.

**Please outline your end-to-end Configuration and Change management process? (Please include an explanation of the Route to Live process and the release mechanism for all the components)?**

APX Stream uses continuous integration and automated controls to ensure software quality. Application is updated frequently. Combination of code review and automated tools. All proposed code changes are tracked and approved by stakeholder team.

**If your solution is Desktop installed, please confirm the installer package can be provided in either .MSI or .EXE formats for desktop applications?**

The DataDrive is not Desktop installed.

**Please provide evidence of any ISO27001 and SOC2 certifications Our hosting partner hold various certifications and can be provided?**

See list and files submitted via zip folder along with this completed RFP:

* 2019 CyrusOne Business Continuity Program Overview.pdf
* 2019-ISO 22301 Business Continuity Management System Certificate.pdf
* Bridge Letter for CyrusOne (Managed Services)-2019-Type 2 SOC 1 and ISAE 3402.pdf
* Bridge Letter for CyrusOne, LLC 2019 Type 2 SOC 2 & ISAE 3000 Managed Services Report.pdf
* CyrusOne (Managed Services)-2019-Type 2 SOC 1 and ISAE 3402-Final Report.pdf
* CyrusOne (Managed Services)-2019-Type 2 SOC 2 & ISAE 3000-Final Report.pdf
* CyrusOne 2019 Type 2 SOC 2 - Managed Services Report-Bridge Letter - March 31, 2019.pdf
* CyrusOne ISO 27001 Certificate - July 2019.pdf
* CyrusOne-2019-FFIEC Assessment.pdf
* CyrusOne-2019-FISMA SAR-Final Report.pdf
* CyrusOne-2019-HITRUST Assessment-Confirmation of Engagement Letter.pdf
* CyrusOne-2019-PCI DSS AOC-Final Report.pdf
* CyrusOne-2019-Type 1 HIPAA.pdf
* CyrusOne-2019-Type 2 CSA STAR.pdf
* CyrusOne-2019-Type 2 SOC 1 & ISAE 3402 Colocation-Final Report.pdf
* CyrusOne-2019-Type 2 SOC 2-Final Report.pdf
* CyrusOne-Type 2 SOC 1 ISAE 3402-SSAE 18-Managed Services-Bridge Letter-March 31, 2019.pdf
* CyrusOne\_2019\_Type\_2\_SOC\_1-SSAE18\_\_\_ISAE\_3402-Bridge\_Letter-March 31, 2019.pdf
* CyrusOne\_2019\_Type\_2\_SOC\_2\_-Bridge\_Letter-March\_31\_\_2019.pdf
* September 30, 2019 Bridge Letter for CyrusOne-2019-Type 2 SOC 1 & ISAE 3402 Colocation.pdf
* September 30, 2019 Bridge Letter for CyrusOne-2019-Type 2 SOC2 Colocation.pdf

**What are the different user interface/interaction channels? (E.g., desktop application, web browser, Excel add-in/plugin, command line/admin console, etc.)?**

The user interface is web browser-based.

**Briefly describe the access control features that are available within the service?**

Users can be assigned granular permission the view / edit data sets.

**Where open source components are involved, how is the change and release management for the open source component handled?**

Open source components are updated as needed.

**Could APX Stream provide the manager with support and assurances around the processes of security incident management, sharing information, incident response, and ongoing security management?**

APX Stream tracks every incident and system test. If any issues arise affecting the client’s data security, The client will be immediately notified.

**How is the very first Administrative User onboarded to the DataDrive so Admin user can then set up other users?**

During the onboarding phase (and on an ongoing basis), APX Stream maintains an open, unfettered line of communication with the manager. The manager is made aware and kept in the loop along every phase of the onboarding process.

The manager’s first user will be provided (via email) a user name for logging in. Upon logging in, this initial user and all users following are prompted to change their password.

**SYSTEM ARCHITECTURE**

**Is your solution hosted by your company (SaaS) or by The client?**

SaaS

**If the solution is SaaS hosted?**

* *Is there a dedicated infrastructure / shared tenant?*  
  The DataDrive uses dedicated resources.
* *Is the solution available on Azure?*  
  Future development efforts will include Azure, but not currently.
* *Please describe how the components hosted (own infrastructure or cloud, dedicated servers or Kubernetes cluster with containerized components)*  
  DataDrive components are hosted with dedicated resources in cloud host.
* *How is data encoded at rest and on the wire: between components (internally) and user communications (externally)?*  
  Data is encrypted in transit between user and application.
* *What is the access, availability, performance and support Service Level Agreements (‘SLAs’)? (Please also outline the support model)*  
  APX Stream’s master agreement covers what is traditionally contained in a Service Level Agreement.

**Are user-based components web-based or does it require any native desktop components?**

User components are web-based.

**Please describe the route to live for changes the manager makes to the DataDrive (e.g. configuration, code, UIs) including the use of any DEV / UAT instances and the promotion to production environments where relevant?**

The client is not provided authorization to make changes to the DataDrive.

