



## **DST Develops Sales Analytics Solution**

### **DST WalletShare delivers comparative asset and flow data to help investment managers and their sales forces build distribution**

Kansas City, Mo., June 14, 2011—DST Systems Inc. has developed a web-based sales analytics tool that enables investment managers to calculate their “wallet share” of industry sales and assets against competing investment products. DST is the largest third-party provider of U.S. mutual fund shareholder recordkeeping services, and is leveraging its position to source and deliver the broadest range of trade and asset data available in the industry.

With broad-based, scrubbed data representing relative assets, inflows, outflows and net flows, DST’s WalletShare™ solution enables investment managers to better target sales and marketing resources; develop firm-specific selling strategies; align resources by territory and distribution partner; and identify opportunities to develop new products.

“We believe DST has a market-leading solution that will provide the type of analysis that is critical for our sales organization,” said Martin Beaulieu, vice chairman and head of global distribution, MFS Investment Management.

Wallet share data consists of assets and flows from transfer agency and subaccounting platforms, as well as from third party data sources. It matches trade and asset-level information to trading codes housed in its centralized Universal Dealer database in order to deliver an unmatched depth and breadth of high-quality, reconciled data.

“DST WalletShare is the first analytical tool that provides this level of visibility into market share reporting—and the only solution that produces actionable business intelligence from thoroughly scrubbed and verified flow and asset information,” said Rick Niedt, director of distributor technologies for DST Systems.

A flexible graphical and tabular user interface enables individual users to tailor their views and save custom inquiries. Raw data export functionality enables users to export the data for use in their own customer relationship management (CRM) systems or business intelligence (BI) tools.

**About DST Systems**

DST Systems, Inc. provides sophisticated information processing and computer software products and services to support the mutual fund, investment management, insurance and healthcare industries. In addition to technology products and services, DST provides integrated print and electronic statement and billing output solutions through a wholly owned subsidiary. DST's world-class data centers provide technology infrastructure support for mutual fund companies, healthcare providers, banks, mortgage bankers and insurance companies around the globe. DST is headquartered in Kansas City, Mo., and is a publicly traded company on the New York Stock Exchange.

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