

## The Company

Mavenomics Inc. is an innovative software and consulting company based in Cambridge, Massachusetts near Harvard University and MIT.

Mavenomics was founded to provide an alternative to traditional reporting and business intelligence tools which are too heavyweight and inflexible to meet the needs of demanding institutions such as hedge funds.

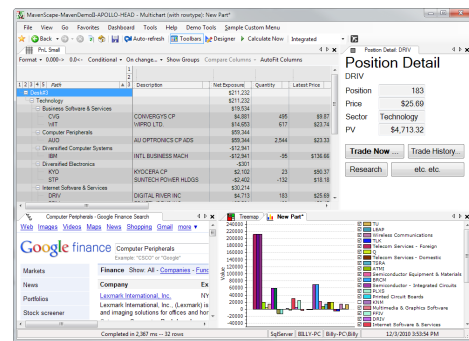
Mavenomics fills the gap between pure custom solutions and inflexible traditional tools by combining consulting expertise with a distinctly agile technology framework, offering the best of customization and leverage.

## Complex Hedge Fund Needs

Hedge funds, especially larger and multi-strategy funds have complex needs such as:

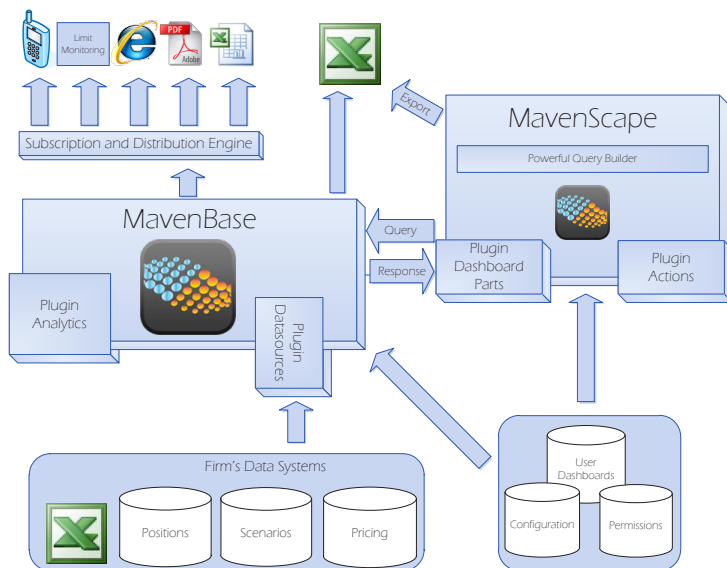
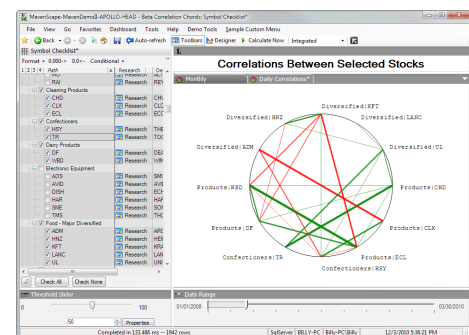
- Near-time P&L monitoring
- *Ad hoc* risk measurement
- Performance attribution
- Trading cost analysis
- Compliance checking

These needs are typically addressed with a wide array of tools including Excel, OLAP cubes, Matlab, and Crystal Reports which are insufficiently flexible or hard to leverage, or by in-house custom applications which are time consuming to build, expensive to maintain and difficult to leverage, inevitably leading to slow implementation times, high costs, and isolated systems.



## Leverageable Custom Solutions

Mavenomics solves the need for both customization and leverage by combining consulting expertise with a distinctively agile framework and a consistent platform for data integration, custom analytics, and deployment to various reporting targets and sharing between users.