**Please describe the role of administrator or support users and the common activity?**

The client’s DataDrive Administrator has full control of all Users’ access for viewing and/or editing. The Administrator can grant or restrict user functions down to the vehicle and data set level.

**Please describe any archiving and backup procedures of data and configurations?**

The DataDrive is backed up daily.

**Please describe the SLAs regarding the availability of the system?**

APX Stream has a Master Agreement that covers what is traditionally contained in an SLA.

**Please describe the capabilities regarding Disaster Recovery (‘DR’) scenarios where there is a failure or partial failure of the system?**

Disaster recovery steps would be handled be APX Stream, restoring client data from backup files. This recovery procedure would normally take less than one day.

**Please describe the data exchange formats / protocols (For example, HTTP REST, JSON, XML, etc) Excel / XLSX / XLS?**

The data exchange format is JSON

**Where will the data be hosted? Public cloud (Azure, AWS or Google) or private cloud?**

The client’s data is hosted on a secure private cloud account.

**What are the locations of the cloud datacenters that will be used to host client data?**

Cloud data centers are located in Dallas, TX.

**Does the solution involve privilege and non-privilege roles? If so, please provide information what these roles are and the roles description?**

Administrator can access all functions within the application. Users can be assigned granular permission to view / edit data sets.

**What encryption will be used for Data in transit?**

TLS 1.2.

**What data stores types will be used to store client data?**

File and database stores are used to house client data.

**Does your SaaS application require API integration with the client or other 3rd party applications?**

The DataDrive does not require API integration, but it is API-enabled.

**Provide a scenario and rationale why a 3rd party might require access to company data, as opposed to metadata or service operational data. What governance and oversight are provided?**

APX Stream’s hosting partner may need access to resources to support the hosting environment as a normal part of doing business. No governance and oversight is provided to the client.

**BUSINESS CONTINUITY, DISASTER RECOVERY AND INCIDENT RESPONSE**

**Is there a formal directive from the board of directors or senior management to maintain a formal Business Continuity Plan (BCP)?**

APX Stream has a formal directive from senior management to maintain a formal BCP.

**What actions or occurrence prompt updates or modifications to the plan? When was the last review or update to the BCP?**

APX Stream’s BCP is to be reviewed annually. The plan would be updated in the event an unforeseen scenario transpired (either directly to APX Stream, or to a business with similar business fundamentals) that would make such an update a responsible business decision that protects client interests.

**Please describe the team responsible for maintaining the BCP?**

The BCP is under the purview of APX Stream’s President and Chief Operating Officer.

**How often is the BCP tested and when was the last test of the BCP?**

The BCP is tested every calendar year. The last test was in March 2020.

**Briefly summarize the scenario used for recent testing or exercises that were performed. Was the test or exercise successful?**

The last test was in March 2020, as COVID-19 became a pressing business concern. The plan was executed without incident and normal business operations were maintained.

**Is there a formal directive from the board of directors or senior management to maintain a formal Disaster Recovery Plan (DRP)?**

APX Stream has a formal directive from senior management to maintain a formal DRP.

**Do you formally test your DRP? What is the testing cadence?**

DRP assessments are conducted on a semi-annual basis and training discussions occur on a quarterly basis.

**Do you have a formal Incident Response policy?**

APX Stream’s executive management is trained regarding incident management policies, including reporting procedures.

**Is your Incident Response policy tested (e.g., Tabletop Exercise)? What is the cadence of testing?**

Testing on Incident Response is conducted on a yearly basis.

**MAINTENANCE**

**How many bug-fixes were applied to the DataDrive in each of the last two years, and in percentage terms, what proportion of the development resource was taken up by these tasks?**

APX Stream has released code 736 times in the past two years as part of continuous development. This accounts for around half of our development resources.

**What is the level of maintenance support required from the client staff, together with the skills required of them?**

No support is required from APX Stream clients.

**Is the supply and implementation of software upgrades to the DataDrive included in the annual maintenance charge?**

Yes, APX Stream absorbs all development costs associated with the DataDrive.

**Please outline the procedures regarding the following?**

* *Announcement of new releases*  
  APX Stream announces new releases via a combination of email, phone calls and quarterly newsletter.
* *Supply / implementation of new releases.*  
  New solution enhancements/releases are implemented on an ongoing basis and made available as soon as they have gone live.
* *Documentation updates*  
  All documentation updates are implemented immediately, and all previous versions are archived.
* *Notification of potential high impact problems*.  
  Notification of potential high impact problems is made through a combination of phone calls, emails, and scheduled meetings.

**What is APX Stream’s policy regarding the software remaining compatible with the software environment?**

The APX Stream solution is web-based and browser-accessed. As such, there is no policy regarding the software’s compatibility with the software environment.

**If the software environment is changed, please state the normal timescale required to make software compatible?**

The APX Stream solution is web-based and browser-accessed and as such does not have a normal timescale required to make software compatible with a change in the software environment.

**Are there any conditions that would lead to withdrawal of APX Stream’s support services?**

Possible conditions are, but not limited to: breaching of the NDA, hiring of any current or past employee, using APX Stream’s proprietary software or code for personal benefit or profit.