# IHS Markit™

# Enterprise Data Management (EDM): product master

A complete, accurate and up-to-date investment product hierarchy is essential for the proper operation of buy-side firms. However, establishing and maintaining an investment product master presents a number of challenges due to the lack of standardization of hierarchies and terminology. The situation is most complex for multi-jurisdictional organizations and those that have grown through mergers or acquisitions.

EDM from IHS Markit addresses these challenges with its flexible data schema, which accommodates the idiosyncrasies of product hierarchies and allows firms to maintain different hierarchies for individual regions and entities. The product master supports an N-level investment hierarchy, including investment group, investment strategy, investment product, investment vehicle and other client-specific hierarchal levels.

Product master data can be sourced from both EDM and external platforms. Regardless of the source, the data undergoes user-defined data quality checks before being merged, based on configurable business rules, to become part of the master data set.

The resulting product hierarchy enables firms to deliver improved management reports, and provides robust, clean data sets for predictive analytics that help increase assets and minimize redemptions.

## Customizable workflows

Flexible UI workflows give users control over how they set up the levels in the product hierarchy, including strategies, mandates, funds and sleeve structures. Manageable entitlements functionality allows users to control who is involved in setting up and editing the details of each hierarchical level. EDM supports multi-language workflows and data entry. It also enables past- and future-dating of attributes to streamline data entry and change. Status dashboards provide updates on incomplete attributes.

## Auditability and data lineage

Users benefit from the ability to track data back to its raw source format, as well as a complete audit trail on any dimensional changes. This transparency includes visibility into enrichment and mastering workflows for improved data governance.
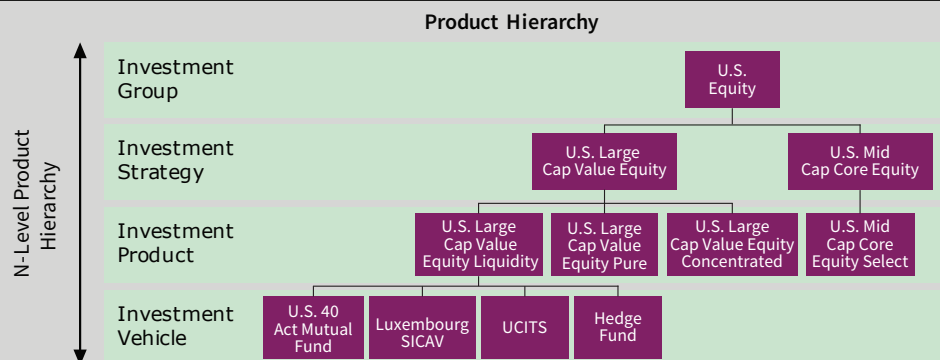
## Exception management and data quality

EDM provides exception management workflows. These surface data quality issues in the product master and allow the end-user to resolve any exceptions. Trend analysis can be performed on the platform to track data quality over time and ensure fully cleansed, authoritative data points are being distributed downstream.

## Look-through

EDM gives users the ability to link and display related data through the web UI. A product master can be combined with a security and positions master to provide complete look-through across the organization. It can also be linked with an account master to produce visibility of clients that invest in individual funds.

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## KEY STATS

### 200 +
clients globally

### 40+
managed services clients

### 24 X 7 X 365
global support

## CUSTOMERS

**Administrators**

**Asset managers**

**Banks**

**Broker dealers**

**Commodity firms**

**Energy firms**

**Hedge funds**

**Insurance companies**

**Pension funds**

**Regulators**

**Vendors**

# Example of Product Master Dashboard

## Product Hierarchy

N-Level Product Hierarchy

| Investment Group | | U.S. Equity |
| Investment Strategy | | U.S. Large Cap Value Equity / U.S. Mid Cap Core Equity |
| Investment Product | | U.S. Large Cap Value Equity Liquidity / U.S. Large Cap Value Equity Pure / U.S. Large Cap Value Equity Concentrated / U.S. Mid Cap Core Equity Select |
| Investment Vehicle | | U.S. 40 Act Mutual Fund / Luxembourg SICAV / UCITS / Hedge Fund |

## Product Attribute Groupings

| Party Data | Data Quality | Benchmarks | Legal |
| Fund Flows | Performance | Fees | Shareclasses |
| Fund Managers | Distribution | Marketing | Liquidity |
| Risk Factors | Research | Classifications | Account |
| | Client Specific Attributes | | |

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**Product Master**

Asset Class: Equity

Hierarchy Filter

REFERENCE DATA | PRODUCT FIELDS

**Master Product Inbox**

| Investment Strategy | Investment Product | Investment Vehicle |
| --- | --- | --- |
| | Concentrated | |
| U.S. Large Cap Value Equity | U.S. Large Cap Value Equity Liquidity | Hedge Fund |
| U.S. Large Cap Value Equity | U.S. Large Cap Value Equity Liquidity | Luxembourg SICAV |
| U.S. Large Cap Value Equity | U.S. Large Cap Value Equity Liquidity | U.S. 40 Act Mutual Fund |
| U.S. Large Cap Value Equity | U.S. Large Cap Value Equity Liquidity | UCITS |
| U.S. Large Cap Value Equity | U.S. Large Cap Value Equity Pure | |

1 2 3 4 5 ... ▶ ▶|   1 - 50 of 331 items

**Investment Hierarchy**

- Equity
  - U.S. Equity
    - U.S. Large Cap Value Equity
      - U.S. Large Cap Value Equity Liquidity
        - Hedge Fund
        - Luxembourg SICAV
        - U.S. 40 Act Mutual Fund
        - UCITS
    - U.S. Mid Cap Core Equity
      - U.S. Mid Cap Core Equity Select

**Exceptions**

Holdings MV Outside Tolerance
Missing Country
Termination Date Approaching
Country of Concern
Invalid Inception Date
Launch Date Approaching
Expiring Overrides

■ High ■ Medium ■ Low

STRATEGY INFO | SHARE CLASS | MANAGERS | BENCHMARKS | POSITIONS | TRANSACTION | LEGAL | LIQUIDITY | PERFORMANCE | RISK FACTORS | FEES | DISTRIBUTION | EXCEPTIONS

| First Name | Last Name | Middle Initial | Nickname | Suffix | Current Team Start Date | Firm Start Date | Industry Start Date | Title | Role | Firm |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Christopher | Russo | | Chris | | 2016-06-20 | 2015-02-03 | 2015-02-03 | Associate | Portfolio Analyst | Angel Investmen |
| James | Penniman | | Jamie | | 2014-09-09 | 2013-04-10 | 2008-07-21 | Director | Portfolio Manager | Angel Investmen |
| Neil | Robertson | | | Jr. | 2012-11-21 | 2010-01-07 | 2007-08-09 | Director | Portfolio Manager | Angel Investmen |
| Phineas | Smith | | Phin | | 2012-01-24 | 2010-07-19 | 2003-03-17 | Managing Director | Head of Investment Operations | Angel Investmen |
| Rich | DiBenedetto | J | Richie | II | 2013-06-13 | 2013-02-15 | 2011-03-07 | Director | Portfolio Manager | Angel Investmen |

Product master dashboard

# More information on IHS Markit products and services

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