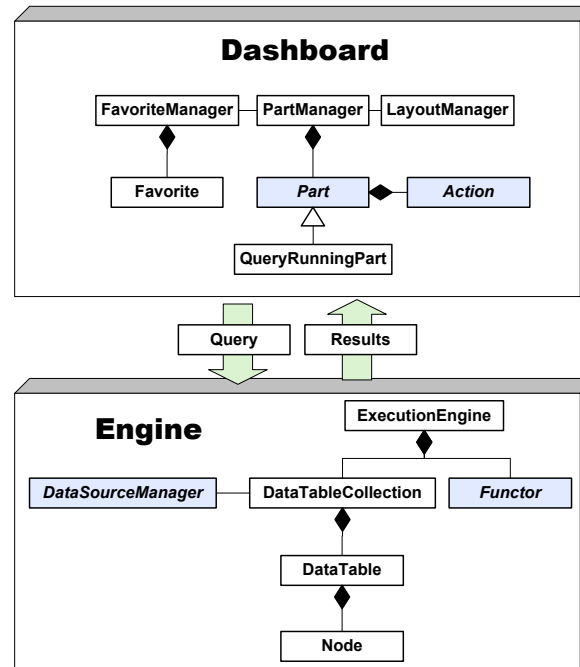


## The Mavenomics Framework

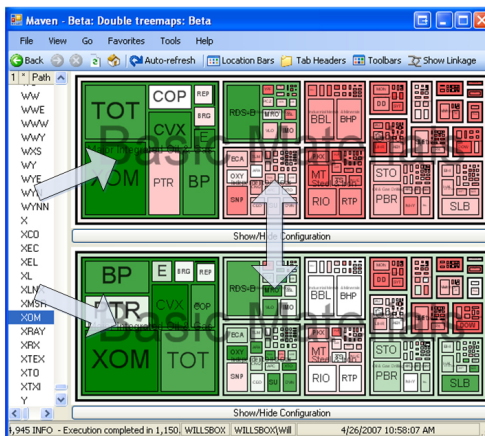
- A highly performant data and calculation engine
- A flexible dashboarding environment
- Support for diverse reporting targets
- A report subscription engine
- Open APIs throughout

## Framework Advantages

- **Rapid deployment:** A lightweight base architecture and multiple deployment options enable rapid initial development and rollout of solutions, and agile maintenance beyond.
- **Easy extension:** .NET extension APIs on the engine enable integrating or extending new data sources and analytics, while the dashboarding APIs allow for new parts and actions that leverage the engine or external systems.
- **Open querying:** .NET querying APIs and web services can leverage the engine to create complex new reporting within the shared dashboarding environment or to targets beyond the Mavenomics framework.
- **Near-time performance:** Keeping data in or near memory, caching, and delta-processing simultaneously enable static reporting, continuously updating monitoring and dynamic *ad hoc* analyses.



Path	Value	Quantity	latestprice	DTD_Realized_P
root	\$13,396,461			\$7,473.4
Desk#3	\$13,396,461			\$7,473.4
Technology	\$13,396,461			\$7,473.4
Application Software	\$1,193,264			\$397.5
CA	\$378,919	13,839	\$27.38	\$107.0
CPWR	\$26,152	3,471	\$10.13	\$100.8
MSFT	\$110,082	3,608	\$30.50	\$94.2
SAP	\$69,111	14,210	\$47.05	\$95.3
Business Software & Services	\$499,267			\$573.3
CSGS	\$104,483	3,757	\$27.81	\$87.4
IHS	\$40,579	957	\$42.41	\$119.5
MANT	\$122,623	3,705	\$33.10	\$79.9
MVSN	\$94,131	3,935	\$23.92	\$104.6
SDNS	\$13,225	1,705	\$7.75	\$98.9
WBMD	\$124,227	2,959	\$52.66	\$82.8
Communication Equipment	\$322,886			\$240.5
BWNG	\$45,376	2,907	\$15.61	\$117.5
DTV	\$277,610	11,607	\$23.92	\$129.0



## Dynamic Applications

- **Leveraged integrations:** once data and analytics have been integrated and as they are enhanced, users can discover novel ways of exploring data, ask previously unanswerable questions on the fly, and build and share dashboards tailored to their own workflow.
- **Diverse uses:** the same data and analytics can be used to drive monitoring, analysis, and research everywhere from operations to the investment committee and compliance to the trading floor.
- **Exciting visualizations:** by combining reporting elements from simple grids to complex graphs to custom visualizations, data can be understood and explored more quickly and insightfully.

For example, once portfolio, P&L, and risk systems are integrated, users can dynamically create a “map of the market” treemap, which rather than just showing the market in a limited way can be customized to dynamically explore their portfolios, aggregated by their hierarchies or custom classifications, with their measures of exposure, profitability, and risk to generate new insights... all leveraging the underlying core investment and ready for sharing, monitoring, and enhancement.

A simple datasheet can't do this justice and we'd like to discuss your needs.

To arrange a demo e-mail [demos@mavenomics.com](mailto:demos@mavenomics.com) or call 617-492-5130.