

V:Pitch is powerful new functionality within the Vermilion Reporting Suite, enabling authorised users to create and maintain PowerPoint presentations using approved content.

With V:Pitch, content can be created through the Vermilion Reporting Suite or combined with external content uploaded into the system. Uniquely, all data displayed in a presentation has an audit trail through Vermilion. Data can be edited and/or protected and final presentations can be routed through a configurable workflow for compliance approval. Crucially, pitchbooks can retain a master theme so that all slides are consistently on-brand.

Vermilion has introduced the concept of content managers and consumers, co-existing via secure partitioning within the solution. Content managers can utilise reports and report components created within Vermilion in conjunction with external content. When completed and approved, these components can be released to specific folders, allowing consumers the ability to generate approved content in native MS PowerPoint or PDF PowerPoint.

V:Pitch will be invaluable to marketing and sales departments that have master slide decks and need a central repository for all presentations, while ensuring all content is approved. V:Pitch can be easily rolled out across an organisation on its own or as part of an upgrade to an existing implementation.

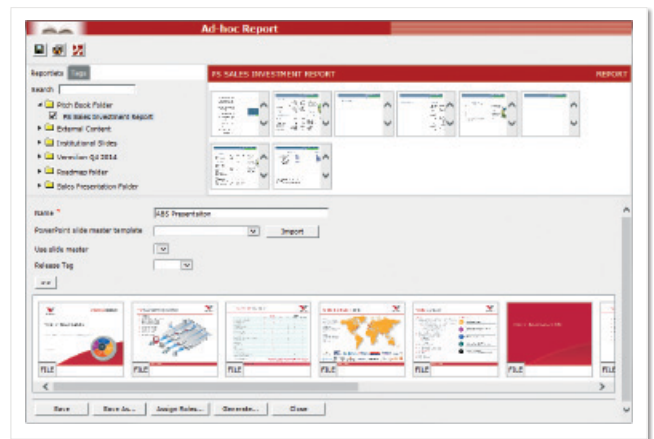
Recognising a Need

Traditionally, the sales and marketing presentation-creation process within investment management firms involves multiple teams manually copying and pasting legacy content. They then combine this content with client reporting output to produce collateral to be used during client visits and sales meetings. This cutting and pasting from Excel is both time-consuming and prone to errors.

Vermilion has recognised the need for a more efficient approach, including the ability to collect data and create a presentation 'on-the-fly' without duplication of effort. Firms want to utilise all of their branded and audited content produced through client reporting for sales enablement, instead of continually recreating it. V:Pitch meets this need.

A Diverse User Base

V:Pitch is an intuitive tool; all you need to do is drag and drop content to create a new pitchbook or ad-hoc presentation. It has been designed so that any user is able to create new presentations on demand utilising approved content. Marketing



and sales teams can make full use of the tool, in addition to relationship managers that are being asked by existing clients to retrieve information on demand.

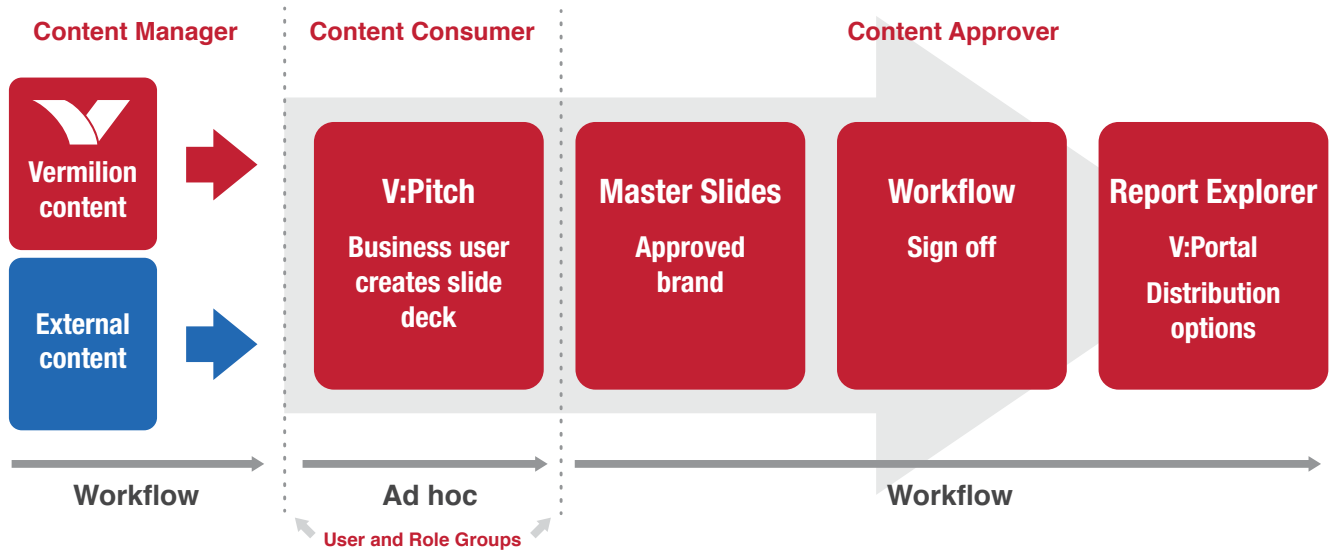
Finally, Client Reporting teams looking to create ad-hoc reports that do not conform to a template structure (but want to maximise content that is already on the platform) will benefit from V:Pitch.

Key Benefits

- Ability to re-use data and report components for PowerPoint presentations. Marketing and sales can easily create brand consistent presentations of fully approved and audited content, via a user-friendly interface
- Centralised tool for the management of presentation material based on Vermilion created content and external content. V:Pitch is audit- and MIS-controlled to ensure all presentations, content amendments and created presentations are recorded and can be called within MIS reports
- Marketing and sales can ensure that content changes made within Vermilion filter down to presentations in real-time. As a consequence, all presentations contain the most accurate and up-to-date information
- Fully role-permissioned, providing reassurance that only approved content creators have editing access and only approved content consumers can create presentations
- Configurable workflow ensures that final presentations are fully compliant

Empowered Presentations

How V:Pitch works



Return on Investment

V:Pitch delivers an immediate return on your investment. Whether creating pitchbooks to sell new products or acquire new clients, sales and marketing teams can swiftly generate revenue for your organisation by utilising approved content.

Tasks that previously took hours to undertake can be achieved in minutes. Sales teams can be more efficient, spending less time creating bespoke reports. Marketing teams can focus on value added activities rather than continually searching for the latest approved data. Centralised control and the use of audited data mean that firms can effectively market their services far more rapidly than before.

About Vermilion

Vermilion Software is a best of breed provider of client reporting and communications technology, serving the global asset management industry with its award winning product, Vermilion Reporting Suite.

By utilising advanced automation and workflow, we enable asset managers, private wealth and alternative investment firms to enhance their customer experience and scale their reporting function without additional headcount. As service level agreements continue to tighten, we enable our clients to secure new mandates and grow their business.

An independent firm with strong financials, Vermilion continues to invest heavily in its product. It has offices in London, Boston, Singapore and Sydney.

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