

Streamline your research distribution workflow: Tier1 and BlueMatrix

Research desks are increasingly expected to deliver superior client value with targeted outreach and provide more content-rich, meaningful conversations. To achieve this impactful engagement that matters, manage your client research preferences from one central place with Tier1's Research Preference Manager and connect into BlueMatrix for distribution. The data in Tier1's system enables users to send more targeted research information and record underlying preferences.

Centralize your data in Tier1's Preference Manager and Interest Model



Choose what type of research to receive based on interests



Pick the means of distribution – e.g., email or hard copy

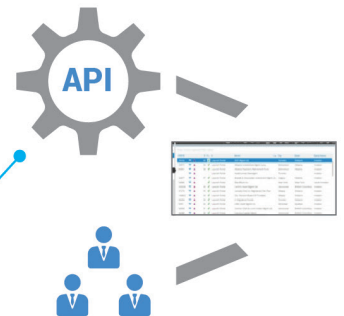
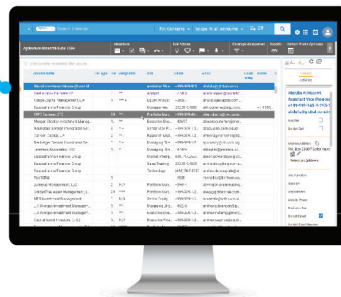


Set the frequency of research alerts and audience type



Based on the criteria in Tier1's Preference Manager, users can provide a targeted list of contacts for BlueMatrix to distribute published research.

After publishing, Tier1's database queries to return a set of contacts that match that research interest.



From there, Tier1's system passes those contacts along to the relevant audience through an API feed.

Benefits from Tier1 and BlueMatrix

- Tier1's CRM data and proprietary interest model enables users to discover or identify relevant research information with ease of automation.
- Targeted, faster and more efficient ways of distributing research to hundreds of users.
- Leverage robust tracking and reporting to monetize your research.

To learn more about Tier1 and BlueMatrix and how we can support the integration of your capital markets systems, contact info@tier1fin.com for more information.