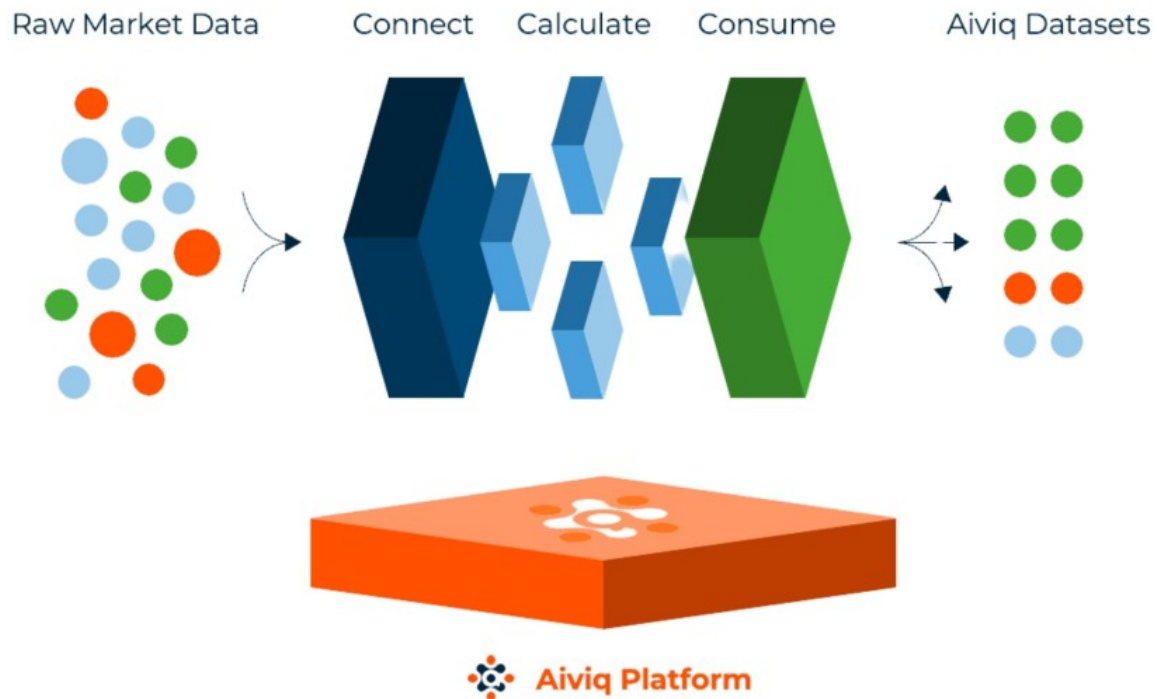


Alliance Bernstein selects Aiviq for Client AUM and Flow data products and services

Aiviq, a leading cloud data SaaS fintech, announced a multi-year deal with Alliance Bernstein Asset Management (AB) to provide client AUM and flow data management products and services for AB's International business.



London, United Kingdom Feb 14, 2023 ([IssueWire.com](https://www.issuewire.com)) - AllianceBernstein Selects Aiviq for Client AUM and Flow Data Products and Services

Aiviq, a leading cloud-based SaaS business for the global asset management industry, today announced a multi-year deal with AllianceBernstein (AB), a global investment management firm, to provide client assets under management (AUM) and flow data management products and services for AB's international business.

Aiviq has licensed its industry-leading client AUM & flow data management platform to AB and will provide a number of enterprise AUM & flow data sets via its managed service offering. This will standardise a diverse range of AUM and flow data sources across AB's European funds business to support AB's reporting and analytics requirements across sales, marketing, client service, and business management.

Honor Solomon, Head of EMEA Retail, AllianceBernstein said:

"Aiviq and AllianceBernstein share a culture of collaboration, partnership, and co-innovation, which has enabled us to develop this highly successful capability together. The Aiviq platform is a key pillar of AB's

global strategy to develop a data-driven sales capability. We look forward to our continued collaboration with Aiviq.”

Mark Leedham, Head of Technology and Operations – Client Group, AllianceBernstein commented:

“The Aiviq platform’s extensive data model, and expansive library of data quality rules, allow us to accurately map the role of key participants in the investor ecosystem to a given transaction or holding. This capability enables us to reconcile client AUM and ‘flow to fund’ accounting data and use sophisticated data matching techniques.”

Greg Glass, Executive Director, at Aiviq commented:

“AB’s investment in the Aiviq platform is evidence of the accelerating trend in the asset management industry to gain competitive advantage by exploiting data more creatively. AUM & flow data describing a client’s economic footprint is one of the most valuable and under-exploited data sets in the industry. AB has created a definitive Customer Book of Record (CBOR) that can be used to support use cases across the enterprise in sales, marketing, finance, strategy, and beyond. We are delighted with the partnership with AB and we look forward to collaborating closely in the years to come.”

Ends.

Editors’ notes

About Aiviq

Headquartered in the UK, Aiviq is a leading cloud-based SaaS business for the global asset management industry. The company provides AUM, flow, and revenue analytics products and services that help its customers meet use cases across sales enablement, client service, product development, risk and regulatory reporting, and corporate strategy. Aiviq’s vision is to create data clarity and extract insightful management information for global investment managers. The company is accredited with the ISO 27001:2013 information security standard and proactively engages its user community to ensure its product roadmap addresses rapid change within the industry. Aiviq is a wholly owned subsidiary of Alpha FMC and has grown organically and by acquisition to support its expanding client base across the global investment management industry.

www.Aiviq.com

About AllianceBernstein - www.abglobal.com

AllianceBernstein L.P., the parent company of AllianceBernstein Limited, is a leading investment-management firm with \$646 billion in client assets under management, as of December 31, 2022. AB offers high-quality research and diversified investment services to institutional, high-net-worth, and retail investors, in major world markets.

AB’s investment capabilities span diverse asset classes, investment styles, and geographic markets. They include Luxembourg-domiciled global, regional, and sector-specific equity funds; multi-asset and alternative funds; and fixed-income strategies that encompass the entire risk/reward spectrum.

In Europe AB’s asset management operation, has 11 offices in 9 countries offering high-conviction equity funds and specialist fixed-income strategies, liquid alternatives, and multi-asset solutions to

institutional investors, discretionary wealth managers, and financial advisers.

Issued by AllianceBernstein Limited which is authorised and regulated by the Financial Conduct Authority. Its Registered Office is at 60 London Wall, London, EC2M 5TQ. Additional information about AB may be found on our website, www.alliancebernstein.com.

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