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# Iress launches FundsFlow data product

*Providing unparalleled insights into the investment dynamics of the wealth management industry*

Iress today announces the launch of its FundsFlow data product - a first-of-its-kind market intelligence platform offering a consolidated view of investment flows and trends across Australia's retail investment management industry.

Iress FundsFlow captures more than \$130bn of annual transaction data across 10,000 unique investments, to provide insights into investment product trends, fund manager competitiveness and investor preferences and behaviour. Iress FundsFlow extracts and transforms select data sets in Xplan in a bottom-up manner, using 60 months of historical data to aggregate and analyse portfolio transactions across managed funds, ETFs, SMAs and direct equities.

Iress Chief Product Officer - Data, Simon Karaban, said: "Over many years as Australia's leading advice platform provider, Iress has garnered an unparalleled dataset reflecting trends and behaviours in retail wealth management. We're excited to be able to offer these valuable insights to product issuers as they evolve their offerings to better meet the needs of advisers and their clients.

"We identified a real gap in the market, with existing market intelligence solutions often relying on stale, incomplete and fragmented datasets when it comes to retail wealth flows, resulting in heavy reliance on surveys and anecdotal evidence. Iress FundsFlow represents the dynamics of the whole investment management ecosystem in one place. We designed FundsFlow to give investment product issuers and distributors a timely and consolidated view of investment flows, empowering them to quickly adapt to shifting market conditions and competitor dynamics with more answers, and fewer lingering questions.

"We've partnered with Quantum, the leading data analytics and AI company, to deliver FundsFlow, bringing critical and complementary capabilities to our solution, while enabling us to continue evolving FundsFlow with sophisticated analytics, insights and predictive capabilities.

"We've been delighted with the early feedback we've received from several fund managers and ETF issuers who've been part of our pilot and helped to shape the product and we're thrilled to now share this with the broader market."

Quantum Executive - Financial Services, Wade Matterson, said: "Retail wealth management industry data has been fragmented for too long. We're delighted to support Iress FundsFlow by combining Quantum's advanced analytics and AI expertise with Iress's comprehensive dataset to deliver real-time insights into adviser behaviour and client allocation trends that fund managers need."

For more information on Iress FundsFlow, click [here](#).

## Ends

### **Iress**

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## About Iress

Iress (IRE.ASX) is a technology company providing software to the financial services industry. We provide software and services for trading & market data, financial advice, investment management, life & pensions and data intelligence in Asia-Pacific, North America, Africa, the UK and Europe.

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